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Group and
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The Baily Thomas
Provident Fund**



**AUTUMN
2024
ISSUE 4**

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AND MUCH MORE!



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*Ann Woolley and Jean
Crowder, Members of MB's
Walking group spending
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Meet *The Brew's*
new editor,
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**YANKEE DOODLE
DANDIES – WHEN
MBC WENT TO
AMERICA!**



The Baily Thomas Provident Fund is a grant giving trust and managed to benefit any former employees of Mansfield Brewery plc (and any subsidiary companies) their spouse and their dependents, although any person whose employment was of a purely casual nature is excluded.

The BTPF will continue until 2 October 2050 at which time all remaining funds will be passed to the trustees of the Charity.

Since Mansfield Brewery ceased to trade, the trustees have continued to expand the type of benefits available to our beneficiaries. This support includes help with health and wellbeing; to encourage and support an active lifestyle; to advance learning and education.

You can find all the information about the grants available for application on our website together with the application form for each of the grants. You can also contact the office for the forms and grant guidance to be posted to you.

If you would like further information, please do get in touch with the BTPF office at:

Tel: 01623 473290
Email: Enquiries@bailythomasprovidentfund.org.uk

Baily Thomas Administration Office
Mansfield Business Centre
Ashfield Avenue
Mansfield
NG18 2AE

The opening days/times of the BTPF office are Monday-Thursday 0900-1630 & Friday 0900-1230.



The Baily Thomas Charitable Fund




The Baily Thomas Charitable Fund was established in 1970 under the authority of the Court of Protection in London on behalf of Mr Frank Bruce Baily Thomas, who was mentally disabled. Frank Bruce Baily Thomas was born in 1916, the only child of F. K. Munro Thomas and Gertrude Sarah, the only child of William Edward Baily, a gentleman of independent means and himself the only child of William Baily, one of the joint founders in 1855 of the Mansfield Brewery in which he had a one half share in the Partnership.


The Baily Thomas Charitable Fund is a registered charity which was established primarily to aid the care and relief of those affected by learning disability and to aid the research into learning disability by making grants to voluntary organisations working in this field across the UK.

During the year ended 30 September 2023 the Trustees awarded 241 general and research grants totalling £2,646,214.

This accounting year we have already given grants in your local area to:

 → £20,000 to refurbish and widen fire doors around the back and side of Bamforth building.

 → £15,000 towards Canteen Extension: purchase of modular buildings and tables and chairs.

 → £2,000 towards Education/Technology development: two technology screens together with two interactive white boards.

 → £3,000 towards Play & Leisure Service - Youth Groups: running costs.

If you know of any local registered charities/schools that benefit those with learning disabilities, please direct them to our website to see if they are eligible to apply for a grant and for further information.

The Fund offers:

General Grants

The Fund operates two general grant funding streams, a General Grant Programme for appeals of £9,000 and above and a Small Grant Programme for appeals below £9,000.

Research Grants

We generally direct our limited funds towards the initiation of research so that it can progress to the point at which there is sufficient data to support an application to one of the major funding bodies.

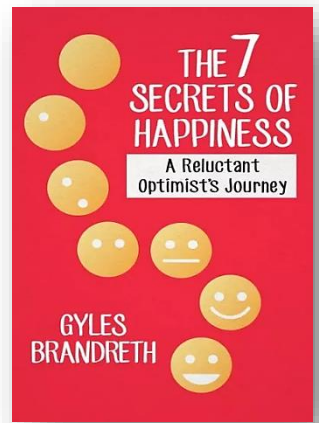
Doctoral Fellowships

Up to two fellowships will be awarded each year to support promising researchers to complete a PhD on a topic relevant to people with learning disabilities (intellectual disabilities).

For more information and to apply, please visit our website
www.bailythomas.org.uk



DON'T RESIST CHANGE AND LIVE IN THE MOMENT



I purchased recently Gyles Brandreth's book: "The 7 Secrets of Happiness – An Optimists Journey". The Times describes it as a touching access to the secrets of the human heart.

It's a good read and worth every penny of the £14.00 I paid Amazon.

There were a number of messages which I found pertinent and worthy of adopting but there were a couple of passages in the book which I thought worth penning in this column, especially at a time of a new Government.

1. Don't Resist Change

In the last issue of The Brew, I wrote about a country that was considered by some to be "broken". In the lead up to the General Election the Labour Party promised change.

Whether or not this is what we are going to get and whether things will be better remain to be seen. Gyles' book on the subject is persuasive. He says: Change is important. People who are fearful of change are rarely happy. It doesn't mean massive change, but enough to keep your life stimulated.

Change is the salt in the soup. Change adds spice to life.

People are wary of change, particularly when things are going reasonably well because they don't want to rock the boat; but a little rocking can be good for you.

Gyles says that of the 7 Secrets, change is the most challenging. Instinctively people resist change. If it's not necessary to change, it is necessary not to change.

I suggest there are those of us who like things as they are, or better still, as they were. Coming to terms with new technology can be frightening, but in many cases to put your head in the sand is not the answer and it turns out to be a missed opportunity.

Research tends to show that there is evidence to suggest that instinctively resisting change is wrong. Remember those men and women in the Second World War bravely and boldly doing what they had never done before. They were testing themselves. That seems to me to be rather important. Happy people are rarely sitting around. They are usually involved in some ongoing inter-change with life. This involves coping with change and embracing the new. Uniformity is a tremendous threat to happiness as are too much predictability, control and order.

One needs variety in life and flexibility in your approach to life. You need the unexpected because it will challenge you.

Relating this to my time at Mansfield, we were faced with the closure of the coal mines in North Derbyshire, Nottinghamshire and South Yorkshire which had been the Brewery's bread and butter for years. Our future was threatened. What did we do? We built a new brewhouse as a sign of self-confidence and extended our trading area into Humberside by acquiring North Country Brewery. This was change on a big scale and we needed to make it happen. The achievement and the resulting satisfaction brought a great deal of happiness to all concerned; and I'd like to think that goes for the members of NCB who became our colleagues.

2. Live in the Moment

As we get older and our contemporaries pass on, we remind ourselves to live for the moment, or at least I do. Indeed, I count my blessings every day.

If you want to be happy look at the things you want to do and that you keep postponing. Postpone less of what you want to do. Don't get hide bound by day to day demands. Spend less time on things you can't control and more time working out what makes you happy. And whatever it is you do, do it to the full.

There's a lot of repetition in life – "here we go again!" But it could really be worthwhile to look at it this way: whatever you are doing, be aware of it and stay involved. Don't switch off. Stay engaged. Resist distraction. Concentrate. Focus. Be present. Smell the coffee. Taste the food. Stop thinking about what is coming next. Stop checking your mobile phone and relish what is happening now.

Seize the day. For all you know it's the only one you've got.

Live in the moment. That's what Rob Burrow, the Leeds Rhino No 7 said, who died of MND recently. What an inspiration he was; and what a message he left us with.

John Hings

Managing Director 1979 – 1988

New Distribution Centre at Oakham Business Park



**Clive Baxter
brings us the
Good News!**

As Business Systems Manager for the Brewing and Brands Division back in the 90's, I was responsible for the development, implementation and support of many of the core IT systems used to help manage the business.

As the brewery expanded its trade with key acquisitions through the eighties and nineties, the requirement for more physical storage space for stock became ever more critical – and with that more sophisticated IT systems to manage it.

The increase in brewing capacity brought about with the commissioning of the new brewhouse in the early 80's paved the way for the first part of that major trade expansion.

Through many more years of successful expansion it became ever more critical to increase the warehouse and distribution capability within the business, as the Littleworth production site where this activity took place was bursting at the seams.

The requirement for a new site for a modern and upgradeable Distribution Centre was identified and the newly developed Oakham Business Park just 2 miles away from the production site at Littleworth provided that opportunity.

Robert Hawkins was recruited as the General Manager for Distribution, and plans went ahead for the development of the new Distribution Centre.

The Distribution Centre represented an investment of £3.5m and was planned to be open 6 days a week, with warehousing staff working on two shifts from 6:00 am to 10:00 pm weekdays and 6:00 am to 12:00 noon on Saturdays. All 90 distribution staff (60 transport workers, 15 warehouse staff and 15 admin staff) transferred from Littleworth to the new facility.

The Distribution Centre itself comprises of a 5100 sq. metre warehouse with an integrated 500 sq. metre office block and was designed to cater for more than 200 vehicle movements a day for goods-inwards and trade deliveries. Hourly shuttles moved product and empty kegs and casks between the production site at Littleworth and Oakham Business Park.

The build was completed in September 1995 ready for the transfer of all stock - keg/cask beers, bottled beers/soft drinks, wines/spirits and PET (plastic bottled take-home beers which were stored at 3rd party facilities).

Running concurrently alongside the build and commissioning of the Distribution Centre was the development of a Warehouse Management System (WMS) which was to be introduced to manage and support the operation of the new centre. Its primary function was to maximise the effective utilisation of space, manage stock control, maintain accurate stock levels, maintain records of stock traceability and beer duty liability, and plan the distribution of consolidated orders throughout the entire brewery trade area.

Interface links between the SOP (Sales Order Processing) system were created to download all the days orders so that the WMS had the necessary data to pick product and prepare for loading the lorries for distribution to the pubs.



As with the introduction of most new systems, the WMS had its teething problems – but with the appointment of Liz Bacon as System Administrator, they were gradually ironed out over the following weeks and months. With Liz at the helm, the system proved to be a valuable tool in supporting the business by managing the storage, picking and distribution of all stocks, and maximising the efficiency of the whole warehousing and distribution operations.

It is testament to many of the success stories of Mansfield Brewery - and even today after almost 30 years of service, it continues to operate as the regional distribution hub for Marston's brewery.

Clive Baxter

TRUSTEE UPDATE

BENEFITS

We continue to review the benefits we provide to our beneficiaries. Negotiations are progressing well with three new potential benefit providers and, as previously promised, we expect to be able to update you on these before the end of the year. We also propose to provide the energy grant again this year, as it was so successful last year. Given the removal of the winter fuel allowance for many pensioners, we are considering the best level at which to set this (and monitoring whether the Government does change its position at all), but our plan is to confirm the amount available and to start applications by the end of October at the latest.

BENEFICIARIES

We are carrying on with our mission to track down former employees. Recently Marstons sent a letter to 665 of their pensioners who had time employed by the brewery, including one beneficiary who believes he might be distantly related to one of the trustees!

SYSTEMS

We have started discussion with our IT providers about an updated infrastructure, including one which would allow online grant applications. We will of course ensure that those beneficiaries who are not comfortable working online still get support, but this should allow us to streamline processes. We expect this to be rolled out next year.

OPEN MEETING

We are making plans for the next Open Meeting, which looks like it will be early in April 2025. We will confirm this as soon as possible. We will also be liaising with the Baily Thomas Charitable Fund, to ensure they have an opportunity at the meeting to update on the amazing work they do. We are pleased they have provided an update for this edition of the Mansfield Brew.

OFFICE

The workloads in the office are ever increasing as we extend the benefits available and receive more applications, which has meant that we are proposing to introduce a few changes to working arrangements. We know it is important for people to be able to pop into the office, but that can also provide challenges in dealing with calls and other work, so we are proposing to fix times for people who want to pop in at 10 am to 12 noon on Wednesday and Thursday. For people who would like to come in at other times, we are asking now that they call or e-mail the office to make arrangements to do so. We are also proposing to set up a facility for calls to the office to be recorded. Finally, office hours are now Monday to Thursday 9.00 am to 4.30pm and Friday 9am to 12.30pm.

THANK YOU'S

"We just wanted to let you know that [our son] successfully graduated with an Honours Class 1 in his Computer Science Degree. Thank you so much for your support during his time at university, he is very grateful that the Grant enabled him to concentrate on his studies in order to achieve such an amazing result!"

"The stairlift has now been fitted for Mum, and yourself and the team that fitted it were absolutely amazing. It's taken her a little while to get the confidence to use it, but now she's doing really well. I want to thank you so much for your support, at times like this when families are really not quite sure what to do it's very challenging and you guys have been absolutely amazing, thank you so much."

"We would like to express our thanks and gratitude for your endeavours on our and other pensioners behalf. Though we have gratefully received grants previously, the things that have made a significant impact on our wellbeing during the last year and particularly the winter have been the TV Licence and help with heating. This is wonderful and most appreciated. Once again many thanks to you all."

"No words can express my heartfelt thanks for allowing the grants to be given for funding my total hip replacement and the ICU care at the Park Hospital. Giving me a new lease of life. Once again thank you so much."

"I cannot thank you and Pam and the Trustees enough please pass on my heartfelt thanks to everyone. The treatment was first class nothing too much trouble and the difference it has made already has changed my life I could not see how it could be rectified but Mr James is obviously a very clever surgeon. Once again thank you to everyone involved."



Photo FROM COLIN STUMP

Front : Margot Shaw, Telesales and Rory Carlin, Marketing Manager Behind them: Kath Wiseman (RIP) and Terry Wiseman (learning how to photo-bomb)

PETER M. COOPER, Painting Dept. Supervisor, remembers Ken Wagstaff, (right) Supervisor at R. L. Jones and Mandora



Ken was a supervisor at R. L. Jones and Mandora from the late 1940s until the 1980s. He retired through ill health. He met his wife at R. L. Jones, and they had two sons. His wife worked in the Spirit Stores until she retired. Ken was a very well-respected member of staff, loved by everyone who knew him.

Peter M. Cooper, Printing Manager, sends us his photo of another character you may all remember. Says Peter: 'This is Ron Gregory, who was a mechanic and Mandora bus driver. He worked in the garage for many years and later became the bus driver, a job he loved, picking workers up for work and dropping them off when night shifts finished. He was a very popular man and passed away just after he retired aged 66. I was very proud of Ron and he was greatly missed by all who knew him.'

Shane & Debbie Watson

Part of the Mansfield family from 01/1995
until 12/2022



Debbie & I met back in June 1990 whilst we were students and working part time in the Downe Arms – a Mansfield Brewery tenancy in Snaith, East Yorkshire. John & Christine Miley were the tenants. I studied at Leeds polytechnic in construction management. When I finished my studies in June 1993 the building industry was quite depressed and I was struggling to find work. So in September 1993 Debbie and I started work with Grand Met. We initially trained in a pub & night club in Coventry for 12 weeks before starting on the relief circuit. Our first relief was in Bournemouth and our last in Redcar, Middlesbrough.

Debbie and I married in April 1994. We left Grand Met in July 1994 when they were acquired by Scottish & Newcastle. We really couldn't see any great opportunities for us in what was really a very tired pub estate. We then did 6 months freelance relief work for Sam Smith's in Yorkshire - that was certainly a very different company.

Our friends from The Downe Arms in Snaith, John & Chris Miley were now Managers with Mansfield Brewery and working at The Grouse & Claret, Rowsley, Derbyshire. They called and asked if we would like to work for them as assistant managers. We declined this offer as we were looking for our own pub.

They called us back and said their area manager, Grace Molyneux, would like to meet us. We met Grace at The Grouse & Claret and the following week met her again with Ian Tomlinson at the brewery. Debbie and I were appointed managers at The White Hart, Calow, Chesterfield. We started on 3rd January 1995. We initially had 2 weeks at the Grouse & Claret and then moved into The White Hart on 16th January 1995. This was a fabulous first appointment for us and we really had an opportunity to prove ourselves. Our son Oliver was born there in July 1995. In October 1995 Ian Tomlinson asked if we would go look at a site in Stoke Bruerne. We were very happy at The White Hart but thought we should go have a look. It was a falling down farm house and out buildings in a very pretty village on the side of the grand union canal in rural Northamptonshire that they had just acquired, known as Home Farm.

So, In May 1996 off we go down south to what would become The Navigation at Stoke Bruerne. Brian Hedley was our area manager. We moved in with the builders, our one year old son, Oliver, and Kissy our Cavalier King Charles spaniel. We did all the recruitment & training before opening in late July 1996. I can tell you that was most certainly a challenge.

Debbie was never one for hanging around - off we went to Northampton general at 7am, back in the pub at 10.30pm. We never really wanted to be that far away from our families who all lived in Yorkshire, but could have never refused the opportunity of opening The Navigation.

In November 1999 we came back north and managed The Fulwood Inn in Sheffield. It got us back up North, but the less said the better! In late 1999 that was when Mansfield Brewery was acquired by Wolverhampton & Dudley Breweries. We remained at The Fulwood for 9 months and quickly moved on to The Bridge at Duffield in Derbyshire before finally moving to The Wheatsheaf Hotel, Baslow in March 2003.

When we moved there we knew we had to stay, Oliver was 7 & Emily 4. We had a fantastic time here. It was a wonderful place for our children to grow up and the neighbours weren't bad either - Chatsworth House. Oliver & Emily both went to Lady Manner's School in Bakewell and then onto university in York. Oliver is now a chartered accountant and works for Deloitte UK as an assistant director and Emily is with an American company in Leeds and studying for her professional exams. Debbie & I left The Wheatsheaf in December 2022 after 19 fabulous years; we also left Marstons at the same time with 27 years unbroken service. We now live in Harrogate. Oliver also lives in Harrogate and Emily is just 15 miles away in Leeds. So ... all back together in Yorkshire.

Debbie and I both still work for an artisan food hall in Harrogate, but after 27 years of pubs, class ourselves as semi-retired and we have so much more quality free time. It was a busy 2023 - Oliver married Ella in April and then 5 weeks later off we all went to Cyprus where Emily married Greg.



Another picture from COLIN STUMP

1990s **TELESALES TEAM**

It's the brewery telesales team with their boss Dennis Foster, mid 1990s

Left to right back row: Carol, Sheila, Dennis (RIP), Maggie(RIP), Lorna and Dawn.

Front row: Helen, Margot and Brenda.



OUR BREWERY BY DAVID LOWE

You could smell the Mansfield Bitter down Great Central Road
The tankers were being filled with their precious load
The Transport Department had been given its task
The drivers were leaving without being asked.

Now Chadburn, our Gaffer and he's on his rounds
He's checking to see if everything's sound
He's looking to see what beers are left there
Then it's back to the office to sit in his chair.

The Nottinghamshire miners tell me our beers were the best
But I know damn well that they tried all the rest
There were Shipstones, Home Brewery all put to the test
But folks would tell us "your beers were the best"
Remember those parties at Christmas, you know
You went away smiling with that big extra glow.

You drank all you could whether woman or man
There was laughter and titter from the folks drinking bitter
And all sorts of drinks in a can
You went home that night in darkness not light
And when you got there you just sat in a chair
Your thoughts were many because it hadn't cost you a penny.

I hope you have enjoyed this story of old
I've tried to be funny – I've tried to be bold
This is the story you wished me to tell
Not just of our past, our present and future as well.

David Lowe (ex-Cellar Services)

Sad News – Terry Boddington (1946 – 2024)

Terry was a larger than life character who was General Manager for Managed Houses from 1981 to 1986. He passed away in his adopted home in the Algarve. He will be missed and commiserations go to his family and friends. A fuller obituary will be included in the next Mansfield Brew.



Did Jayne Mansfield Visit Mansfield?

She certainly did visit! When I asked about this myth in the last edition of *Mansfield Brew*, John Else came to the rescue with a confirmation of the gorgeous Jayne's visit which is featured in *John Taylor's Mansfield Essays* number 170. Jayne, pictured here with her husband Mickey Hargitay (Mr. Universe), according to the CHAD archives, came to the Mansfield and Sutton Branch of the National Union of Journalists at the Mansfield Palais de Dance for the Annual Press Ball on Friday 13th November 1959.

She'd had a hard day down south filming at Twickenham, none the less her chauffeur drove the couple all the way to Mansfield for the special event, attended by 400 people. According to John Taylor, *'She congratulated finalists and was invited to place the Press Queen sash over the winner's shoulders. Formalities over, Jayne spent the remainder of the evening chatting to many in the hall, expressing a wish to go for a walk in Sherwood Forest with local husky men' (!)* Her husband Mickey thought the town ought to be re-named 'Jayne' Mansfield. They were presented with a Robin Hood statuette, before leaving to spend the night at the Swan Hotel, where Jayne was thrilled to find her bed had been warmed by 'the craziest thing' – a metal hot water bottle. The next morning the manager presented them with it, plus a Brewery tray, an ash tray and an assortment of beer mats. Sadly her death in June 1967 meant she would never have that walk in Sherwood Forest.

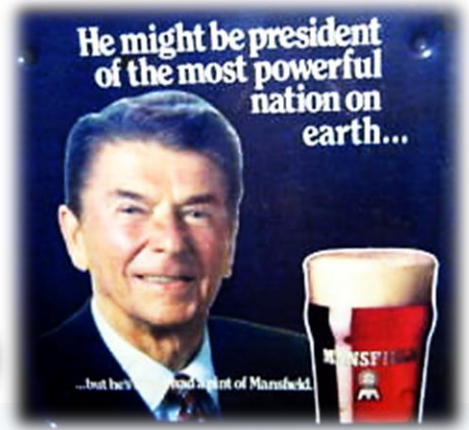
Often billed as the 'classic dumb blonde' Jayne was anything but. She studied at The University of Texas, she spoke German and Spanish, played violin, piano, and viola. She starred in several films, most notably the finest rock'n'roll movie ever made, *The Girl Can't Help It* in 1956. She died in a car crash in Mississippi on June 28, 1967.



RONALD REAGAN AND A PINT OF MANSFIELD

(OR HOW I GOT A CALL FROM THE
WHITE HOUSE ONE CHRISTMAS EVE).

Richard Lewis Ex Marketing Director
Mansfield Brewery.



In 1982, Mansfield Brewery re-launched its lager, which carried the name "Marksman" and I, as Group Marketing Director of the brewery, was the main protagonist behind this exercise. Marksman had had limited success up to this point, but there was virtually no promotion or advertising behind the product. Unlike Marksman, competitive lagers such as Heineken, Carling Black Label, Hofmeister, Carlsberg were heavily promoted brands very much in tune with what the lager drinking market wanted at that time. So, Marksman was re-launched, with a new product (incidentally winning two Brewing Society awards for Best Lager), a new design for the bar mounting and the can, and an innovative poster advertising campaign.

Sales rocketed. The brewery's profits increased. In 1983 we decided to duplicate Marksman's success and promote Mansfield Bitter with a poster advertising campaign of its own. Our advertising agency, Cogent Elliot, came up with the idea that the lives of significant historical figures lacked fulfilment because they had never tasted Mansfield Bitter; the caveman who discovered the secret of fire, the dinosaurs ("They may have ruled the earth for millions of years, but they never had a pint of Mansfield"). However, the one that made us take notice featured the President of the United States of America, one ex-film star, Ronald Reagan. The advert ran: "He may be leader of the most powerful nation on earth, but he's never had a pint of Mansfield", together with a portrait of the great man. I put the idea to the Group Managing Director John Hings, whose questions matched mine to Cogent Elliot, "could we get away with it?" When John put the notion to Group Chairman Robin Chadburn, he expressed the same concerns.

Well, Cogent Elliot had already done their homework. They'd contacted Fred Fielding, a counsel to the President at the White House in Washington DC who responded "I can neither prevent nor condone what you are planning to do". The salient point was that young Ron was merely being used, as someone with significant clout, whose life was incomplete because he had never had a pint of Mansfield. He was not being used, in any way, to endorse our beer, or act as a spokesman for it.

However, the media, bless 'em, saw it differently when the poster appeared throughout Nottinghamshire, Derbyshire and Yorkshire. There was keen interest in the Midlands counties, and I think I may have done an interview for ATV whilst fielding any number of enquiries from press and radio on both sides of the Atlantic. We had no PR Agency, so it was all down to yours truly. One of the more memorable interviews I did over the phone was with *Time* Magazine, which, when the article appeared, described me as "wily Lewis". "Wily" indeed!

The media become exasperated, as did the American public, in a big way. Americans, like the equivalent of 'Disgusted of Tunbridge Wells' asked "What in darnation is our President doing advertising Limey suds?" (Limey suds meaning British beer). But they'd missed the point entirely. Their esteemed President was merely being used to exemplify the proposition for our wonderful beer. I must admit, it was an uphill struggle to get this point across to Hank, Chuck and Dolores in Kansas! So, very quickly, Mansfield Brewery and its Marketing Director attained some sort of notoriety across both the USA and little old Britain, a situation that was to lead in due course to our Sales Director Dennis Foster taking up the opportunity for marketing Mansfield Bitter in that great country across the Pond. That initiative, to be truthful, was not a great success, but it wasn't for lack of trying.

However, more was to come in relation to President Reagan. It just so happened that the man who had, to all intents and purposes, given us the green light to go ahead and run the campaign, Fred Fielding, was a friend of the lady who operated the London office of *Time* Magazine as Managing Director. On one of his trips to London, Fred and this lady had dinner and the subject of the President and Mansfield Bitter cropped up in the conversation.

After dinner, they explored the late night off licences in central London searching for a few cans of Mansfield so that Fred Fielding could take them back to the White House and have a little joke with the President, at his expense. Predictably, they found no Mansfield whatsoever, as Brewery policy was to try and keep our lovely beer close to home and under our watchful eye in the counties local to Nottinghamshire. A day or two later I got a call from Fred Fielding's dinner companion asking if I could send some cans of Mansfield Bitter across to Fred so he could carry out his little jape with young Ron. I was aghast at this suggestion, as it completely compromised the integrity of our campaign. We were saying that the President had never had a pint of Mansfield, and here was someone suggesting that it was OK to send some across to the White House and put the President in danger of supping some of our stuff!

I declined to send the cans across, but then I got mightily leant on by the lady, she accusing me of not showing any gratitude towards the man, Fred Fielding, who had made possible our advertising campaign. I duly submitted, but I came up with a cunning solution. Yes, I would have the cans sent across, but each one would carry a seal on the top of it, on this seal were to be printed the following words "Not to be consumed by the President of the United States, signed Richard Lewis, Marketing Director, Mansfield Brewery". I was sure that this would do the trick, Fred could have his fun, and the President, being a man of his word and a great respecter of authority would never let a drop of our amber liquid pass his lips, and our advertising proposition remained intact! The deed was done, and all went quiet on the Western Front. That is, until a couple of months later. It was Christmas Eve, virtually everybody else had gone home and I was sitting there, in my office at Mandora, the Brewery's soft drinks subsidiary, (I was in a new job by this time) sobering up a little after a couple of drinks down the pub at lunchtime. The phone rings and it is one of the security chaps in the gatehouse, as our receptionist Jill has gone home for the holiday,

"Mr Lewis?"

"Yes"

"I have the White House on the line for you"

Oh yes, thinks I, I wonder who this joker could be, one of my esteemed colleagues perhaps phoning from the pub?

"OK, put them on the line". The call is put through and there is absolutely no doubt that this is a long distance call, with all the attendant hissing and crackling.

"Mr Lewis?"

"Yes"

"This is the White House calling" she says in a very genuine American sounding accent. "Wow", methinks, "This is real!"

"I'm putting you through to Mr Hammerstein". I say Hammerstein, because, to my everlasting regret and embarrassment, I cannot remember his actual name. Friend Hammerstein introduces himself as someone who works in Fred Fielding's team. Now everything is beginning to make sense and I start to wonder how I would cope with a life sentence on Alcatraz. He asks me if I sent some beer to his boss, and, as quick as a flash, and in some desperation, I ask if the President has drunk it. He says no, so that is a big relief, the cans are still sitting in Fred Fielding's office apparently. Phew! He then asks me the question "Do you want to talk about it?"

Continued

This is marketing code for "Do I see the fact there are four cans of Mansfield Bitter on a sideboard in the White House as a big PR opportunity for me and the Brewery?"

"Absolutely not!" I reply, as there is nothing I would do to compromise the integrity of our advertising campaign, what is the use of having a President who has actually drunk your beer? Hammerstein's reply was "Neither do we".

He goes on to explain that there has been some significant discomfort in the corridors of power about the reaction in the USA to our little advertising activity and that they wished it had never happened. It seemed that the assorted media in that great country had had a field day on this story, much of it not to the credit of their Mr Reagan. "Have a merry Christmas Mr Lewis" says Hammerstein and I have a warm, wonderful feeling that Alcatraz will have to do without me for another year, at least. "And a very merry Christmas to you" says I, and with that I packed up my briefcase to go home and tell my wife and kids about a most unexpected phone call from the other side of the world.

Richard Lewis
Ex Marketing Director Mansfield Brewery

OUT WITH THE OLD – IN WITH THE NEW

Brew Editor Roy Bainton says farewell.

Hello and goodbye, dear readers.

About 20 years ago, attending French night classes at West Notts. College in Mansfield, I became friendly with fellow student John Else, at one time MBC's Personnel Director. Once John discovered I was a writer by trade, he outlined a project for me. This became the book, *The Alternative Mansfield Brew*. In 2015, When Ian 'Scoop' Boucher resigned as editor of MBC's newsletter *New Marksman*, despite my basic graphic ability, I took over from him, until the launch of this new publication, *The Mansfield Brew*. In my 82nd year I've been keen to retire and agreed to produce the first few issues of *The Brew* until my replacement could be found. Well, thankfully I now welcome the talented Jamie Traynor from Ashby de la Zouch's Tollgate Brewery. After I'd seen his impressive sample presentation for *The Brew*, I'm relieved to tell you that he's the man for the job and I can safely bow out in the knowledge that Jamie will maintain and enhance your newsletter's quality. It's been a fine 20 years getting to know many MBC employees to the point where I could hardly believe I never worked there myself. Good luck, Jamie and all, here's to *The Brew* and God Bless all who sail in her.

THANKS AND AU REVOIR, ROY BAINTON.



THREE DEGREES OF SUCCESS: Jeff, Jayne and Sue Walters (pictured) Susan Walters sends us these photos from her daughter's graduations - this year's is her 3rd degree - BSc (hons), FdSc, MSc. Well done, Jayne.

PRIDE ON THE PATH TO A GREAT CAREER

Jayne has achieved her 3rd degree over 17 years of study. In 2007 Jayne joined Nottingham Trent University (NTU) and graduated in Sport and Leisure, Business and Education (BA hon). This first degree was helped with some funding from BTPF. During Jayne's time at NTU, she developed an interest in St John Ambulance (SJA), where she became President of the University's branch known as Trent LINKS; designed for younger people interested in the charity. Jayne was following a family tradition with the SJA from her Great Grandmother, maternal Grandmother who was a Divisional Officer and her own mother, Sue who went on to gain the Grand Prior Award.

From her interest in the SJA, Jayne went on to study Paramedic Science at Oxford Brookes University in 2011, gaining her 2nd degree in Paramedic Emergency care (FdSc). Jayne became a full-time Paramedic with South Central Ambulance Service in 2013, where she mentored many student paramedics and new members of staff to the trust, some of whom have progressed into speciality care and management. In 2019, Jayne moved to the University Hospital Southampton with Solent NHS Trust as a Trainee Advanced Clinical Practitioner in acute and geriatric medicine, working with the emergency department, acute medical wards and same day emergency care units. Over the past six years, she studied for her Masters in Advanced Clinical Practice, to complete her role qualification, gaining her 3rd degree (MSc) in December 2023.

During her studies, Jayne was able to take a career break from the hospital and joined Princess Cruises as a paramedic medical officer. She was fortunate to travel to many beautiful places overseas including Alaska, Hawaii, Tahiti, New Zealand, Caribbean Islands and South America.

For now, Jayne's feet are firmly planted in Southampton where she will continue her career as an Advanced Clinical Practitioner, contributing to research and supporting others in leadership and education.

Sue & Jeff are very proud of Jayne's achievements and hope she will find the time and determination to go on to study for her doctorate and paramedic consultancy!



Clive Almond Tales from a Bygone Era



After 10 years in the architects' department of the Chesterfield Borough Council, Clive Almond joined MBC Estates' department in February as Building Supervisor.

Married and living in Chesterfield Clive is interested in crown green bowls, water colour painting, wood carving and gardening.

I joined the Estates Department based on Dame Flogan Street, on the edge of Mansfield town centre and about a quarter of a mile from the Brewery, it was 1980. We had a joiners' shop, an electrical department, a painter and a bricklayer all there to attend the brewery and any local matters that may need attention.

Mr Arthur Tomlinson was the Estates Department manager, organising the four yearly planned maintenance programme, work for the clubs in the Free Trade Department and planning and running the refurbishments to properties on the tenanted estate. These refurbishments proved very successful, upon completion trade increased much to the delight of both the tenants and the Brewery Board. John Hings commented on the style of the refurbishments, beams on the ceilings, timbering on the walls with a delft rail around the rooms, his noted comment was that "beams sold beer".

The office comprised of surveyors, me, Bill Donbavand and Malcolm Frith. In the general office dealing with accounts and administration was Alice Donbavand, shortly to be joined by Ann Bend as the secretary, Sharon England who assisted Alice and Ann Barke, an assistant to Alice. A further appointment was Kevin Hall who ran the workshop trades and assisted the free trade department with building matters. Neil Tomlinson (Arthur's son) joined the department to become the fourth surveyor.

Following Roy Bainton's request for stories from the past, I have put together a number of events that took place way back in the 80's/90's. The names of the main contributors have been changed to save embarrassment and my neck!!

So, there we all are as merry as can be, so let the fun begin. One of my main winter hobbies was watercolour painting and from time to time I often took in one of my paintings and put it up on the wall in the general office. On one occasion I took in a painting of Michelangelo's David, Ann Bend enquired "how did you paint that"? I replied that I had used a small paint brush and added that it was not a self-portrait – Ann replied that she could see it wasn't – when I asked her to explain her remark, Ann said "well he's got a full head of hair and you haven't".

It was high Summer and holiday time, Alice and Bill had taken to the hills, Ann and her husband had gone to the coast for a paddle, Ann Barke had gone off to foreign parts and Neil and Malcolm were out on the estate.

One afternoon, I was sitting at my desk when I heard footsteps on the stone steps leading to the office door. Who should be standing there but Robin Chadburn, the Chairman – he had been shopping in Mansfield and felt it his duty to pop in to say hello. He asked me where the general office was, so I led him down the corridor, opened the office door and said to Linda Styles 'put your knitting away Linda, the Chairman has come to see us'. The Chairman entered the office and said, "isn't he awful" and Linda replied "yes he is" – so I left them to chatter away and have a laugh. On his way out, I said to the Chairman "very nice of you to call and see us" and he replied that he wouldn't mind working over here.

It happened to be a Thursday and Arthur Tomlinson was out entertaining his public house tenanted friends on the golf course, so I just said if Mr Tomlinson was in you could ask him for a job.

So, there we all are as happy as can be, then suddenly it is announced that the Properties Director, Hugh Wilson is to move over from the Brewery offices with his entire Properties Department and join us at Dame Flogan Street. That creates another task for Mr Tomlinson – he is asked to find office accommodation for Mr Wilson and his secretary, Steve Price and his secretary, Carol Pickering, Phyl Store and Joanne Wise. Also required is a new kitchen, separate toilets for ladies and gents, no more sharing the same seat so to speak, a large room where meetings could take place – we called it The Conference Room. One such use for the Conference Room was on birthdays when we would all gather there at 10am, sit around the table, have coffee and cake – now the cake was the main event of the morning – it was made by one of our lady members and was always a culinary delight.

On one occasion, Hugh had just appointed a new secretary called Gillian and this was her first time at the event. Hugh used the gathering of all department members to brief us all on the events and activities the Brewery was involved in. So there we were all sat around involved in small talk when Gillian complimented the female member of staff on her cake. Not letting an opportunity pass without comment, I said to Gillian "the record for her birthday cakes is a very good one" and went on to say that "in 20 years of the cakes, there had only been 3 cases of food poisoning". The young ones in the office thought this very amusing, the baker of the cake was in the process of cutting up her cake, she pointed the sharp knife at me and said "just watch it Almond or you will not get any cake" – I replied "no violence, I am an old man". Such occasions were a brief relief to the events of the week.

So, the weeks move on, and we come to another briefing in the Conference Room, Hugh started the brief on matters and developments at the Brewery and somehow, we started to talk about cars, some chaps liked this car, and other chaps liked another car and on and on it went. I jumped in with the comment that in 20 to 30 years' time we would all be driving about in electric cars.

Well, the looks I got I might have come from another planet, there was total silence, one of my colleagues expressed his thoughts on the matter by remarking, and I amend the remark for the suitability of the young and sensitive readers – "cobblers", such was the surprise at the remark.

I went on to explain that scientists had established the fact that exhaust fumes from petrol and diesel engines and output from coal powered power stations was affecting the planet and that higher temperatures will change the climate resulting in much hotter weather conditions, more rainfall, flooding, food shortages and a general decline in the world's ability to support human and wildlife for many years.

That prediction was around 30 years ago, and we don't have to question the scientist's comments, the events are all around us and almost a daily event. Well, nothing stays the same, one day at a briefing, we were told that a new office block was to be built down at the Brewery and so it was. All very nice, everything and person at hand, but as I used to say, only one thing wrong, the offices are not down Dame Flogan Street.

I must admit, I enjoyed my time at the Brewery – I worked amongst nice people, helpful and with a good sense of humour. I think about them all every day.

Clive Almond

Obituary

MARK PHILLIPS

Mark died on 15th April 2024 in St Mary's Hospice Ulverston at the age of 77 following a long battle against cancer. His funeral was held in Ambleside, Cumbria on 29th April. John Else and Ann Woolley were his only Brewery colleagues to attend. Regrettably, the clash of dates and logistics made it difficult for others who wanted to be present to make it. But the small number of MB people was not representative of the esteem in which Mark was held as Tenanted Trade Director and Solicitor at Mansfield Brewery where he worked for 10 years from 1978 to 1988.

The two eulogies delivered by Mark's daughters, Charlotte and Helen were beautiful. He was devoted to them and their children providing inspiration, encouragement and support all their lives. Helen described her Dad with adjectives: vibrant, passionate, opinionated, eccentric, kind, complex, spirited and loyal. Noting that: perfect, simple, small and quiet were NOT among them.

Mark had a generosity of spirit which meant that he came alive in the company of others. He had an ability to make people feel valued through his interest in them. That's why he was such a good Tenanted trade Director. He was Mansfield's tenants' CHAMPION. Always making a robust defence of their position and contribution to the Company. The wisdom of changing a successful tenancy to a managed house was often challenged by Mark and in many cases when such a change took place, the volume of beer sold went down, vindicating his opinion. The speed at which such strategy was pursued slowed as a result of his intervention.

Mark and Sue moved from Southwell to the Lake District in 2003 and it was in that part of the country that Mark was so at home; enabling his love of mountains to be explored and walking and cycling to be enjoyed to the full. Charlotte recounts the fun and joy she had on their climbs together with Mark's competitiveness of racing her to the top to be first on the summit. She said "Dad never saw danger only adventure and somehow it made me braver". Typically most walks ended with a visit to the pub to sample the local brews together with putting the world to right with those in his company. Latterbarrow, not quite a mountain, was his favourite hill and this climb was a regular feature of his daily life. It inspired him to keep going through the tough times having encouraged all his grandchildren to climb from a young age.

Mark was born in June 1947 and attended King Edwards School in Birmingham where he was a classics scholar. He played most sports, rugby, cricket Eton fives and squash. His passion for cricket and support of Birmingham City continued long after school. He opted for a law degree at Liverpool University and after graduating, became articled to a Birmingham firm of solicitors. He qualified as a lawyer in 1971.

After private practice for three years, he took a post as Company Secretary in an industrial engineering firm that was eventually taken over by Streetly Company of Worksop. Following three years with them, he joined a company responsible for running the NEC where he dealt with legal and admin matters. This he regarded as a mistake and answered an ad for the position of Company Secretary for Mansfield Brewery. A number of small things combined to make up his mind. He had always had an empathy towards the beer trade and the serving of good food because his maternal grandfather had kept a number of pubs in Derbyshire. And his Mother was born in a pub, the Wilmot Arms, Lower Hartsey (long since demolished). And most importantly, he enjoyed drinking beer in the company of others. He applied for the job and was appointed in October 1978.

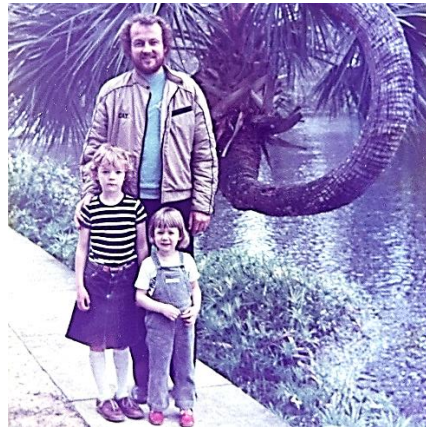


Mark Phillips

John Hings recalls that Mark was the first member of Mansfield Brewery he met when he joined in 1979. As Company Secretary he was deployed by Mr Robin as the advance party to pave the way before meeting other senior members of the Mansfield Team. He marked my card and played a very helpful part in my integration. We became close colleagues with what John believes was a lot of mutual respect

Mark was a great team player and you would always want him on your side. John thinks that culture came from his time at KES Birmingham and Liverpool University and from his study and love of the game of cricket. This sort of commitment to others was displayed at the Brewery where Mark helped steer many key policies in the 80's that were so influential in making Mansfield a happy and successful company during that time and for the decade that followed.

Ann Woolley recalls: working for Mark was a pleasure and an honour. He had an immense interest in other people almost to the point of being nosy. He was a larger than life character who you would be pleased to have in your corner. It was a real wrench for me to decide not to move with Mark when he was relocated to Rosemary Street as we had had five good years working as a team alongside Austin O'Donohue and Paul Fisher (the Dream Team). Those were some of my happiest times at the Brewery.



Mark with his two daughters, Charlotte and Helen.

Ann says that after Mark left the Brewery, she stayed in touch and she and Nigel met up with him from time to time. Mark knew Ann's family and always asked after them. Whenever he phoned he always quizzed her about ex colleagues and wanted to know what they were all up to. It was a bit like the Spanish Inquisition. He always made you feel like you mattered and that his interest was out of genuine concern. Not just paying lip service. Ann will miss their little chats.

Helen mentioned her Dad's great sense of social justice and helping people be the best they could. He never gave up on them regardless of their circumstances. She said that he found joy in the last 20 years in the Lake District with Sue. He loved living in the beautiful countryside walking in the hills and experiencing nature in its purest sense. She and Charlotte are so grateful for the impact that his existence has had on their lives and shared a READING by Ralph Waldo Emerson with all those who were present at his funeral:

To laugh often and much,
to win the respect of intelligent people and the affection of children,
to earn the appreciation of honest critics and endure the betrayal of false friends,
to appreciate beauty,
to find the best in others,
to leave the world a bit better,
whether by a healthy child, a garden patch....to know even one life has
breathed easier because you have lived. This is to have succeeded.

By this measure, Mark Phillips' life was a great success.



Social Activities



MANSFIELD BREWERY WALKING GROUP

The walks always take place on the 2nd Sunday in the month, from March to November. Normally in Nottinghamshire or Derbyshire and between 5-6 miles in length. We walk at a steady pace with at least one 15 minute rest stop enroute. Afterwards, a pub lunch is often organised by the leaders for those who wish to partake, but this is optional. Well behaved dogs are welcome too! **Meet up time is 10am - walk starts at 10.30am - ends around 2.15pm** Always looking for new walkers to join us – why not come along and make new friends or meet up with old work colleagues. Further information, please contact Barbara Brown on 01623 481488 OR 07762083542 email barbyali72@gmail.com



These photos are from the Afternoon Tea Val Moss organised for MBMA members on Friday 22 March at the Hostess Restaurant. 42 members attended - a really good turnout. Besides the sumptuous tea there was also an hour of entertainment by a very talented local singer called Lily Taylor-Ward. A good time was had by all!!



On the 14th June, The Walking Group enjoyed a 5.5 mile walk around Brimington, a lovely dry day with beautiful sunshine. We were pleased to welcome 2 new walkers, Tony and Sharon Brown, on their first walk with our group. These photos show us about half way round at Tapton Lock Visitors Centre, where we had a well earned rest and a nice cold Ice Cream! Lunch was later enjoyed at The Three Cottages pub in Hasland.

Following a lovely walk on July 14th, led by Val and Geoff Moss, which commenced from Lowdham, the group enjoyed a delicious lunch at The Nag's Head in Woodborough. Taking centre stage is Landlord, Clive Wisdom, who formerly ran The Rufford Arms and The Little John back in the 1980's.



Your new Editor says Hello!

Hello, wonderful to meet you all! I'm thrilled to step into the role of editor (alongside Elaine Chadwick) for the Mansfield Brew. My journey began in graphic design, where I primarily worked independently. About ten years ago, I upped sticks from my native Leicester to Melbourn, Derbyshire and transitioned into a new venture by part buying into South Derbyshire's Tollgate Brewery, located on the historic Calke Abbey Estate. Today, we proudly operate three pubs and a bustling brewery tap, the Milking Parlour as well as delivering our beer all over the Midlands. Despite this shift, I continue to manage our website, media, and branding, as graphic design has a way of staying with you.

Taking over from the esteemed Roy Bainton is both a privilege and a responsibility. Roy's exceptional work with the Mansfield Brew has set a high standard, and I am dedicated to upholding and building upon his legacy. My objective is to bring a fresh perspective while honouring the Brew's established voice. I look forward to delving into the history of Mansfield Brewery and continuing to explore and share the stories that resonate with your community, all while giving the publication a fresh new look. In the meantime, if any of our members have contributions, stories, or news to share, please forward them to me at mansfieldbreweditor@gmail.com I'll look at including them in forthcoming issues.



JAMIE TRAYNOR, (left) WHO TAKES OVER FROM ROY BAINTON AS EDITOR OF THE BREW MEETS UP WITH THE RETIRING SCRIBE AT THE GREEN DRAGON, WELTON. WELCOME ABOARD, JAMIE!

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