

Produced by the  
Beneficiary Liaison  
Group and  
Funded by  
The Baily Thomas  
Provident Fund

# The Mansfield Brew

Summer  
2024

ISSUE 3

## BAILY'S WONDERFUL LEGACY FOR MANSFIELD

### MANSFIELD MUSEUM:



A REVELATION!

In 1885 a new Mansfield Brewery partnership was established with William Edward Baily, Henry Stephen Shacklock, William Jackson Chadburn and James Hadley Hopewell, with William Edward Baily owning 50% of the shares.

Baily was a Victorian collector of natural history objects and a significant figure in the establishment of Mansfield Museum and Art Gallery. See the full story by Sue Walters on pages 6-7

ALSO IN THIS FULL BARREL OF AN ISSUE:

Colin Stump praises the 1990s

The Frank Pates story and more...

### Familiar Faces?



1st photo in the top yard when Mandora owned it. Paul Weaver and Bas Green. 2nd photo of Paul Weaver with some old employees when they had been sold to Barrs for doing his 25yr service. Most at Mandora. 3rd photo is with Robbin Barr giving Paul his 25yr service of working with the company, starting with R L Jones then becoming Mandora

### Friendly Donkeys greet MBMA walkers



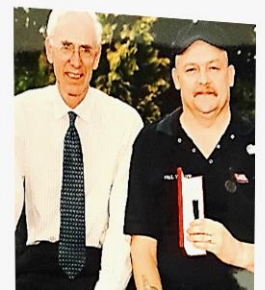
On Sunday 12th May, 14 participants started off from Lower Hartshay on a circular walk of 5 miles around the Ripley area. It was a beautiful sunny day for a walk! On the route, we encountered some very friendly donkeys, a group of 6 quails and some not so friendly cows! Sir Barnes Wallis, inventor of the "Bouncing Bomb" was born in Ripley and is commemorated by a Recreation Area where some walkers could not resist a go on the swings! Afterwards, lunch was enjoyed at The Sea Fish restaurant in Ripley where we were joined by some former walkers.



Report by Barbara Brown



Pictures courtesy  
of Pamela Weaver



### The walking group enjoying the May sun



## Trustee update

We were pleased to meet so many beneficiaries at the Open Morning in March. Those who were there will know we are working on a Scaling Up Project to maximise the support the Fund is able to provide to beneficiaries over the remaining 26 years of the Fund.

Our current focus is a review of the benefits we offer, in particular to look at where these can be increased and extended – to protect and enhance physical and mental health, to assist in cases of hardship and support education and skills development. We expect to be able to update you on our decisions in a few months' time

We are also progressing our companionship project in collaboration with Jigsaw Home Care, so if you live in the Mansfield area and would consider volunteering to support a fellow former employee, or if you know anyone who would benefit from some support from a former colleague – please do get in touch for more details.

### Website

The website has been updated with information about the following:

- Grants to obtain Lasting Power of Attorney – an important part of planning for the future, including the application form should anyone wish to apply.
- Issues 1 and 2 of the Mansfield Brew.
- Handouts from the Open Morning, including further information about the Scaling Up Project.

### Grants so far for 2024 (as of 29.05.2024)

833 grants have been received so far for 2024

### Updated office hours:

The office hours are now Monday to Friday 9:00 am – 4.30pm.

### Tracing Project:

Over the past two years the trustees have been working hard to trace former employees of the brewery who may not be aware of the existence of the fund. We have written to well over 1,000 people where we believe we have identified current addresses. In just the last few months, this has led to us being contacted by 64 people about the fund and has led to the award of 34 grants. We now have had 183 grant applications as a result of this project.

### And finally, a selection of thank you's:

*Thank you and the trustees of the Baily Thomas Provident Fund for kindly approving the provision of a free Acer Laptop to replace my old model which is no longer efficient!*

*I would like to thank you for the recent payment of £200 to assist with the cost of winter fuel, it is very much appreciated and helped significantly with the added winter costs.*

*Just to say Thank to you and BTPF for the payment I received for the alterations to my pathways round my bungalow. It's wonderful to be able to get to my garden*

*Thank you so much, I am just so grateful beyond words. It is so amazingly generous, and that this all started from the original founders who are continuing to live on in some ways since 1855, their descendants must be so proud!*

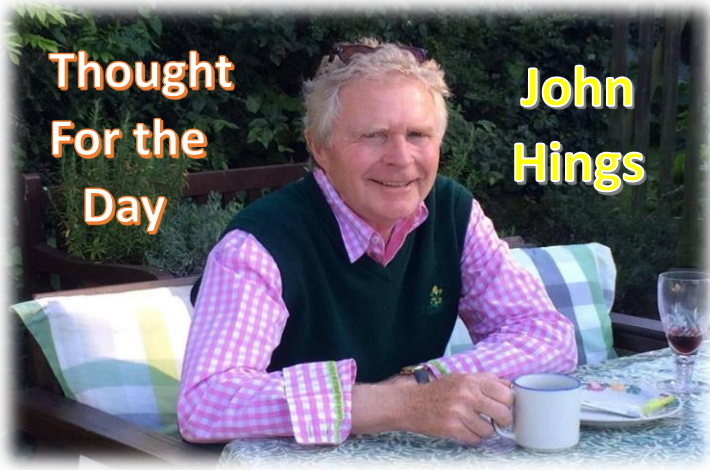
*Just to let you know the laptop arrived this afternoon. Please pass on my appreciation to the trustees as this is very much appreciated! Thanks for all your help.*

*I just wanted to say a massive thank you for the laptop which arrived yesterday. I'm so grateful that you guys do what you do. It's a shame I can't be there in a Mansfield Brewery pub to buy you all a drink! 😊*

*I would like to take this opportunity to thank the admin staff and Trustees for the acceptance of our application. My time working for Mansfield Brewery was the happiest time of my working career and some days hardly felt like work at all as it was usually such a sociable and happy environment. It really is quite unbelievable that this positive time in my early 20s has resulted in supporting my only daughter with her education and career goals at exactly the same time in her life. We are both sincerely grateful.*

***Iain Blatherwick***





## A Challenge -and an Opportunity

We've been in this place before. A situation of déjà vu.

Within the next few weeks, we will be facing a General Election. Already we are hearing what a challenge it will be for an incoming government with some describing Britain as "broken". But it's also a big opportunity if the "nettle is grasped" and we get the **leadership** we deserve.

If you go back to the 70's when the UK's problems stemmed from low growth of the gross national product...the goods and services which we as a population produce, the analysis was then and is now, our failure as a nation to increase our total national output at a sufficient rate. This is the root of all of our present economic ills.

In recent years, the rate of increased consumption has **not** been matched by increased production with the result that as redistribution of wealth continues apace, the satisfaction of those who have gained has been outpaced by the dissatisfaction of those who have lost.

The politicians will suggest that by comparison with most industrial nations, we compare favourably which was not the case in the 70's. But when it comes down to it, the most significant factor of all is that increases in national output have failed significantly to match the needs of the population's insistent urge to consume.

This mainly concerns manufacturing industry but the principles are in no way confined to this area of our national effort. The need is for more effective effort in government, the public services, the armed forces and the nationalised industries and in private enterprises. Our **work ethic is not what it used to be**. It's always the government's fault and our own self sufficiency and reliability is cast aside so as our expectancy is for others to solve the problem.

For those who do not accept the basic premise that what matters is increased national output – often called **productivity**, I would say you are wrong and refer to evidence that with effective reform, things can change. But that requires **leadership from the top**.

Britain's present situation offers far greater opportunity for change than has existed for the past decade or so. But it requires leaders to emerge and speak out. People are not inherently resistant to change but they require the right leadership with the right arguments communicated well, to do so.

At the moment the whole nation is suffering from a common adversity, coupled with a growing realisation that we are all in the same boat. We are bombarded by political slogans right left and centre which become totally discredited as have many of our less realistic politicians.

The need to tackle the common problem offers at least the prospective benefit of a common agreement. It is easier to mobilise concerted action when the nature and origin of our economic problems are more generally accepted. If the promised land can be shown with the same clarity as the threatened voyage otherwise, then perhaps we can be persuaded to work together to pull in the same direction for our mutual salvation.

I revert to the need to develop our self-sufficiency. So our need to develop our home resources is paramount at the very time we are less inclined to tackle the problem. Leigh Hunt, the 19<sup>th</sup> century critic, essayist and poet, said "The trouble with the British is that they never see the writing on the wall until they have their backs to it".

For years we have been too complacent and now when the harsh realities of our economic position stand out, is the need for reform. There is common acceptance of our problems so why not reach a common agreement on the necessary remedies.

In this vicious circle in which the British economy finds itself, remedial measures are needed. The nation's economic situation will only be rectified by a determined effort to produce more for the same cost. Most reforms require government action but this one is within the powers of each company, each executive, and each public servant to influence.

It's a fallacy to believe that the majority can have more when the majority is not producing more. We don't seem to have the great trade union leaders of the past who would bring this point home to us all. The likes of Jack Jones and Len Murray of this world are not apparent today and we have to contend with a faction of militant leaders who have a different agenda. So, we need a strong TUC matched by bodies like the CBI to exhibit this leadership of yesteryear and influence government, industry and management to rethink the whole approach to what has become the **common cause – higher productivity** for our nation's survival and prosperity.

**Personal leadership** at all levels is the answer. And you need look no further than Mansfield to see that I am right. In 1979 when I joined the Brewery, the throughput per pub at 13 barrels a week was twice the national average. Since then, in the last 20 years of the Company's independent life, the results speak for themselves.

*John Hings*

Managing Director 1979 – 1988.

June 2024



# In Praise of the Nineties

by **Colin Stump**, Mansfield  
Brewery 1989 to 1999



The end of this year will mark a quarter of a century since we lost Mansfield Brewery in the takeover by Wolverhampton & Dudley Breweries, now known as the Carlsberg Marston's Brewing Company.

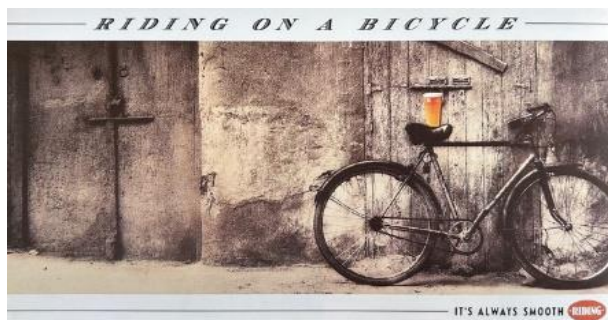
Even after all this time, memories of the last decade of the company's life are still very strong for many, and continue to raise a contented smile as we think of the great times we all enjoyed as employees of this outstanding business.

In 1990 the company had sales of £91 million, and by 1999 they had risen to £176 million. Importantly, operating profit rose from £12 million to over £28 million.

There were many contributors to this, not least the expansion of our pub base from 343 units in 1990 to 500 in 1999 and the resilience of our sales to the independent free trade and the take-home sector. Supported by the opening of the new distribution centre on Oakham Business Park in 1995 and aided by new brewing contracts (and some Russian business along the way) we were using over 80% of our brewing capacity towards the end of the decade and became the seventh largest brewer in the UK.

And throughout the nineties our brands were refreshed and received new exposure on TV, both in Yorkshire and in the East Midlands.

Riding Bitter had first been introduced in 1987 following our acquisition of North Country Breweries and won Silver at the Brewing Industry International Awards in 1990. It was at this time that we took the decision to invest in a new cask racking line, and we launched Riding Best Bitter on Yorkshire TV with some commercials shot in north Yorkshire by the famous photographer and director David Bailey. We were very happy with the ads, although filming was a bit fractious as I fell out with Mr Bailey early on in the shoot, so left the more diplomatic John Walker, our brand manager, to deal with this rather difficult man to complete the job! The ads featured plays on the word 'Riding' and proved indispensable in boosting our business across Yorkshire. 1991 saw cask volumes increase by 16%, and the following year we extended the TV campaign into the east Midlands. Another ad was launched, with three likely lads pretending to race their bikes but actually only using them to get to the pub. This was accompanied by a Madness soundtrack with words suitably adapted to promote our brand.



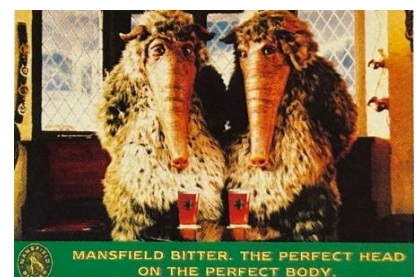
Riding Bitter received the ultimate accolade in 1994 when it won the BII Supreme Champion Cask Bitter award, and sales advanced once again.

But, of course, our principal brand was not being left behind.

**Mansfield Bitter** had seen a fresh look on the bar with new counter mounts introduced in 1989, but now it was time to exploit the growth in the traditional beer sector by introducing a cask-conditioned version.

Mansfield Cask Bitter was launched in 1994, won instant recognition with a Best in Class Gold medal at the BII awards that year, and a decision made to put the brand back on TV for the first time since 1986.

In 1995, Mansfield Bitter – 'The Perfect Head on the Perfect Body' – launched on Yorkshire and east Midlands TV, with ads featuring Jeremy Clarkson, a character who was already famous with TV audiences of BBC's Top Gear programme. One of the commercials was filmed over barley fields in the Scottish Borders, using a helicopter for aerial shots. Unfortunately, we had rain on one of the days, so no filming could take place, but we spent a very convivial and slightly boozy day in a hotel with Jeremy, with a many shared reminiscences about 1970's progressive rock. And quite a lot of politically incorrect chat too!





## In Praise of the Nineties (continued)

It might amuse to you also note that Jeremy has recently had a run-in with the Advertising Standards Authority over his planned TV ads for his own Hawkstone Lager. His offence? The line, as he knelt down to look at a barley shoot starting to emerge in his field, "one day little plant when you're all big and grown up, you're going to be Hawkstone lager, and you're going to make everyone p\*\*\*ed." So very Clarkson!

TV advertising continued in 1996 with another ad featuring Jeremy again, this time at an over-the-top fashion show.

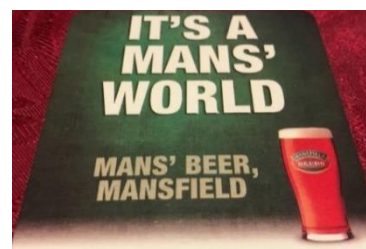
Needless to say, the advertising gave Mansfield Bitter new momentum, and we furthered this with the launch of Mansfield Smooth, a nitro keg beer to compete with John Smith's Smooth and the like, and in 1998 gave the brand a new look on the bar with a more contemporary font and pump clip design. Later, we were to adopt a new media approach, the laddish 'Man's World, Man's Pint, Mansfield' as the campaign tag line. Hmmm. Might not get away with that these days!! But I suppose we did also sponsor the Mansfield Town Ladies football team.

These were superb times for the company, and there was so much else going on. Redeye, Deakin's Seasonal beers, and Mansfield Dark Smooth Ale too. More on all this in a future magazine feature perhaps...

**Colin Stump**



Brand manager Katherine Moss presents the new look pump clips in 1998



## Signs of The Times

Peter M. Cooper, Printing Dept. Manager, has sent us these impressive and fascinating photos of company vehicles and signs.

After a career at R. L. Jones and Mandora, when Mansfield Brewery sold Mandora, qualified with his NVQs, he continued in this colourful line of work by teaching in Commerce and Industry for Nottinghamshire. These pictures suitably represent the level of creative and artistic talents fully utilised at the time. **Peter has more pictures for us of MBC workers including Ken Wagstaff and Ron Gregory in our next edition.**

**R.I.P.**

IN MEMORY  
OF THOSE  
WE HAVE  
LOST  
THIS YEAR

**Date deceased**

5<sup>th</sup> January 2024

17<sup>th</sup> January 2024

19<sup>th</sup> January 2024

4<sup>th</sup> March 2024

25<sup>th</sup> March 2024

15<sup>th</sup> April 2024

**John Randall – Controller (Packaging)**

**Alfred Pugh – pensioner**


**Margaret Bradley – see page 11**

**Esmond Roberts – Friar Tucks, Doncaster**

**Colin Dobson – Hull Warehouse**

**Mark Phillips – Tenanted Trade Director**

**Please note: Mark Phillips' full obituary will be included in our next edition of The Mansfield Brew. We did not have enough space in this issue to do it full justice.**







# EDWARD BAILY'S LEGACY TO SCIENCE

By Sue Walters

**I am sure you are wondering why a photograph of a stuffed bird has taken up space on the front page of this edition.**

Read on to find out how this is significant to Mansfield, Mansfield Brewery and The Baily Thomas Provident Fund.

William Baily was born in 1819 and in 1855, he became one of the original three partners of Mansfield Brewery. By 1873, William Baily held five-twelfths share in the Brewery and upon his death in 1874, he left his entire estate to his only son, William Edward Baily (who would be 18 at the time of his father's death) – he is referred to as Edward throughout the rest of this article.

Edward was born at Melton House, Leeming Street, Mansfield in 1856 and educated first at home and then at a private school in Worksop where he showed an aptitude towards the sciences, particularly chemistry. It is said that he started collecting specimens as early as 7 years of age – no doubt by the time he was 25 he had quite a collection. He was further educated in London where he qualified as a chemist. After his return to Mansfield, he and some friends created a histrionic Society (dramatic) which mostly performed for the aid of charities. Edward started storing his ever-increasing collection of natural history in a room at the brewery on Littleworth. However, upon the death of his father, he soon moved it to the family residence, a fine three storey house, Westgate House, on Westgate, Mansfield (opposite the Buttercross – see photo – now the site of Bairstow Eves & Heron Foods).

With his deep fascination for both natural history and science in general, he was more than happy to demonstrate his knowledge to large audiences, in particular in the large hall behind his Westgate home. There is no doubt that Edward was an extrovert and very interesting character in more ways than one.

At the age of 25, Edward married Gertrude Beeton, daughter of the landlord of the White Hart in Mansfield. They spent their honeymoon in Penzance and fell in love with the area, returning to set up permanent residence later that year at Lynwood House, in the district of Paul, overlooking the quaint little fisherman's Mousehole harbour of Mousehole. They rented this property for £23.15.0 / quarter. It was at Lynwood House that Edward set up his extensive natural history museum in his garden. He purchased an old Roman Catholic church made of wood and iron which he acquired from Battersea in London and had it transported to Lynwood and rebuilt. He named it The Porth Enys Museum although it became affectionately known as the "Tin Tabernacle" and in 1895, he opened up his collection to public viewing. He was obviously very proud of his collection and had a lot to tell.

In 1884, Gertrude gave birth to their daughter, and only child, Gertrude Sarah.

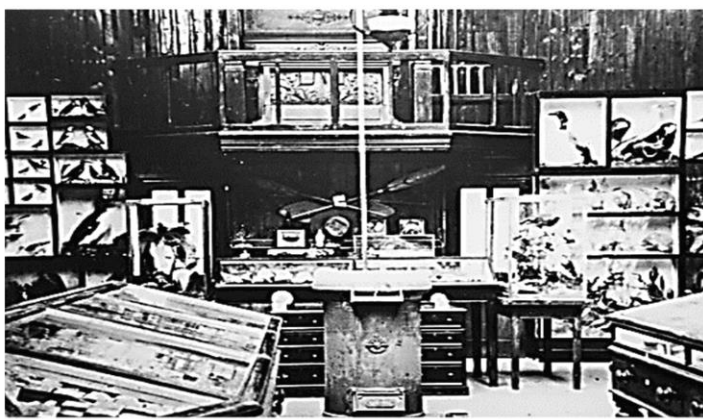


By 1885, Edward held 50% of the shares in the Brewery. Edward did not show the slightest interest in the Brewery affairs, and it became increasingly difficult to obtain his signatures on legal documentation particularly when he moved to Penzance which would have caused much irritation and frustration to the other partners. Edward was not interested in settling his accounts with local tradesmen and wouldn't consider settling his grocery order until it had accumulated a debt in excess of £100.

By 1901, Edward's capital interest in the Brewery was £108,296.6s.11d (four-sixths) compared with the other two partners, Hopewell & Chadburn at £27,074.1s.9d each. Edward enjoyed a gentleman's life, travelling around his Penzance neighbourhood, buying equipment for his museum. He was the first person in Cornwall to obtain the costly apparatus necessary to produce Rontgen X-rays and gave demonstrations in many places.

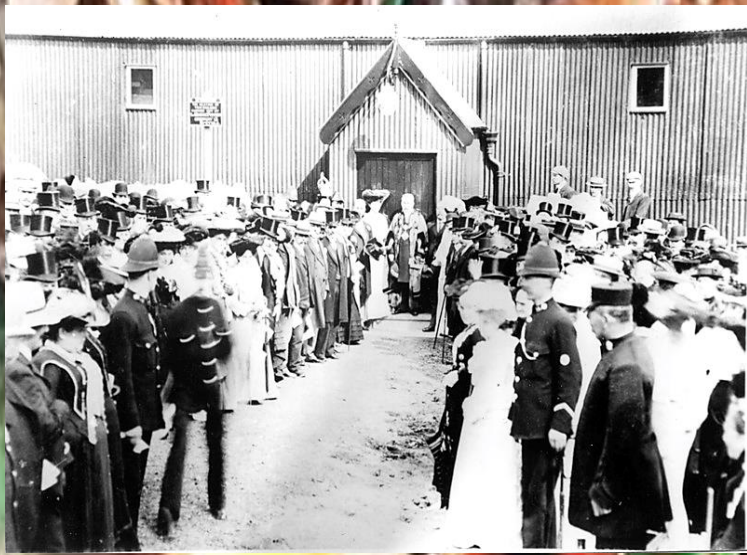
Edward joined the Penzance Natural History & Antiquarian Society in 1883. He wrote his first Paper "Our common butterflies" and presented this to the Society in 1884. He must have brought a refreshing "new boy" atmosphere to the meeting when he introduced his other interest – optics, and shared with them his oxyhydrogen physioscope and polar scope. He would go on to present many more Papers one of which was "Museums, Public and Private". There were no bounds to his increasing knowledge of the world of science and according to newspaper articles at the time, he was highly respected in this field and would give lectures to some highly esteemed people. It is no surprise therefore that Edward was elected a country member of the Royal Societies Club, member of the Royal Cornwall Polytechnic Society, member of the Cornwall County Council, member of the Geological Society (Cornwall), President of the Cornish Camera Club and President of Paul Cricket Club.

The "Cornishman" newspaper reported on 12 March 1903 that Mr Baily, his family and entire museum were disappearing to Mansfield and that there would be widespread regret in Mousehole. Sadly, Edward died before his family could be relocated but shortly before Edward's death on 26 May 1903 at the age of 47, he asked the Mansfield Borough Council to accept, as a gift, his "Tin Tabernacle" museum and complete natural history collection of c.30,000 items. This was accepted and a site chosen on Leeming Street to erect the building. The transfer of the building and collection took three months and was reconstructed on the site of Sanderson's foundry, being the same location as the present museum. Sadly, Edward died before the move was completed but at least he knew that the collection which had taken him 27 years to accumulate would be well looked after. Edward is buried in the Baily Crypt at Mansfield cemetery.



Pictures ©Morrob Library





**Opening of Mansfield Museum 1904**  
 @Morrob Library

The Baily Museum was officially opened to the public on 6 July 1904 (120 years ago) by Mayoress Mrs Alcock (see photo). It was reported that the opening of the Baily Museum was a 'red letter day for Mansfield and that the Museum would educate, elevate and prove a blessing to all the inhabitants of the town who came within its walls'. Mr William Daws (see photo) who had worked with Edward on the collections in Cornwall, moved to Mansfield to continue his work as curator and retired in 1928.

By 1919, the "Tin Tabernacle" was in need of regular and quite major repairs. The collections could no longer be housed safely, and the problem grew with the acquisition of important new collections. In 1912, the Baily Museum had received a collection of African natural history specimens assembled by the late Captain Webb, who owned Newstead Abbey from 1860 until his death in 1899. He had spent two years big game hunting in Africa where he met the famous missionary and explorer, David Livingstone. The Public Library Committee were discussing the possibility of building a new museum but negotiations during 1919 for the site at Carr Bank, Mansfield fell through. A severe storm in 1925 did considerable damage to both the "Tin Tabernacle" and the collections and it was becoming clear that something needed to be done. In the early 1930's two major collections were obtained by the Museum, one of them from a local man, Mr Joseph Whittaker, making the need for a new building even more acute.

On his death, Edward had left his fortune in trust to his wife Gertrude and their only child Gertrude Sarah who would, in 1916, become the mother of Frank Bruce Baily Thomas.

The "Tin Tabernacle" museum had a total display area of 4,441 square feet plus ancillary rooms. The collection consisted of around 35,000 specimens including animals, reptiles, sea fish, freshwater fish, birds, bird's eggs and nests, butterflies and moths, crustaceans, coral, shells, plants and scientific instruments.

Due to the poor condition of the building in 1935, it was closed, and the building was demolished. Within two years the foundation stone was laid for a new museum on the same site on Leeming Street.

Edward donated his vast collection to the museum and although much has been lost to damage, a large amount has survived. Mansfield Museum were recently successful in bidding for £76,700 from the Arts Council to display their internationally significant collection of rare birds and help promote a deeper understanding of the natural world through the interpretation within the new exhibition. The collection is open to the public and well worth a visit. Work is currently underway at Mansfield Museum to decipher the original inventory of the Baily collection to ascertain the extent of what has survived. Hopefully, in the future, more of Edward's collection will be on display at the Mansfield Museum.

Although Edward did not take an active role in the business of Mansfield Brewery, he certainly left a huge scientific legacy and his fortune was well invested in his wife and daughter, Gertrude Sarah, and ultimately, created what is today known as the Baily Thomas Provident Fund.



**Written by Sue Walters** with thanks to:

*The Mansfield Brew* written by Philip Bristow in 1976

*Information drawn from an article in the Chad* in 1992

*The Morrab Library in Penzance* for photographs (copywrite)

*The Mansfield Museum* for allowing photographs of the Museum collection

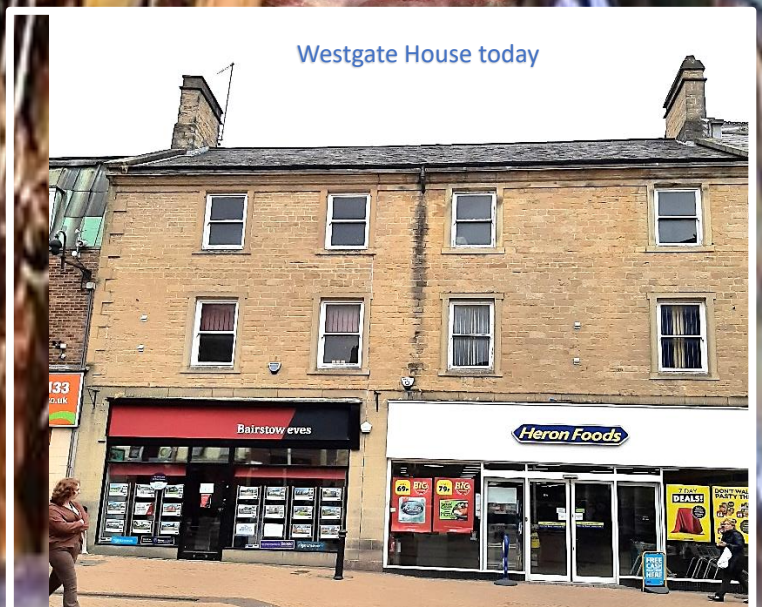
*The Old Mansfield Society* for information

*The Penzance Museum* for information and advice

29 May 2024



Westgate house is the 3 storey building with 4 windows on 2nd and 3rd floors - the pub next door was the Nags Head







## CATCHING UP!

As this is only edition three of your all-new *Mansfield Brew*, unlike our smaller predecessor, *New Marksman*, your editor has had to juggle as generously as possible with the new luxury of the larger pages, whilst at the same time allowing for a sudden, whole new influx and variety of submissions from new contributors. Throughout the weeks it takes putting the *Brew* together, stuff gets moved around, edited down, sometimes shunted into a siding whilst we decide what takes precedence for publication. So as your editor I offer my humble apology for the MBMA's AGM report being set aside from the last edition. Therefore, it's included here courtesy of Acting Chair Val Moss along with some nice shots taken by members at the meeting. From now on we'll make every attempt to be more on the ball, time-wise.

*Roy Bainton*, Editor



## MANSFIELD BREWERY MEMBERS ASSOCIATION

The AGM for MBMA took place on Friday 26th January 2024 and was attended by 28 members – no, it's not many is it. The first item on the agenda was the new Constitution which had been considerably updated from the original. This was necessary as in May 2023 the Committee received a letter from the Trustees of Baily Thomas Provident Fund outlining the legal requirements and expectations for the MBMA if they wished to continue to receive grant funding to run its social activities.

The Committee agreed to set up a membership system to formalise the process of verification of membership. This was put in place in July 2023 in order to fulfil their obligation, working closely with the BTPF Office. Also included was a declaration to be signed by the Chairman to ensure that these conditions are met.

A new Officer position of Membership Secretary was created and it was decided to drop the position of President. A description of duties of the Committee was also expanded.

The new Constitution was adopted with a unanimous vote. If anyone would like a copy, contact me and I will send you one by whatever medium you request. (email or paper copy)

The AGM continued with reports from each of the Officers and then it was time for the Election of the new Committee. As you read in the last magazine both Ian Boucher (Chairman) and Graham Cooling stood down after serving for many years for which we are extremely grateful. Unfortunately we have still not been able to find a willing volunteer to take on the role as Chairman or to join the rest of the Committee, so the Committee is as follows:-

Acting Chairman	Val Moss (07800 651901 01623 620195 vfmoss@aol.com)
Secretary	Sharon England (07944 337057)
Treasurer	Val Moss
Membership Secretary	Jenny Hall (07746 103916 01623 557074)

Committee Eileen Spencer

We are still hoping that someone will step forward at some point to take on the Chairmans' position. Just to clarify a point that was brought up about who can stand for positions on the Committee – you don't have to have worked at the Brewery as long as you are a verified member of MBMA, so e.g. you can be the spouse of an ex-employee. I will continue to try to persuade/cajole so beware!

At the close of the AGM gifts were presented to both Ian and Graham for being such stalwarts, and not forgetting their better halves, Pauline and Isabell of course, who we all know do a lot of the work behind the scenes. The Buffet was then opened and enjoyed by all, followed by a poetry reading by Sue Yates – MBMA's own Poet Laureate - quiz and Scattergories game. (See Sues poems elsewhere in this magazine)

The new Committee will be having a meeting soon to discuss and plan for the future of MBMA. If anyone has any ideas, comments (good or bad) or suggestions please contact any member of the Committee who will be more than happy to listen. Why not come to one of the monthly meetings held on the first Wednesday of each month at Debdale Park and Social Club, Mansfield Woodhouse. Free refreshments and a good natter with your old work mates 10.00 – 1.00. What's not to like? Hopefully, we'll see you there.

**Val.**





**A Pipe Dream That  
Nearly Became  
a Reality.  
The Frank Pates Story**

***There aren't many people who would remortgage their house and put £40K towards an MBO to acquire the company they worked for. But this is what Frank Pates did in 1988 when Mansfield Brewery Plc put Mandora up for sale.***

**John Hings** writes:

Frank Pates is one of Mansfield's legends. He represented a generation of Brewery and Mandora staff who safeguarded the companies' interests, and its money in particular, as if it was their own. That's why Chris Rainsford when Managing Director at Mandora, asked Frank to head up key parts of the business that required diligence and honesty of the highest order. Frank reciprocated that trust and confidence by putting his money where his mouth was and along with a few of his colleagues contributed their own funds towards Mandora's bid to acquire the business from the holding company, MB plc, when it decided to divest its soft drink business in 1988.

The sad outcome was that the management's offer fell well short of a competitive bid from AG Barr, of Iron Bru fame. So great was the differential, that the MB Board had to accept the knock out bid much to the dismay of Mr Robin and myself as Chairman of Mandora who had confidence in the MBO team ably led by Chris Rainsford. We wanted them to win but had no alternative but to do our duty and act in the best interests of the shareholders. Who is Frank Pates and how did he come to arrive at Mansfield Brewery?

A brief history shows he worked for  
Shipstones Brewery from 1960 to 1972  
Hardy Hansons Brewery from 1970 to 1974  
Mandora Soft Drinks from 1974 to 1988  
Mansfield Brewery 1988 till April 2000.

Whilst at Mandora he reported to Chris Rainsford and was employed to put in a Stock Control system as there were lorry loads leaving the premises uncharged. He recalls a load went to The Brewery that was not invoiced. It was tracked down eventually and an invoice was raised.

When the business moved to Bellamy Road other departments came Frank's way.

One was the invoicing department, computers were in their infancy and O.C.R.D. was used. This is Optical Character Reading Documents which were processed on the National Coal Board computer at Doncaster. He also had responsibility for the Warehouse, Garage, Painters, and Security staff.

Tony Morton before he retired, asked Frank what he would really like to do and he replied Purchasing. So he was sent on a Top Negotiators Course for a week and started to get involved when Ken Perkins left the roll to become General Manager. He absolutely loved that job. He was put on an incentive scheme that if he saved X he would get a percentage and it would go up in three stages.

Then came the disappointing abortive MBO in 1988.

Prior to the announcement being made on December 22, 1988, John Hings offered him a job at the Brewery to set up a Purchasing Department and achieve savings for the Brewery similar to that which Frank had achieved at Mandora. John said there will be many challenges as the brewers and department heads had the delegated authority to do their own purchasing of materials and services. So you are going to have to win them over. He was asked to be patient which was something he found very difficult being very much someone who wanted to get on with it.

He thought if this does not work out, it will be difficult at 43 years old to find a decent job without any qualifications, so he studied and applied to "The Institute of Purchasing and Supply" to take the exams and qualified for membership and got the qualification such that he could use the initials M.C.I.P.S. after his name.

A further break came later after Geoffrey Kent arrived as Chairman. Having enquired of Eileen Ashley who was in charge of purchasing, she advised that although his contract was Commercial Manager that included purchasing. So after agreeing a brief with Ron Kirk, he took the reins of all purchasing responsibilities save for one department. He has not disclosed which that was. But his big grouse was that the Personnel dept thought his incentive scheme was out of kilter with others and Ron was persuaded to stop it!

Latterly he reported Colin Stump who in Frank's word's " managed me I have to say as a very fair boss as was the case when reporting to Paul Handley - again a good boss to have."

Frank says he could write a book on his experiences at Mandora and The Brewery. But that's for another day.



# **When Kieron went to Oregon – Kevin Hall tells us how it happened ...**



Sometime around May 1992. Brewery Property Department.

It's Friday night, just gone 5:00pm and time to go home.

Hugh Wilson, my boss at the brewery was heading home as well. He asked me what I was doing over the weekend, "Hanging a few doors for a friend" I said, "I need to earn some extra cash to fund Kieron in his second year in University".

"Which University is that?" asked Hugh.

"Oregon State University" I told him.

"I thought he was at Lancaster, why does he want to go to Oregon?"

"He's got an opportunity to go on an exchange scholarship on his Biological Sciences" course."

"Have you spoken to Baily Thomas?" he asked.

"I never gave it a thought", I told him. "I didn't realise that was an opportunity."

"I'll have a word after the board meeting on Monday" he said. "Good night, have a good weekend."

Monday morning just before lunch, there's a knock on my office door and Mr. Robin, the Chairman of the company was stood there.

"Can I come in?" he said. What do you say to that? "Hugh's had a word with me about Kieron going to University in America. I think that's something we can consider. Tell him to sort a time and date out to suit him and I'll have a chat with him."

I told Kieron what had been said and he duly sorted a time and date to visit with Mr Robin. The appointed hour came and I took a very nervous Kieron to the Boardroom to meet Mr. Robin.

Probably about an hour later, Mr Robin knocked on my door again, came in and sat down. "I like that young man I think he'll go far. Ask him to build up a budget for his expenses and tell him to allow for two visits home to see his mum and dad."

Kieron was funded by Baily Thomas and he did go to Oregon State University. He came back to Lancaster for his final year and graduated with a degree in Biological Sciences.

After University he worked for a laboratory supplies company near Leighton Buzzard initially spending his time learning to understand the vast array of products, after about a year he was "on the road" visiting Universities and hospitals around South Wales and the West Country. At the turn of the millennium Kieron was working at Incyte Genomics shepherding the company through the race to understand the human genome. In 2007 he took a role at Quotient Sciences, the only company in the world with the ability to manufacture and clinically test new medicines under the same roof. World-leading science based in Nottingham.

Kieron has been fortunate to travel extensively with work. His optimistic view of the world and broad horizon's altered for ever by the opportunity afforded by the Baily Thomas fund. He often reminds me how grateful he is for the opportunity and hopes others are still benefitting similarly. They are.

Thankyou Mr Robin, Mr Wilson and Baily Thomas.



## **Ben's flying high ...**

Wednesday 3rd April was a proud day for **David Starkey**, attending the Passing Out Ceremony for Grandson, Ben Sulley aged 18. Here he is with his proud Mum Joanne and his close family members.

Ben has completed the first part of his course at the RAF Training Camp at Halton near Aylesbury. He is now on track to become a Logistics Supplier.

**David was Manager of The Mapplewells Inn, also an Area Manager and Stock taker at Mansfield Inns..**





# Fred & Rachel Pruden



## NEIL BIRCUMSHAW INTRODUCES A SPECIAL COUPLE.

I set them on as Trainees many years ago, after Rachel approached me and I took them up to Hull where I was then Regional Manager. A great couple who did a fantastic job for us at Mansfield, they also had a brief stint at Shepherd Neame and have just completed 20 years at the same pub initially with Hardy Hansen's and then Greene King (through acquisition) this being the Seven Wells at Etwall near Derby. A very busy and successful food house. You don't get many people staying at one pub for 20 years these days.

We began our journey in 1992 with Mansfield Brewery after working at Rufford colliery and Boots respectively.

We were accepted on the trainee manager programme and chose to go and train at Bridges pub in Hull with Roy and Anita Mennell. It was certainly an eye-opener and we learnt a lot from the Bridges. We then had a stint on relief for about a year covering holidays at pubs such as The Ferry at Brough, The Swan and Cygnet at Swanland, The Abbey Vaults in Selby and The Ship on Anne Watson Street. During our training we stayed at The Craven Park on Holderness Road, The Duke of Cumberland at Cottingham was another relief, and the beef sandwiches were legendary.

John Ohara was our area manager and asked us if we could do a short relief at The Still in Lincoln, where we ended up staying for three years and had some great times there! From there we moved to The Rushley, Grace Molyneux was our area manager and John Hubbard Regional Manager. Neil Bircumshaw checked in on our progress and we really felt like we were part of the family that was Mansfield. After the birth of our son Oliver in 1995 we headed North to York taking the Hole in the Wall, a fantastic site in the centre of York. Robert Mcdirmid was our manager, and in 1998 we moved to Lincoln to The Lion and Snake staying for two years before leaving and moving to Essex to work for Shepherd Neame in a site called the William Boosey.

Poor health of Rachael's Mum brought us back up North joining Hardy Hansens to take on a new build pub called the Seven Wells at Etwall near Derby. A brief break after six years saw me work as a prison officer and PCSO with Mansfield Police.

It wasn't long before we were drawn back to pubs and in 2009 returned to the Wells. We have just finished and hung up our aprons after 20 years in one site. We have met some great characters along our journey still love a traditional pub and keep in touch with old friends from the early days I have recently taken a part time job as pub handyman and cellar boy at my local pub.

We look forward to stepping back slightly and doing some things that we put on hold. Pubs have been our life and me and Rachael have worked together for over 30 years - Cheers to everyone that knows us



## ❖ Obituary ❖

### MARGARET BRADLEY

25<sup>TH</sup> SEPTEMBER 1937 –  
14<sup>TH</sup> JANUARY 2024

In our last edition, we included the obituary of Margaret's husband Dave Bradley, Many of the details of Margaret and Dave's happy life can be found there.

Born in the village of Melton, 8 miles west of Hull, Margaret was the youngest of four children brought into the world by her parents Henry, (also known as Harry) and her mother Charlotte Ann, otherwise known as Lotte. She attended Hesse High School, trained as a shorthand typist, and gained work as a secretary. In her late teens she fell in love with Dave, who she met outside Hull's ABC Cinema where, in fact, Margaret was waiting for *her* date to arrive. They were engaged three weeks later. Eventually they married in Hesse's All Saints Church. As a family, Margaret, Dave, children Cheryl, Claire and David enjoyed quality time together. Dave worked for the Co-op selling soft drinks, then for Larkspur, which was later acquired by Mansfield Brewery. Margaret's skills and helpful nature saw her appointed as PA to a senior manager until both she and Dave retired at the same age, 58. They had six grandchildren and five great grandchildren. Dave and Margaret loved socializing, enjoyed parties, shopping and reading. Margaret also loved animals. They travelled abroad to many countries with friends Janet and John. Margaret Bradley was a wonderful woman who will be sorely missed by many.

## Poems by Sue Yates (MBMA Poet Laureate)

### MY EYE INFECTION

I've got an eye infection,  
And my eyes are very sore.  
I've got 3 styes upon them,  
There's no room for anymore.

I went to see the doctor,  
And she gave me some drops,  
I can't wear any make-up now,  
Even when I go to the shops.

Yesterday I went to Sainsburys,  
And saw someone I knew.  
So, I quickly crouched upon the floor,  
Pretending to fasten my shoe.

Too late - I had been spotted  
My friend said - you don't look well,  
I told her my eyes were infected,  
And she said - yes, I can tell.

She said we'll go for a coffee,  
If you're up to it and able  
But just in case it's contagious,  
I'll sit at another table!

Written by Sue Yates 7<sup>th</sup> June 2023

## The Brew's Poetry Corner



### POTHOLES

Potholes are a nightmare  
Filling us with dread  
They always seem to remind me  
Of a horror book I read

They creep up upon you  
When you least expect them to  
And if your car goes into one  
There's nothing you can do

The ones that are filled with water,  
Seem to be the worst,  
They are difficult to see,  
And if you hit one you will curse

My car hit one last week,  
Causing damage to the wheel  
So be careful when you're driving;  
It's expensive to repair steel!

Written by Sue Yates 7<sup>th</sup> June 2023



## Social Activities



### MANSFIELD BREWERY WALKING GROUP

Easy walks between 5 and 6 miles, always on the second Sunday of each month. Call Barbara Brown for more info on 01623 481488

**Back on the trail again! Our correspondent Barbara Brown reminds us why those boots were made for walking!**

Our first walk of 2024 took place on Sunday the 10th March, which also happened to be Mother's Day, there was no breakfast in bed for the Mothers who attended! It was a damp, drizzly morning when 15 of us set off, initially passing through Sherwood Forest with a quick photo stop at The Major Oak. We walked towards the neutral strip of land which divides the estates of Thoresby and Welbeck, heading to Archway House. We reached the River Maun and followed its meandering route back to Edwinstowe where lunch was enjoyed at The Royal Oak.

Due to Covid, we had almost 2 years when we were unable to do any walks. Our numbers subsequently declined dramatically. I am delighted to say that in 2023, walkers have returned and some new people have joined the group.

**Our walks take place on the Second Sunday of each month from March to November.**

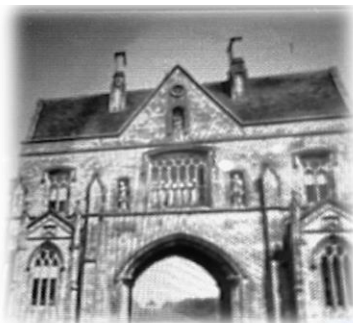
**Meet Up time 10am - Walk Start time 10.30am - End 2.15pm**

We try to keep the walks around 5 - 6 miles in length, usually we go for lunch at the end of the walk.

If you would like any further information please email Barbara Brown at [barbyali72@gmail.com](mailto:barbyali72@gmail.com)



### A FEW INTERESTING FACTS:



Archway House, a replica of the Worksop Priory Gatehouse was built by the 4th Duke of Portland from 1842-1844. It was intended to be the first of 20 identical structures along a 21 mile drive stretching from Welbeck to Nottingham. The niches on the exterior contain statues of Robin Hood, Little John and Maid Marion on the South. King Richard, Friar Tuck and Alan a Dale on the North. Four hares, emblems of the Portland family, decorate the parapets. Following the death of the Duke, before the building was completed, the remaining scheme was abandoned. It later became accommodation for estate workers including a school room for 30 of their children.

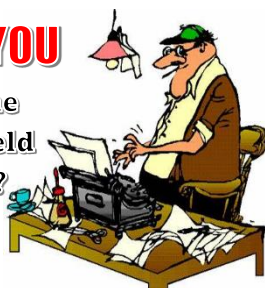
## Cruising Down the River



Many people had been present on the 2010 and 2016 trips, so there was a lot of reminiscing! Our three-hour cruise began with an uplifting glass of Prosecco, followed by a delicious Roast Dinner and Dessert with tea or coffee. The sun shone and the day stayed fine making it a very enjoyable afternoon.

## Could YOU

edit The  
Mansfield  
Brew?



After taking over the reins at *New Marksman* from Ian Boucher a few years ago, your current editor Roy Bainton, as he passed 80, decided that his tenure as editor was at an end and it was time to rest. But when the Beneficiaries Liaison Group formulated plans for *The Mansfield Brew* to replace Marksman, Roy volunteered to get the project up and running for the first few editions. Now Roy is 81 he's keen to retire. So, if there's anyone out there who feels they can write, design and produce 4 x 12 page A4 editions per year, here's the opportunity. It's not as difficult as it looks, and it's a satisfying job. Call ROY on 01482 491125 or e mail [roybainton@hotmail.com](mailto:roybainton@hotmail.com)