

# Open for business

**A new team of front of house volunteers is now helping spread the word about Burton's brewery and pub heritage.**

The volunteers are based in the Brewery Heritage Centre in Station Street and are supporting the Trust as it aims to encourage more people to learn about the town's rich brewing and pub history and how it will be preserved and celebrated. The Centre is open on Tuesdays, Wednesday and Thursdays between 10am and 2pm.

The new recruits are, Jane Collier, a retired librarian, Sarah Loftus who has a background in banking and education, Shameena Kauser who continues to be involved with Sharpe's Pottery Museum and the Brewhouse as well as Julian Blakemore who spent his career in the wines and spirits trade.

The Trust has been working closely with East Staffordshire Borough Council on the plans to develop the High Street site, including the development of a national brewery heritage and social history attraction. The new volunteer team is sharing this work with visitors and encouraging them to have their say about the plans. In addition, visitors will be able to join the Trust and register to keep up to date with our work.



Sarah Loftus welcomes the public into the Brewery Heritage Centre

Dr Harry White is the Chair of the Trust. He said: "I am delighted to welcome the new volunteers, who have already brought their enthusiasm and energy to the team. I encourage people to come into the Brewery Heritage Centre and find out more about what we are doing to really put Burton's brewing heritage in the national spotlight."

In the first few weeks the volunteers have welcomed hundreds of visitors from across the UK and as far away as Australia. So if you haven't come in to see us, we look forward to your visit. ●

***“I am delighted to welcome the new volunteers, who have already brought their enthusiasm and energy to the team”***

**Thanks to our amazing volunteers!**



Volunteers' Week is an annual UK-wide campaign to celebrate and recognise the contributions of volunteers. The Trust has many volunteers, including the Trust board, our Brewery Heritage Centre team and our behind the scenes volunteers supporting our IT systems and the Archive.

This year Volunteers' Week runs from 2nd-8th June so we want to say a big thank you to everyone who volunteers to support the Trust and our work! ●

# The Mitchells & Butlers Clock

**The imposing M&B grandfather clock is one of many artefacts in the Trust's care. It can now be seen in the Brewery Heritage Centre in Station Street, Burton upon Trent.**

The clock is nearly 120 years old and was given by William Butler to Claude Mitchell in 1907 just before the tenth anniversary of their successful partnership. They formed the Mitchells and Butlers (M&B) brewery in Cape Hill, Birmingham in 1898.

Over the next century M&B was to become the largest brewery and pub owner in the Midlands – famous for producing M&B Mild Ale and the bitter Brew XI – which before the advent of lager was the most popular draught beer in the region. In 1967 M&B became a key part of the Bass Charrington drinks and leisure group – later known purely as Bass – which had its head office in Burton.

The clock was made by W.F. Evans & Son of the Soho Clock Factory in Handsworth, Birmingham. W.F. Evans was a pre-eminent maker of clocks in the Victorian period, operating from 1843 up until 1934. Evans produced clocks for public buildings and private residences and

*“The clock is wound once a week by our volunteers and still keeps good time”*

is perhaps best known for the nine-metre high, stand-alone Joseph Chamberlain clock which was set up in Birmingham in 1903. This iconic street clock has recently been splendidly restored by Smith of Derby. In 2021 it was re-installed to become the central landmark in Birmingham's famous and re-vitalised Jewellery Quarter.

Our M&B clock was made to operate with three different winding mechanisms – one for the clock, one for the quarter-hour chime and one for the hour chime. It also has alternative chime sounds – one called Westminster and the other known as Whittington. The clock is wound once a week by our volunteers and still keeps good time. It has recently been examined



Jane Collier with horologist Ben Bradshaw

by local horologist Ben Bradshaw who advised that it is in very good condition for its age – something all of us would like to hear! ●

*With thanks to volunteer Julian Blakemore for his research and article.*

## Heritage vehicles transferred to local attractions

**The Trust has formed exciting partnerships with two major local attractions, as part of our work to preserve the heritage vehicles in the National Brewery Collection and continue to make them available to the public.**

A motorised delivery dray, which was originally from Mitchells and Butlers Cape Hill Brewery, has been transferred to the Black Country Living Museum. The dray is a Leyland Beaver and was built in 1949. It was one of a fleet delivering beer from Cape Hill in use up to the 1960s and became part of the Collection in 1992.

Tim Shields, Transport Manager at Black Country Living Museum said: “The Leyland Beaver has been assessed and cleaned in the Museum workshop and has been treated to help preserve exposed woodwork and the wooden barrels. The plan is to display the vehicle outside during the summer months.”

Working with the West Midlands Fire Service Heritage Museum, we have also

transferred a WaterWitch Victorian horse drawn fire engine, built in 1879 for Henry Mitchell & Co for the Cape Hill Brewery.

Ian Forrester is the spokesperson for West Midlands Fire Service Heritage Community Group. He said: “A purpose-built garage hosts our appliances, and this is where the WaterWitch will be housed alongside our steamer, manual, trailer pumps and hose cart. We are pleased to receive the WaterWitch with its history at nearby Cape Hill Brewery. We thank the National Brewery Heritage Trust and Molson Coors Brewing Company for the transfer and looking after it up to now.” ●



The Leyland Beaver



The WaterWitch fire engine

# MEMBER SPOTLIGHT: Punch



**We are very pleased to have Punch Pubs & Co as a corporate member of the Trust.**

Punch is a multi-award-winning pub company in the UK with around 1,300 pubs in the UK.

The business was established in 1997 when the original Punch Taverns portfolio was acquired from Bass Lease Company. Further growth came in 1999, thanks to acquisitions of Inn Business Group and Vanguard estate from Allied Domecq and again in 2003 when Punch acquired the Pubmaster business. Additional pubs were acquired from the InnSpired Group, Avebury Holdings and the Spirit Group. In 2017 Patron and May Capital acquired Punch Taverns in a £1.8bn private transaction, with a simultaneous sale of 1,900 pubs to Heineken. This saw the formation of Punch Pubs & Co in 2018.



The Golden Lion, Hoddesdon

Although Punch Pubs as a commercial entity is a relatively new business, many of its pubs have a substantial history.

For example, established in 1535, The Golden Lion was originally a high street coaching inn, making it the oldest pub in Hoddesdon, Hertfordshire. Henry VIII stored his saddle in the stables, as allegedly those with authority on the matter forbade him from riding. The pub comprises a one-floor bar trading area and oak beams run through this historic building.

In the 21st century, Punch Pubs continues to ensure that pubs remain at the heart of their local communities. See more at [www.punchpubs.com/a-warm-welcome/our-history/](http://www.punchpubs.com/a-warm-welcome/our-history/) ●

## Adding expertise to the Trust board



Steph Sykes-Dugmore



Helen Taylor

Early this year we welcomed two new trustees to the Trust Board. Each brings substantial experience in managing collections and developing visitor attractions. **Steph Sykes-Dugmore** is the Head of Collections and Research at the Silverstone Museum at Silverstone Circuit. Steph has managed the collection of the British Racing Drivers' Club since 2009, and has taken the collection from boxes in a farmhouse to state-of-the-art museum.

*“Each brings substantial experience in managing collections and developing visitor attractions”*

**Helen Taylor** is the Museum Manager at the West Midlands Police Museum, where she leads collections management, volunteer engagement, and collections policy. She played a key role in relocating the museum's collection and successfully opening its new site in 2022, ensuring the preservation and accessibility of police heritage for future generations. ●

## Celebrating VE Day



Among the large collection of photographs in the Archive is this wonderful group photo of VE Day celebrations. Many communities held street parties to celebrate the end of the war in Europe in 1945. It is believed that the people in the image are the residents of Eldon Street in Winhill in Burton upon Trent. ●

# VIEW FROM THE CHAIR

The Trust has been busy raising its profile this spring. Our newly recruited team of volunteers is making a real difference, ensuring the doors of the Brewery Heritage Centre in Burton can be open at regular times. So far they have talked to hundreds of visitors who are very interested in the work to put the town's brewery and pub heritage at the heart of a national attraction.

You can see on page 2 that by transferring two vehicles to the Black Country Living Museum and West Midlands Fire Service Heritage Museum they will be securely housed, well maintained and, more importantly, accessible to the public. I am pleased that vehicles that worked at the Cape Hill Brewery for so many years will be going back to their roots.

Work to rationalise and catalogue the archive and the library continues. As we work to protect and preserve the items in our care it is important that we apply good practice and keep only what is appropriate. Last year, Archivist Stephanie Nield identified a significant number of duplicate items and was keen to discover if another collection could benefit from them.

The decision was taken to offer these items to the National Brewing Library at Oxford Brookes University. This library of over 8,500 volumes relates to the scientific, technological, historical and social aspects of brewing and distilling and is a world-renowned collection. The Trust's donation will enable the Library to fill gaps in their collection.



The Mayor visited Brewery Heritage Centre in April and was hosted by Trustee Chris Holden

I mentioned last time that Steph Sykes-Dugmore and Helen Taylor would be joining our March board. I am very pleased that they are now both members of the Trust board, bringing significant experience of the museums and archive sector.



Harry White

Our next major step as a Trust is to work with East Staffordshire Borough Council to submit a bid to the National Lottery Heritage Fund. It is anticipated that a NLHF grant will fund the plans to create a brewery heritage and social history experience within Bass House on the High Street in Burton upon Trent. The bid is a significant piece of work and I am grateful to all our Trustees, members, volunteers and contractors for their hard work and support as we progress this.

## DATES FOR YOUR DIARY

### Black Country Living Museum Festival of Vehicles

Saturday 14th and Sunday 15th June

Vehicles on display will include the M&B Leyland Beaver donated by the Trust.

[www.bclm.com/visit/events/](http://www.bclm.com/visit/events/)

### Chasewater Railway Rail & Ale event

Saturday 5th and Sunday 6th July

Chasewater Railway is hosting a weekend of ale, wine, food and live music. There will also be a free heritage shuttle bus service collecting from Lichfield, Brownhills and Chasewater.

[www.chasewater railway.co.uk](http://www.chasewater railway.co.uk)

## CAMRA MEMBERSHIP DISCOUNT

We are pleased to be able to offer individual members of the Trust a £5 discount on CAMRA membership. The usual cost of CAMRA single membership is £30.50.

CAMRA Member Benefits include £30 of real ale vouchers per year, discounts at over 150 beer festivals, discounts across a range of food and drink operators, travel companies and visitor attractions.

To join the Trust go to the website [www.breweryheritage.com](http://www.breweryheritage.com) fill out the form and pay online. We will then send you your CAMRA discount code. Existing members contact [membership@breweryheritage.com](mailto:membership@breweryheritage.com) for your code.

## GET INVOLVED

### FOLLOW US ON SOCIAL MEDIA

For regular news and a peek into our work behind the scenes, you can find us on Facebook [www.facebook.com/breweryheritage](http://www.facebook.com/breweryheritage) and on LinkedIn [www.linkedin.com/company/the-national-brewery-heritage-trust-ltd](http://www.linkedin.com/company/the-national-brewery-heritage-trust-ltd).

### JOIN

If you aren't already a member of the National Brewery Heritage Trust, we'd be delighted to have your support.

Individual membership starts at £25 a year, less than the price of a pint of beer a month. Corporate memberships start at just £100 per year. This allows us to protect and preserve the archives and artefacts held in the National Brewery Collection for future generations.

### DONATE

You can also make a one-off donation to support our work.

### VOLUNTEER

The Trust is run by a small group of volunteers so we are continually looking for help and support to protect and preserve the National Brewery Collection.

For details on all of these go to [BreweryHeritage.com](http://BreweryHeritage.com)



If you would like to receive this newsletter via email, please send your details to [membership@breweryheritage.com](mailto:membership@breweryheritage.com)

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The National Brewery Heritage Trust

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The Master of the Brewers' Company is the Patron of the National Brewery Heritage Trust