

"Townscape Times" Index

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(for more details see www.south-derbys.gov.uk/heritagetrails)

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Please note: maps, photos and worksheets date from Sept 2018.

Some buildings may have enjoyed further restoration work when you try out these activities- if so, compare the photographs with the appearance of the building and adapt the session accordingly!

Please let us know if you spot anything that has changed:

Environmental Education Project team: rosliston@south-derbys.gov.uk 01283 535039

or find us on Facebook 'Environmental Education Project at Rosliston Forestry Centre
Have fun!

"Townscape" Times Teacher Session Notes

This session takes approximately 2 hours but can be adapted

Learning Outcomes:

Learning Outcome 1: Understand what makes a good interview and conduct their own.

Learning Outcome 2: Explore a little of Swadlincote's historic buildings and heritage and use this to conduct interviews.

Learning outcome 3: Working in groups, developing communication and planning skills.

Resources:

- First aid kit
- Heritage Trail leaflets
- Tablet/ recording device
- Camera
- Clip boards
- Pencils
- Townscape Times interview location and questions
- Townscape Times lanyards for students
- Townscape Times map
- Townscape Times interview practice instruction sheets

Introduction to Townscape and explanation of task (in school)

The project we are finding out about is called 'Swadlincote Townscape Heritage Scheme.' There are some wonderful buildings in Swadlincote with a rich history - sadly some are in desperate need of repair. The project was to help some of the town's historic buildings by giving grants to property owners for works; (for older pupils - the grants covered most but not all of the repair costs - owners of the buildings had to make up the rest of the money). South Derbyshire District Council received funding from The Heritage Lottery Fund (HLF) for a three-year project (2016-2018) to provide the grants. The Townscape project aims were to get local people (community, schools, and family groups) involved in South Derbyshire's heritage and as part of that developed the Heritage Trail. As you walk around the town you may see the locations of some of the Heritage Trail plaques.

The project also included the creation of the new Diana Memorial Garden situated behind Greenbank Leisure Centre.

You are going to be part of a 'Townscape Times' news report and in your groups you are going to find out a little bit about the history of some of the buildings in Swadlincote and people linked to them by carrying out your own interviews.

- Look at the **Heritage Trail leaflets** giving information on buildings/ people associated with buildings. Consider what information might be important to get across to other people, why this building or place is important and why should it be remembered /celebrated?
- Look at the **Townscape Times interview location and questions resource** to help you with your interviewing questions.
- Each group will have two camera operators; one with a tablet and another with a digital camera. An interviewer, 2 researchers, locations manager, interviewer and time keeper. **Townscape Times lanyards for students**
- Each group will walk around Swadlincote interviewing each other and possibly some members of the public who may be able to give you some new information on the buildings you are researching
- Use your recordings to write articles and produce short TV programmes back at school, using software to edit the work including putting titles and credits on the film, shortening footage and taking out any mistakes.

What makes a good interview?

Think about how you carry out your interview... it's not just as simple as asking someone questions. Be polite, introduce yourself and be prepared that people on the street may not want to talk to you. If you are interviewing each other, some members of the public might be really interested so will want to talk to you. Keep good eye contact and listen and if you don't understand what the person has said ask if they can explain what they mean. Practice in school using **Townscape Times interview practice instruction sheets and Townscape Times interview location and questions**.

Introduce yourself e.g. "I'm from School and we are making a news report about some of the buildings and their history. I would like to ask you some questions about your visit to the town. Can I have your permission to use what we film in a programme which we might put on the internet?"

Preparing to go out:

Each group will need:

- **Townscape Times interview location and questions** which includes information about each building, sample questions for each building and suggestions on general questions to ask.
- **Townscape Times maps** showing each building's location in Swadlincote
- **Townscape Times lanyards for students**- they need to swap these roles from place to place so everyone gets a go at a different role.
- Recording devices/ tablet.
- Camera
- Give the groups 5 minutes to look at **the interview questions and the crib sheets**
- **Make sure pupils and adults stay with their group at all times.**

Activities:

- All groups start at the Snooker Hall so you can run through what the groups need to do as they visit the other buildings. Make sure they all know where they are on the map when they get there and which way the Town Centre is.
- Include time for pupils to film a short introduction to their project.

E.g. We are from "....." School and our film is about the Swadlincote Townscape project. We are interviewing local people asking them what they think about some of the buildings in Swadlincote and their memories of them.

- Each group (**A, B, C, D**) will start at a different venue and then visit each of the other venues in the given order below.

Group A:

Start at Ladbrokes and Clark's Shoe Shop (Paramount Cars map ref.3) and Specsavers (Salt Brothers map ref. 4) spend approximately 5 minutes at this location and then go to: **DCC Youth Information** (Alexandra Rink map ref.5) spend approximately 5 minutes at this location and then go to:

Sharpe's Pottery Museum (Sharpe's Pottery map ref. 7) **Old Midland Co-Op** (Edmund Sharpe map ref.1) spend approximately 5 minutes at this location and then go to:



The Flats (John Avery, The Bear Inn map ref. 2) **The Empire** (New Empire Cinema and Theatre map ref.6) spend approximately 5 minutes at this location and then go back to: **Sharpe's Pottery Museum** courtyard at the time that has been arranged.

Group B:

Start at DCC Youth Information (Alexandra Rink map ref.5) spend approximately 5 minutes at this location and then go to:

Sharpe's Pottery Museum (Sharpe's Pottery map ref. 7) **Old Midland Co-Op** (Edmund Sharpe map ref.1) spend approximately 5 minutes at this location and then go to:

The Flats (John Avery, The Bear Inn map ref. 2) **The Empire** (New Empire Cinema and Theatre map ref.6) spend approximately 5 minutes at this location and then go to:

Ladbrokes and Clark's Shoe Shop (Paramount Cars map ref.3) and **Specsavers** (Salt Brothers map ref. 4) spend approximately 5 minutes at this location and then go back to: **Sharpe's Pottery Museum** courtyard at the time that has been arranged.

Group C:

Start at Sharpe's Pottery Museum (Sharpe's Pottery map ref. 7) **Old Midland Co-Op** (Edmund Sharpe map ref.1) spend approximately 5 minutes at this location and then go to:

The Flats (John Avery, The Bear Inn map ref. 2) **The Empire** (New Empire Cinema and Theatre map ref.6) spend approximately 5 minutes at this location and then go to:

Ladbrokes and Clark's Shoe Shop (Paramount Cars map ref.3) and **Specsavers** (Salt Brothers map ref. 4) spend approximately 5 minutes at this location and then go to:

DCC Youth Information (Alexandra Rink map ref.5) spend approximately 5 minutes at this location and then go back to:

Sharpe's Pottery Museum courtyard at the time that has been arranged.

Group D:

The Flats (John Avery, The Bear Inn map ref. 2) **The Empire** (New Empire Cinema and Theatre map ref.6) spend approximately 5 minutes at this location and then go to:

Ladbrokes and Clark's Shoe Shop (Paramount Cars map ref.3) and **Specsavers** (Salt Brothers map ref. 4) spend approximately 5 minutes at this location and then go to:

DCC Youth Information (Alexandra Rink map ref.5) spend approximately 5 minutes at this location and then go back to:

Sharpe's Pottery Museum (Sharpe's Pottery map ref. 7) **Old Midland Co-Op** (Edmund Sharpe map ref.1) spend approximately 5 minutes at this location and then get to:

Sharpe's Pottery Museum courtyard at the time that has been arranged.

OR Decide which buildings each group will look at.

- Arrange a meeting time for all groups to assemble back at Sharpe's Pottery Museum courtyard

Plenary at Sharpe's Courtyard

- Ask someone in the group to film this bit as you can include it as your conclusion/ending to the film.
- Find a suitable place away from other groups to review the places you have visited. Which one did you find the most interesting and why? (Appearance? Significant event or person? Something that you like personally e.g. cars? Some personal or family link?). Each small group needs to choose a "winner"
- Join back together as a class group
- Teacher in charge to appoint someone from the class to represent each of the places visited and stand in various corners of the courtyard holding a picture of the building they are representing.
- Then tell the whole class that each pupil can go and stand by the building they think is the most important and significant for Swadlincote.
- Which is the winner? What do the pupils in that corner have to say about the result and why their favourite is the most important for the town?

Another plenary option.

Each small group states what they decided as a group and why. Is there a clear winner for the class? Let's see if everyone agrees with the overall result.

Follow up ideas for work in school:

- Edit footage - use video software e.g. 'windows movie maker'
<http://www.iskysoft.us/lp/filmora-video-editor/movie-maker.html?gclid=COuj0gre7tACF5m-7Qod5qwLyw> which can be downloaded free.
- take out 'mistakes'
- keep in important information/facts/ people's memories
- think about a beginning, middle and an end to the film
- Do titles and credits to include project and school logos and names of the filming team
- Use social media or YouTube to promote your film. South Derbyshire District Council have their own You Tube page <https://www.youtube.com/user/SouthDerbyshireDC>
- Share with Environmental Education Project team so they can promote your brilliant work. email links to: rosliston@south-derbys.gov.uk

For more information on Swadlincote Heritage Trail you can pick up leaflets at Sharpe's Pottery Museum or find all the information online at:

www.south-derbys.gov.uk/heritagetrails

Townscape Times Map





A TV / radio interview is a conversation which you record. It can be as simple as stopping people on the street and asking them questions, or it could be a one-to-one, sit down discussion.

You need the right questions to get good answers from the person you are speaking to—more than just 'yes' or 'no'.

Sometimes you might want to find out **facts**, or what the **person knows**, or maybe you want to know how they **feel** about something. This means you need to ask different questions depending on what sort of answer you would like.

It is important to ask questions that have "**who, what, when, where, why and how**" in them.

This way your interviewee has to give you more detail.

Always give eye contact and listen to the person who is talking to you. If you don't understand something it's always better to ask "Can you explain it to me?"

A good question to finish your interview with is "Is there anything else you'd like to say?" this gives the person you are interviewing a chance to add anything else. Maybe if they are really chatty, you might just want to end the interview by saying "Thank you very much for your time" instead.



Make sure everyone in the team has a role - use Townscape Times lanyards for students.



Actions:

- Read and understand the historical information about your location.
- Note how much time you have at each location.
- Find somewhere suitable to film your interviewees. Maybe in front of a particular shop/ building you want to talk about.
- Check the background of your 'shot' - make sure there is nothing distracting (like balloons or pigeons), or any rubbish there, or any other people.
- Make sure you know how to work the camera. Make sure you delete any mistakes straight away to keep as much storage space free on the camera for more interviews.
- Film each others opinions on the site.
- Photograph your team doing the interviews if you have a spare camera
- Introduce yourself to the person you want to interview:
- "Hello my name is..... from School.
- I'd like to ask you some questions about the Swadlincote Townscape Heritage Project and Heritage Trail."
- Make sure you let them know you would like to film them and that the footage might be used ONLINE by the school or SDDC (South Derbyshire District Council) to celebrate Swadlincote's heritage. Ask them to sign the photo and film form to give their permission.



Ideas for interview questions

- Do you know what this building used to be used for? (or used to be)
Introduce some facts: This building used to be where Paramount cars were made. It originally had petrol pumps outside of the workshop.
 - Do you like the look of the building today?
 - If not, why not? If yes, why?
No, because it is really plain and boring. You can't tell what it used to be.
 - How would you feel about this building being restored or repaired?
Why?
I don't think you could put a petrol pump outside the shop now. It's used for something completely different.
 - What's special about this building that might need marking with a plaque or information board?
It's where Paramount cars started. It's where.... and ... were made and an industry well worth celebrating with a plaque. How else would you know it was here?
- Question to ask members of the public:*
- Do you have any memories of this building?
 - Would you like to see this building celebrated with a plaque, telling other people what it used to be?

Final question at Sharpe's Pottery (after you've been to all the places on the list)

- Where in Swadlincote would you MOST like to see a special plaque and why?

Interview questions which include **'who, what, where, when, how, and why** are helpful because they invite the person to give you more detail...



Who?

A question about a person or people:

Who lived in this building?



Where?

A question about a place or position:

Where in Swadlincote would you like to see a special plaque?



Why?

A question about outcomes. You are doing an activity because of something else:

Why is this building special?

What?



Asking for information about something.

What shops stand out on the High street?



When?

A question which asks about time:

When do you usually go shopping?



How?

A question which sometimes measures something asks about the way something may be done:

How do you feel about the state

Finish with: "Is there anything else you'd like to say?" This gives the person you are interviewing a chance to add anything else.



Your Task:

- 1) **Before** the interview starts, make sure you **have read the historical facts** about the location.
- 2) Write down **ANYTHING NEW** that comes up in the interview.

Location	The Historical Information	New Facts
Alexandra Rink (Map ref. 5)	The Alexandra Rink Dance Hall started in 1909 as a roller skating rink and was also used for dancing, boxing, wrestling, bingo, cinema and as a film studio. At one point it was known as the Alexandra Palace of Variety. Lots of well known dance and popular music bands appeared there including: The Searchers, Gene Vincent & The Blue Caps, Black Eric Delaney and other UK and US acts. Ernie Hall - The Law of the Floor - ran The Rink for a long time and brought in many acts.	
Salt Brothers (Map ref.4)	Hezekiah Salt opened their first shop in Swadlincote on the High Street. Eventually, this extended to three stores which included haberdashery and menswear shops and, in the late 1920s, a hardware store. Salt Brothers finally closed all its shops in 1982, after almost a century of trading.	
New Empire Cinema and Theatre (Map ref. 6)	In December 1912, The Empire Picture Palace opened, presenting 'Pictures & Varieties' to a hall seating 500 people on one level. In the 1930s, this building was demolished and replaced by the New Empire Cinema, seating 716 people. The cinema closed in the early 1960s and the building is now home to a bar & restaurant called The Empire.	
John Avery and The Bear Inn. (Map ref. 2)	John Avery was born in 1927 at The Bear Inn, Swadlincote, which was managed by his parents. He served as a Bevin Boy as a welder at Church Gresley Colliery during the war before working at the Empire Cinema and the Majestic Cinema in Swadlincote in the 1950s. In 1974, he was appointed general manager of the London Palladium, where he worked until his retirement in 1992. He died on May 11th 2016, aged 89	

Location	The Historical Information	New Facts
The Snooker Hall- original Magic Attic.	<p>The Snooker Hall was originally a barn which was part of the Sharpe family farm, The Grove, which was demolished in 1972. The raised brick coped gables are typical of buildings from the 18th century.</p> <p>Later, the building became the birthplace of The Magic Attic, Swadlincote's very own local history group, which started in 1987. The Magic Attic is now situated within Sharpe's Pottery Museum.</p>	
The Old Midland Co-Op (Map ref. 1)	<p>The semi-circular shape of the shop frontage is built on the site of one of the old Sharpe's Pottery bottle kilns.</p>	
Sharpe's Pottery Museum (Map ref. 7)	<p>Edmund Sharpe (c 1811 - 1984), the youngest and most influential brother at Sharpe's Pottery (established in 1821) was the patentee of a successful variation of the "flushing rim" for water closets in 1855.</p> <p>Sharpe's Pottery and Edmund's enterprising personality were driving factors behind Swadlincote's growth from a small hamlet to a bustling town.</p>	
Paramount Cars (Map ref. 3)	<p>This British company produced the Paramount automobile between 1948 and 1956. Founded by W.A Hudson and S Underwood from Derbyshire, the company initially manufactured cars in Swadlincote. You can still see part of the workshop behind Santander Bank and the showroom was in the area now occupied by Clarks shoes. Some work was also carried out in one of the workshops behind Bretby Art Pottery. Some of the joinery for the cars was done in Melbourne and production moved there. Fewer than 10 cars were actually made in Swadlincote.</p>	



Townscape Times



Interviewer

- Introduce yourself. (check with your teacher how to do this)
- I would like to ask you some questions about the 'Swadlincote Townscape Heritage Project and Heritage trail.'



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Townscape Times



Camerman 1 (Tablet)

- Make sure you know how to work the tablet.
- Delete any mistakes straightaway.
- Record the interview.



at Rosliston Forestry Centre



Townscape Times



Camerman 2 (Camera)

Photograph your team doing the interviews.



at Rosliston Forestry Centre



Townscape Times



Researcher 1

- Read and understand the historical information about your location.
- Write down anything new facts that you are told.



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Townscape Times



Location Manager

- Choose a suitable site for filming e.g. in front of the building you are speaking of.
- Check that the background has nothing distracting in it e.g. rubbish, graffiti



at Rosliston Forestry Centre



Townscape Times



Researcher 2

- Find **two** people to interview.
- Explain that you are doing a project on the old buildings in Swadlincote and would they help by being interviewed.
- Ask if you have their permission to use what you film in a programme which might be put on the internet.



at Rosliston Forestry Centre



Townscape Times



Timekeeper

- Note the time to return to the courtyard at Sharpes.
- Work out how much time is needed for each interview.
- Keep the group to that time schedule.





Swadlincote Heritage Trail No.1



Swadlincote Town Centre

Our trail takes you on a journey through the Town Centre's past, sharing stories of some of our significant people, industries and buildings.

It takes around 30 minutes to stroll around (plus stopping time). There is one main hill otherwise it is fairly flat.

Steps are marked on the map.

Our Trail is also online at www.south-derbys.gov.uk/HeritageTrails



Burton & South Derbyshire College are working on an App

Please call in at The Magic Attic to find out more about local heritage and look out for their special events.

Contact details on back of leaflet.



Swadlincote Heritage Trail

Photo copyright (unless stated otherwise):

SDDC—recent photos

Magic Attic Archives—historic photos

Map—see central page

(P) = plaque (L) = lectern

S1. Edmund Sharpe c18–94

Sharpe's Pottery Museum, (P)
West St, Swadlincote DE11 9DG



Photo:
Sharpe's
Pottery
Museum

The youngest and most influential brother at Sharpe's Pottery (est 1821) was the patentee of a successful variation of the "flushing rim" for water closets in 1855. Sharpe's Pottery and Edmund's enterprising personality were driving factors behind Swadlincote's growth from a small hamlet to a bustling town.

S2. Majestic Cinema (P)

Majestic Place, 21 Alexandra Road, Swadlincote DE11 9AZ
(now a housing development)



Nothing remains of 'The Majestic' Cinema which opened on 15 May 1933. It was advertised as the 'Majestic Super Cinema'. There were five dressing rooms, a 33 feet wide proscenium and a 25 feet deep stage. It was fitted with CinemaScope in 1956, and the first film to be shown in that format was "Seven Brides for Seven Brothers" on 25 February 1956. In January 1957 the pantomime "Sinbad the Sailor" was produced on the stage.

The Majestic Cinema was closed in the early 1960s and was converted into a bingo club. In the 1970s it became Royal's Theatre Club, which attracted stars like Tommy Cooper and Arthur Askey. However, due to financial difficulties the building became derelict and was demolished in 1984.

The land has been redeveloped for housing, but the cinema is remembered in the name 'Majestic Place'. In its time the Majestic

showcased stars such as Max Bygraves and Larry Grayson (then known as Billy Breen!).

The Magic Attic has film clips of Manager John Avery and cinema guests.

Main source: <http://cinematreasures.org/theaters/45022>

S3. The original 'Magic Attic' at the Snooker Hall

42-44 Grove Street, DE11 9DD



The Snooker Hall was originally a barn on the Sharpe family farm "The Grove" - which was demolished in 1972. The raised brick coped gables are typical of buildings from the 18th century.

Later, the upper floor of the building became the birthplace of The Magic Attic, Swadlincote's very own local history group, started in 1987. The Magic Attic moved to Sharpe's Pottery Museum when it opened in 2002—see below:



S4. Diana, Princess of Wales, Memorial Garden (P)

Grove Street DE11 8HL



This site was dedicated as a garden in 1981 by Chairman of the Council, Councillor Roy Nutt & HRH The Princess Anne.

Before then it may have been the site of a clay hearth, part of Sharpe's Pottery. Earlier still it was part of the garden at Grove House, which extended over a much larger area than the garden does today.

Diana, Princess of Wales, walked through the garden on her visit to Swadlincote on 16 Jan 1991. After her death in 1997, memorial flowers were laid here by local people.



The garden has been transformed thanks to a grant from the Heritage Lottery Fund (Swadlincote Townscape Heritage Scheme, 2016-2018).

S5. Old Midland Co-op building

West Street Swadlincote
DE11 9DG (opposite Sharpe's)



This building reflects Swadlincote's development over time. It is built on the remains of a circular bottle kiln on land formerly part of Sharpe's Pottery.

It became a key showroom for the Midland Co-Op and more recently housed an Auto shop before being restored as part of Swadlincote Townscape Heritage Scheme



S6. New Empire Cinema

21 West St, DE11 9DG
(The Lounge Bar)



In December 1912, The Empire Picture Palace opened, presenting 'Pictures & Varieties' to a hall seating 500 people. It was the second cinema to appear in the town—the first was a canvas tent on fields behind the block of shops including Poundstretcher today. By 1931 the original building had

been demolished and the new (current) building, Swadlincote's independent New Empire Picture Palace opened.

For most ordinary folk in the 1930s, this building would have been their first experience of the new flamboyant Art Deco architecture with its geometric shapes and exuberant interiors.

It is an excellent example of a style which swept the world. The impressive brick façade is largely the same as when it was built with elaborate detailing and decoration together with metal framed stained-glass windows. Only the ground floor has seen significant change with the loss of the glazed entrance canopy and the insertion of 2 large windows. The building had 716 seats and is one of the most dominant buildings on West Street, ironically opposite the Church which had some initial reservations about having a cinema opposite a place of worship.

The Cinema closed in the early 1960's and has been used for various businesses since.



S7. John Avery / The Bear

17 West St, DE11 9DG

(now flats)



Photo:
Eric &
Olwen
Hardy

John Avery was born in 1927 at the Bear Inn, Swadlincote, which was managed by his parents. He served as a Bevin Boy (as a welder at Church Gresley Colliery) during the second world war, before working at the Empire Cinema and the Majestic Cinema in Swadlincote in the 1950's. In 1974 he was appointed general manager of the London Palladium, where he worked until his retirement in 1992.

He died on May 11 2016, aged 89.

The Magic Attic Archives have film footage of John at the Majestic Cinema.



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S8. The Nag's Head

1 West Street, DE11 9DG

(now Dean & Smedley Pharmacy)



The Nag's Head was a large public house which opened in Oct 1883 and stood here until the 1960s. The England football caps worn by Ben Warren, the first husband of the landlady Mrs Hall, were displayed behind the bar.

There are recollections of the pub being packed to capacity, especially on nights when big dance bands attended the Rink.

See also "Out of the Dark—Swadlincote stories" p63.



S9a Swadlincote Market Hall



The Delph, Swadlincote
DE11 0AH



Also known as Swadlincote Town Hall, the Market Hall was built in 1861 from money raised by public subscription. Below the clock face is the motto 'Time the Avenger', which was included at the insistence of Sir Henry Des Voeux and his wife Sophia, who contributed £44 to pay for the clock.

At the time that Henry Des Voeux was approached for the money, he was embroiled in a bitter lawsuit with some negative publicity and insisted that time would avenge him, or prove him right—hence his choice of motto.

The February 1863 Derby Advertiser (in the Magic Attic Archives) has more information.

There have been several changes to the ground floor frontage over time and to suit local needs. The area under the hall has been used to store fire hoses as well as for shops and market stalls.

Every Tuesday for around 100 years, a petty Crimes Court was held “under the clock”. The clock and



motto are said to have inspired Chrissie Hynde of The Pretenders to write her song 'Time the Avenger', which was included in the Pretender's 1984 album 'Learning to Crawl'.



S9b Sherwood Foresters



The Delph, Swadlincote
DE11 0AH



Photos provided by
Royal British Legion

The Sherwood Foresters (Nottinghamshire and Derbyshire Regiment) were formed in 1881 and are an important part of

Swadlincote's heritage.

As part of the 5th Battalion of the Sherwood Foresters, H Company paraded regularly on the Delph. The Regiment had links with almost every family in town through their service in the first or second world wars.

They remained a separate regiment until 1970 when they were merged with the Worcestershire Regiment.

Since 2007 they have been part of the 2nd battalion of the Mercian Regiment.



S10 Richard Holden
The Delph, Swadlincote
(actual location unknown)



*Photo:
Royal
Armouries*

Richard Holden was an armourer from Swadlincote. He was apprenticed to a London armourer in 1658 and was working in his own right from 1665 as a member of The Armourers Company. From 1673 he was supplying munition armour to the Board of Ordnance and by 1681 he had become the armourer responsible for Royal commissions.

He died in 1709, one of the last of the London armour makers.

S11 Anne Beverley (nee McDonald) Sid Vicious' mum



The mother of 'Sid Vicious' from the Sex Pistols band had a turbulent life.

She died of an overdose in 1996 at her home in Hastings Road, Swadlincote.

There is a mystery surrounding her son's ashes—apparently she used to pace around with them on High Street and rumour has it they may have spilled out on to the Delph!

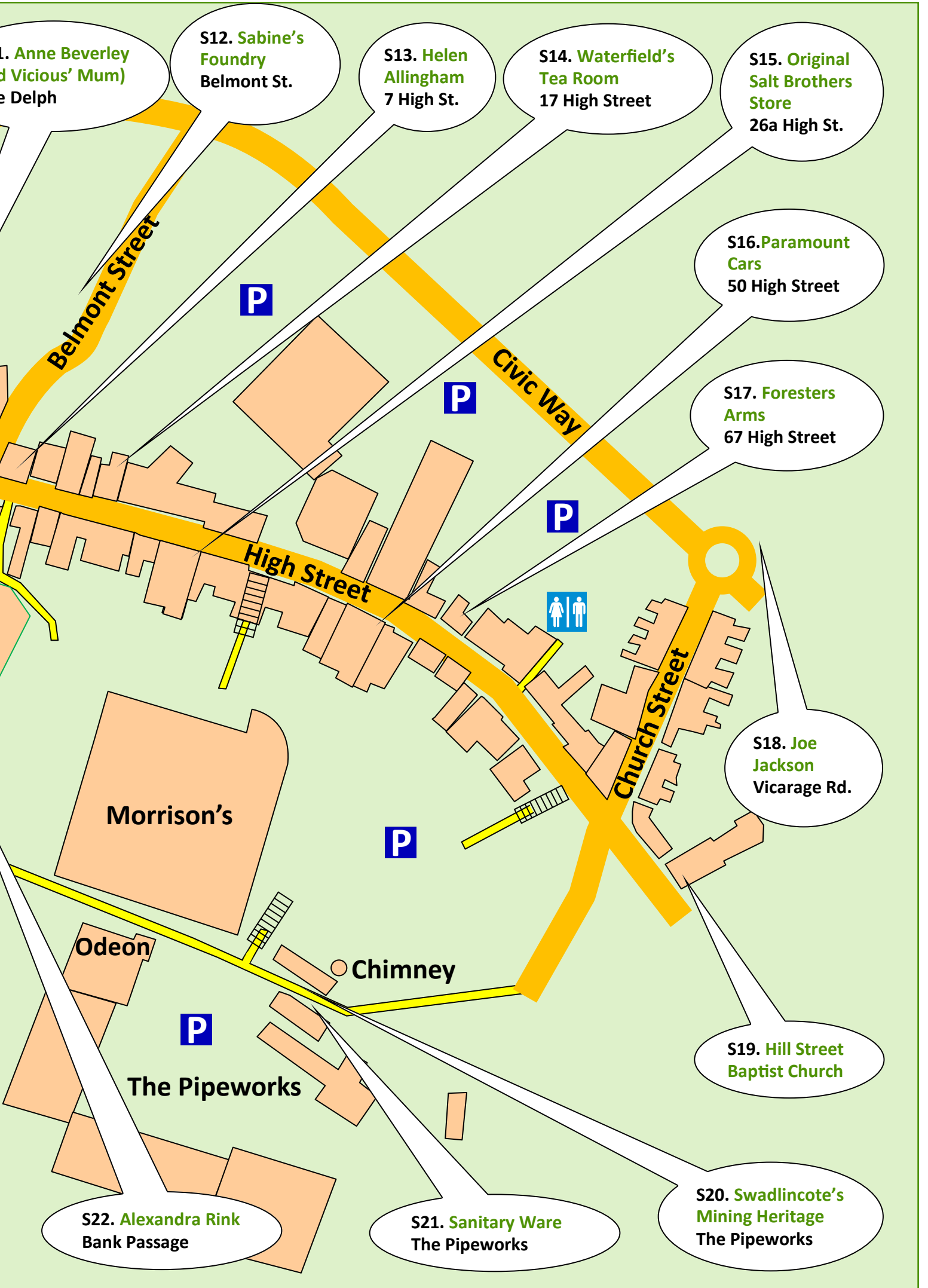
The map shows a network of streets including Civic Way, Grove St., West Street, Alexandra Road, Rink Drive, Midland Road, and Bank Passage. Key landmarks include the Bus Station, Library, The Delph, Leisure Centre, and Grove/Apex. Points of interest are marked with callouts: S1. Majestic Cinema, S2. Edmund Sharpe Museum, S3. Original Magic Attic, S4. Diana Memorial Garden, S5. Old Midland Co-op Store, S6. New Empire Cinema & Theatre, S7. John Avery/The Bear, S8. The Nags Head, S9a. Market Hall and S9b. Sherwood Foresters, and S10. Richard Holden. The map also features parking symbols (P), a bus stop, a library, a toilet, and a staircase icon.



Swadlincote Town Centre Trail

Approx Scale: 100metres / 109 yards





S11. Anne Beverley
(and Vicious' Mum)
the Delph

S12. Sabine's
Foundry
Belmont St.

S13. Helen
Allingham
7 High St.

S14. Waterfield's
Tea Room
17 High Street

S15. Original
Salt Brothers
Store
26a High St.

S16. Paramount
Cars
50 High Street

S17. Foresters
Arms
67 High Street

S18. Joe
Jackson
Vicarage Rd.

S19. Hill Street
Baptist Church

S20. Swadlincote's
Mining Heritage
The Pipeworks

S21. Sanitary Ware
The Pipeworks

S22. Alexandra Rink
Bank Passage

Morrison's

Odeon

The Pipeworks

Chimney

High Street

Belmont Street

Civic Way

Church Street

P

P

P

P

P



S12. Sabine's Foundry

Sabine's Foundry was on Belmont Street, Swadlincote DE11 8JZ

(opposite the British Legion)



Sabine's Munitions works, Belmont St, during the Second World War (1939-45)

Sabine and his brother were blacksmiths who lived in Swadlincote in the early 1800s. Amongst other things, they invented the extrusion machine for making sockets on the ends of clay pipes. This was used by the pipe manufacturer, Thomas Wragg, with great success as it meant sections of pipe could be joined together more easily.

Part of Sabine's Foundry, which made munitions during the first world war, remain on Belmont St.

Sabine Brothers (Engineering) Ltd are still based in Swadlincote. Mr Tim Sabine is the 5th generation of the family to run the firm.

S13. Helen Allingham



7 High St, Swadlincote DE118J



Photo: Wikipedia

Helen Mary Elizabeth Paterson (Allingham) was born here on 26 September, 1848. She was the eldest of seven children born to Alexander Henry Paterson, a rural doctor, and Mary Chance Herford. She became known for her watercolour paintings of the countryside, flower gardens, her children and especially picturesque old country cottages.

Helen made her living selling illustrations for magazines, which enabled her to support her young family when her husband died.

In 1896 she was the first female member to be elected to the Royal Society of Watercolours.

Helen's decorative paintings were very popular and sometimes used to decorate products like chocolate boxes and biscuit cartons. The originals are now collectors' items.

S14. Waterfield's Bakery

15-17 High Street
Swadlincote DE11 8JE



J Harold Waterfield— and one of his cakes (photo and text: Caroline Moore)

Joseph and his son Joseph Harold (known as Harold) developed a large and successful bakery, confectionary and catering business

which won national awards.

Joseph started the business in 1895/6 at premises on Alexandra Rd in Swadlincote (where Harold was born). The original bakery is



now the Golden Dragon takeaway. The bakery had moved to Church Gresley by 1911.

When he took over the business, Harold expanded into Swadlincote town centre. He ran tea rooms on High Street where Boots The Chemist is today. He also opened shops in Burton and Ashby.

Photos and information from Caroline Moore (Joseph's grand daughter)

S15. The original Salt Brothers Stores



26a High Street, DE11 8HY

(one of several Salts properties on High Street)



In the 1890s, brothers Enoch, Joseph and Hezekiah Salt opened their first shop in Swadlincote, on the High Street. Eventually, this extended to three stores which included a haberdashery and menswear shop. By the late 1920's they had added a hardware store. They also had stores in Moira, Newhall and Alvaston. Salt Brothers finally closed all their Swadlincote shops in 1982, after almost a century of trading.

Today's 'Salts' shop name is a tribute to one of Swadlincote's favourite brands.



S16. Paramount Cars



50 High Street, DE11 8HS
(now Clark's/ Ladbroke's)



This British company produced the Paramount automobile between 1948 and 1956. Founded by WA Hudson and S Underwood from Derbyshire, the company manufactured some of its cars in Swadlincote. You can still see part of the workshop behind Ladbroke's, and the showroom was in the area now occupied by Clarks' shoes. Some work was also carried out in one of the workshops behind Bretby Art Pottery. Some of the joinery for the cars was done in Melbourne and production moved there. Fewer than 10 cars were actually made in Swadlincote—further production took place in Leighton Buzzard (Camden Motors)



S17. Foresters Arms

67 High Street, Swadlincote,
DE11 8JA



The Pub may have taken its name from the Foresters 'Friendly Society'. The Society was established in Lancashire in 1834 and offered 'penny' insurance schemes – aiming to support working men and their families as they "walked through the forest of life".

Pubs all around the country are named after it. Celebrating the presence of a Foresters Public House in Swadlincote

is a nice link with The National Forest: visit Swadlincote Woodlands, Rosliston Forestry Centre or Conkers to find out more about The National Forest and enjoy a walk in the woods.



S18. Joe Jackson

Joe's Gran's house was on Vicarage Road DE11 8LG (near junction of Civic Way / Church St)



Photo
Joejackson.com

Born in Burton Upon Trent in 1954, Joe Jackson lived on Coronation Street, Newhall as a child and spent a lot of time at his granny's at Vicarage Road, Swadlincote. He later moved to New York and became well known as a singer/songwriter. His first hit "Is she really going out with him?" made him an overnight success in 1979.

He has recorded 19 studio albums and received five Grammy Award nominations during his career to date.

In his biography 'A Cure for Gravity' there are several references to Swadlincote including "this unearthly landscape still haunts me" (p3/4).

You can find out more about Joe's career and performances at:
<http://joejackson.com/>

S19. Hill Street Baptist Church

16, Hill Street, DE11 8HL



Founded in 1867, Hill Street Baptist Church has been home to a growing group of Christians for nearly 150 years. Since its establishment, the building has been extended and modernised. The spectacular pipe organ inside this church is the main reason for its inclusion here and musicians and music lovers are welcomed for a varied programme of musical performances.

During the second world war several aerial mines were dropped in this area and one landed in a clay hole behind the church. All the windows were blown out and the glass was replaced with all kinds of second-hand pieces—a real patchwork job. Some fragments of the mine are stored at The Magic Attic .



Photo: from Steve Mansfield shows Steve playing the famous organ at Hill St

S20. Swadlincote's Mining Heritage



The Pipeworks, DE11 9AA



The mining of coal is first recorded for this area in February 1293 (The Phillipps Charters) but it was not until the Industrial Revolution, with its increased demand

for fuel, that it became a major local industry. Many collieries were established in the area, of which these are a few: Granville Colliery (1823), Church Gresley (1829), Stanton (1854), Bretby (1855), Gresley Wood (1856), Cadley Hill (1861),

Netherseal (1872), and Coton Park and Linton Colliery (1875) By the time the industry was nationalised in 1947, 6,600 men were employed in local mines. The last pit, Cadley Hill, closed on Friday 25th March 1988 – this marked the end of deep coal mining in South Derbyshire, although open cast mining continued for some years after that.



S21. Sanitary Ware

The Pipeworks, DE11 9AA



Many local potteries, including Wragg's & Woodward's and Sharpe's, made this area famous for the production of sanitary ware & associated pipework. During the 1850s, for public health reasons, the sanitary ware market expanded and the local clay was ideal for the production of pipes, sinks and toilets.

Sharpe's patented their new 'rim flush' toilet and exported sanitary ware around the world for over 100 years. Its water closets were considered status symbols in Russia!

Wragg's, the other big local pottery, also produced vast quantities of pipes suitable for sewerage and drainage which were exported internationally. The Wragg's factory site (previously known as John



Hunt's, then Woodward's, then Wragg's and Woodward's) is marked by the tall chimney, originally one of many, which could be seen from most of the Swadlincote area

S22. Alexandra Rink P

Rink Drive Swadlincote DE11 8JL
(Now DCC Youth Information)



The Alexandra Rink was opened in 1909 as a skating rink by Ben Robinson with the words "Our rink is efficiently heated, our floor is a pleasure to fall on". The surface of the floor was Canadian sugar maple wood, recognised as one of the best surfaces for roller skating. By 1913 part of the Rink building had been partitioned off to become the 'Alexandra Palace of Varieties', showing films and variety acts. For a short time it even had its own film studio, Albion Film Co. The main room was still being used for roller skating and in later years also offered dancing, boxing, wrestling, bingo.



By 1917 Ernie Hall had started giving dancing lessons there. Known as "The Law of The Floor", Ernie went on to run the Rink for many years, until the mid 1950's.

The venue attracted many US and UK acts over the years including Victor Sylvester, Joe Loss, The Searchers, Gene Vincent & The Blue Caps, Black Eric Delaney, the Honey Combs, Frankie Valli and the Four Seasons.

The Rink drew its final audience in the 1980's and in 1991 it burnt down shortly before it was due to be demolished.



Audio clip/ more info
<http://www.landshapes.org/newsandevents/news/WalkaroundWestStreet4.php>

If you require this information in **large print** or another language please ring **01283 595795** or email customer.services@south-derbys.gov.uk

Swadlincote Heritage Trail Acknowledgements:

Thank you to everyone involved in this project especially:

The Magic Attic (Graham, Keith, Ron, Clyde, John) for their research and resources and for looking for the best sites to put plaques!

Stuart Haywood, Dot Morson, Jeffrey Parrans, & Stephanie Neild for research. Many other people who sent information about individual people and industries, particularly T.G.Green's and Bretby Art Pottery.

The App has been designed by staff and students from Burton and South Derbyshire College

Our logo has been designed with ideas from: Elsie-Mae O'Neill, Jazzmyn Moore, Barnaby Morley, Maisie Richardson, Ned Scragg, Tia Power and Polly Budworth.

Trail content, final logo, design and layout:
South Derbyshire District Council (SDDC) June 2018

Finally a big thankyou to our funders: East Midlands Airport, Heritage Lottery Fund, Derbyshire County Council and South Derbyshire District Council

For local heritage info & events contact The Magic Attic, based at Sharpe's Pottery Museum
www.MagicAttic.org.uk

For heritage trail school activities contact the Environmental Education Project team:
01283 535039 or email: rosliston@south-derbys.gov.uk



◆ The Magic Attic
◆ Swadlincote Townscape Heritage Scheme



@Roslistonved

Also available in Swadlincote Town Centre:

Regular events and walks at:
Sharpe's Pottery Museum, Swadlincote Library, local parks and on The Delph
Traditional Market Days: Tues, Fri, Sat



For information about local events go to:
Swadlincote Tourist Information Centre
Sharpe's Pottery Museum, West St, Swadlincote DE11 9DG
01283 222848 tic@sharpepotterymuseum.org.uk
www.south-derbys.gov.uk/swadlincotetic (and on Facebook)



There will be a pavement plaque at this location

Map ref. 5



Swadlincote Heritage Trail

Alexandra Rink

The Alexandra Rink Dance Hall started in 1909 as a roller skating rink and was also used for dancing, boxing, wrestling, bingo, cinema and as a film studio. At one point it was known as the Alexandra Palace of Variety.

Lots of well known dance and popular music bands appeared there—including The Searchers, Gene Vincent & The Blue Caps, Black Eric Delaney and other UK and US acts.

Ernie Hall, "The Law of the Floor", ran The Rink for a long time and brought in many acts.



Rink Drive, DE11 8JL

Magic Attic picture CS1-139

**Swadlincote Centre for Guidance and Learning, Rink Passage.
Alexandra Rink Dance Hall stood on this site (map ref. 5)**

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail....

What?



Asking for information about something:

What is this building used for today?

Who?



A question about a person or people:

Who uses this building?

When?



A question which asks about time:

When do you think this building may have been built?

Where?



A question about a place or position:

Where in Swadlincote would you go dancing today?

How?



A question which measures something and can also ask about the way something may be done:

How do you feel about the state of this building?

Why?



A question about outcomes. You are doing an activity because of something else:

Why is this building special?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.



There is a plaque at this location.



Swadlincote Heritage Trail

Salt Brothers Stores

In the 1890s, brothers Enoch, Joseph and Hezekiah Salt opened their first shop in Swadlincote on the High Street.

Eventually, this extended to three stores which included a haberdashery and menswear shops and, in the late 1920s, a hardware store. Salt Brothers' finally closed all its shops in 1982, after almost a century of trading.



25 High Street, DE11 8HY

Salt Brothers Stores.

One of the most fondly remembered shops in town was on this site (and several other sites too!) (map ref.4)

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail....



Who?

A question about a person or people:

Who may have worked in this building?



Where?

A question about a place or position:

Where in Swadlincote would you find a menswear shop today?



Why?

A question about outcomes. You are doing an activity because of something else:

Why do think this shop isn't open today?



What?

Asking for information about something:

What items do you think Salt Brothers Stores sold?



When?

A question which asks about time:

When do you think Salt Brothers stopped trading?



How?

A question which measures something and can also ask about the way something may be done:

How many shops did Salt Brothers have in total?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.



There is a plaque at this location.



Swadlincote Heritage Trail

New Empire Cinema and Theatre

In December 1912, The Empire Picture Palace opened, presenting 'Pictures and Varieties' to a hall seating 500 people on one level.

In the 1930s, this building was demolished and replaced by the New Empire Cinema, built in the new, flamboyant Art Deco style.

The new cinema had seating 716 people.

The cinema closed in the early 1960s and the building is now home to a bar and restaurant called "The Empire".



21 West Street, DE11 9DG

Picture from Magic Attic PAV-116 taken
during the 1950s

New Empire Cinema

This building has had many uses over the years.

When it was first built it was a cinema. (map ref. 6)

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail....



What?

Asking for information about something.

What else do you think this building could be used for?



Who?

A question about a person or people:

Who works in this building today?



When?

A question which asks about time:

When was this building built?



Where?

A question about a place or position:

Where in Swadlincote would you find a cinema today?



How?

A question which measures something and can also ask about the way something may be done:

How do you think this building could be improved?



Why?

A question about outcomes. You are doing an activity because of something else:

Why do you think the cinema closed in the 1960s?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.



There is a plaque at this location.

Map ref. 2



Swadlincote Heritage Trail

John Avery—The Bear Inn

John Avery was born in 1927 at the Bear Inn, Swadlincote, which was managed by his parents.

During the war he served as a Bevin Boy and worked as a welder at Church Gresley Colliery. In the 1950s he began working at the Empire Cinema and the Majestic Cinema in Swadlincote. In 1974, he was appointed general manager of the London Palladium, where he worked until his retirement in 1992. He died on May 11th 2016, aged 89.



John was best man at Eric and Olwyn Hardy's wedding. They provided this picture of John, taken on a donkey on Blackpool beach.

Converted flats, formerly The Bear Inn 17 West Street, DE11 9DG

Converted flats, formerly The Bear Inn

(Where John Avery started his career) (map ref.2)

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail.....



Who?

A question about a person or people:

Who was born here?



What?

Asking for information about something:

What job did John do during the war?



When?

A question which asks about time:

When did this building change



Where?

A question about a place or position:

Where did John move to in 1974?



How?

A question which measures something and can

also ask about the way

something may be done:

How did John become famous?



Why?

A question about outcomes. You are doing an activity because of something else:

Why is this building no longer a pub?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.





Swadlincote Heritage Trail

The Snooker Hall Birthplace of the Magic Attic

The snooker hall was originally a barn which was part of the Sharpe family farm "The Grove" - which was demolished in 1972. The raised brick coped gables are typical of buildings from the 18th century. Later, the building became the birthplace of The Magic Attic, Swadlincote's very own local history group, started in 1987. The Magic Attic is now situated within Sharpe's pottery.



42-44 Grove Street, DE11 9DD

The Snooker Hall

(Birthplace of The Magic Attic Archives, now based at
Sharpe's Pottery Museum)

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail.....



Who?

A question about a person or people:
Who works in this building today?



Where?

A question about a place or position:
Where in Swadlincote would you find the Magic Attic today?



Why?

A question about outcomes. You are doing an activity because of something else:
Why do we need a History Group?



What?

Asking for information about something:
What was the original use of this building?



When?

A question which asks about time:
When was "The Grove" knocked down?



How?

A question which measures something and can also ask about the way something may be done:
How do you know this is an old building?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.



NO plaque at this location

Map ref. 1



Swadlincote Heritage Trail

Old Midland Co-Op

The semi-circular shape of the shop frontage is built on the remains of one of the old Sharpe's Pottery circular bottle kilns. It was once part of the Midland Co-Operative building next door.



West Street Swadlincote DE11 9DG

**Old Midland Co-Op building on the corner of West St.
(previously part of the Midland Co-Operative building)
(map ref. 1)**

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail.....

What?



Asking for information about something:

What was the original use of this building?

Who?



A question about a person or people:

Who works in this building now?

When?



A question which asks about time:

When would you use this shop?

Where?



A question about a place or position:

Where in Swadlincote is it situated?

How?



A question which measures something and can also ask about the way something may be done:

How do you think this building could be improved?

Why?



A question about outcomes. You are doing an activity because of something else:

Why do you think the building is this shape?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.



There is a plaque marking the start of the Heritage Trail at this location.



Swadlincote Heritage Trail

Edmund Sharpe 1811 - 1884

The youngest and most influential brother at Sharpe's Pottery (established in 1821) was the patentee of a successful variation of the "flushing rim" for water closets in 1855.

Sharpe's Pottery and Edmund's enterprising personality were driving factors behind Swadlincote's growth from a small hamlet to a bustling town.



Photo and text courtesy of Sharpe's Pottery Museum

Sharpe's Pottery Museum, West St,
Swadlincote DE11 9DG

Edmund Sharpe and Sharpe's Pottery Museum (map ref. 7)

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail.....



Who?

A question about a person or people:

Who was Edmund Sharpe?



Where?

A question about a place or position:

Where is this museum today?



Why?

A question about outcomes. You are doing an activity because of something else:

Why was Edmund special?



What?

Asking for information about something:

What did Edmund invent?



When?

A question which asks about time:

When did we start to use water closets?



How?

A question which measures something and can also ask about the way something may be done:

How was this invention helpful to us today?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.



There is a plaque at this location.

Map ref. 3



Swadlincote Heritage Trail

Paramount Cars

This British company produced the Paramount automobile between 1948 and 1956.

Founded by WA Hudson and S Underwood from Derbyshire, the company initially manufactured cars in Swadlincote.

You can still see part of the workshop behind Ladbrokes, and the showroom was in the area now occupied by Clarks shoes. Some work was also carried out in one of the workshops behind Bretby Art Pottery. Some of the joinery for the cars was done in Melbourne and production moved there.

Fewer than 10 cars were actually made in Swadlincote



50 High Street, DE11 8HS

Clarks and Ladbrokes

Formerly the workshop and sales room for Paramount Cars
(map ref. 3)

Interview questions which include 'who, what, where, when, how, and why' are helpful because they invite the person to give you more detail....



Who?

A question about a person or people:

Who occupies this building now?



Where?

A question about a place or position:

Where might you buy a car from today?



Why?

A question about outcomes. You are doing an activity because of something else:

Do you like this building today?
Why?



What?

Asking for information about something:

What is this building used for today?



When?

A question which asks about time:

When did Paramount Cars produce automobiles?



How?

A question which measures something and can also ask about the way something may be done:

How many cars were built in Swadlincote?

Finish with: "Is there anything else you'd like to say?"

This gives the person you are interviewing a chance to add anything else.

