ECONOMIC HISTORY

TRADE AND INDUSTRY 1850 TO 2013

Before the 1850s the goods that Basingstoke manufactured were mainly sold locally. It was only after the arrival of the railway in 1839, followed in 1856 by the establishment of the North Hants Iron Works and the arrival of Thomas Burberry, that Basingstoke began exporting goods in any quantity across the United Kingdom and, later, overseas.[1]

In 1686 Basingstoke had been the fifth most populous town in Hampshire. Although it lost its major industry, cloth production, by 1700 it remained an important town. It retained its roles as a major market for the countryside and small towns of the area around, and as a stopping off point on one of the major routes to London. The villages could sell their produce here and purchase goods in return, whether imported products or those produced in the workshops of the town. This marketing role for its agricultural hinterland helped encourage the large-scale investment required in the creation of a canal to London, opened in 1794. Coal and timber could be imported and malt and other agricultural produce could be sent to London. However, the investment turned out to be a poor one as the returns of the canal were falling significantly before the coming of the railways.

The construction of the railways and the town's emergence between 1840 and 1854 as the junction for three routes transformed Basingstoke's economy. While the railways devastated the road carrying and innkeeping trades, they also offered considerable advantages for the

[1] Many Hampshire volunteers contributed to this project led by Bob Clarke. John Hare researched Thomas Burberry and the clothing industry. Jennie Butler and Jean Morrin researched Wallis and Steevens. Members of the Basingstoke Archaeological Society searched the *Basingstoke Gazette* for references. Barbara Large took the photographs of modern Basingstoke. Bob Applin worked on the Basingstoke census and contributed photographs. Illustrations were also taken from Brown, R., *Basingstoke in Old Picture Postcards*, vols.1 and 2 (1991, 97) and Malcolm Parker, *Images of England*, Basingstoke, 2007.

town. Raw materials could easily be brought in, and manufactured goods could be more easily exported to other parts of the country. The second half of the 19th century was thus to see the development of large industrial units in the companies of Wallis and Steevens, an engineering firm; Burberry and a group of related companies who produced clothing; and Thornycroft which, in 1898, became the first major manufacturing company to move to Basingstoke. These were very different in scale from the workshops that had hitherto dominated manufacturing in the town and Basingstoke became an important manufacturing centre. This resulted in the town's population growing significantly more rapidly than the national population.

The scale of change in the later 19th century can be seen from the census evidence. Basingstoke had a working population of 1,673 at the time of the 1851 census, of which 286 (17.1%) were engaged in agriculture, 316 (18.9%) in domestic service and 73 (4.4%) in dressmaking and millinery. The remaining 998 were involved in various trades and services. By 1901 the employed workforce had risen to 4,395. Agriculture, including market gardening, had fallen to 154, or 3.4 per cent, and domestic service had fallen to 9 per cent. More people were now engaged in engineering (6.4%). the railways (7.1%) and above all in clothing and tailoring (18.2%, including 48% of employed women).

The growth of new large manufacturing companies along with the LSWR and GWR railway companies, combined with the drift to the towns following the move towards more mechanisation in agriculture, led to a doubling of the population from 4,654 in 1861 to 9,793 in 1901. New houses were built to accommodate this growing population, which gave

employment to the building and allied trades. 12.7 per cent of the employed workforce was engaged in the building trade in 1901.[2]

Women's work had become dominated by the manufacture of clothes. Already by 1911 there were 584 female tailors and 112 dressmakers in Basingstoke, a total of 696. In addition, there were 28 milliners and 10 stay makers in the clothes-making sector, making a total of 734, or 41 per cent of the female employed population. By contrast, female indoor domestic servants only totalled 468, or 26 per cent, at a time which marked the peak in the numbers of female domestic servants employed in the country. There were also 208 male tailors enumerated in the town.[3]

By 1921 the working population had risen to around 5,800, of which 2,400 were engaged in manufacturing. Many now worked in large factories, in the engineering firms of Thornycroft and Wallis and Steevens; the textile firms of Thomas Burberry, Gerrish Ames and Simpkins, or John Mares; or in the railway companies of LSWR or GWR. Farming and market gardening accounted for some 300; and the remainder were employed in various service trades or professions. The main forms of employment for men were engineering and metal-working (877) and transport (592, of which 254 were railway employees).[4]

While other areas declined, Basingstoke continued to be well placed and able to attract new industries. The arrival of Kelvin Bottomley and Baird (later Smith's Industries) in 1937, Eli Lilly in 1938 and Lansing Bagnall in 1949 confirmed Basingstoke's role as a manufacturing centre, while still retaining the role and appearance of a market town. The domination of employment by a few large companies remained a characteristic feature of the town for much of the 20th century. Shortly before the start of the Town Development Agreement with the

[2] *Census*, 1901.
[3] *Census*, 1911.
[4] E. Stokes, *Basingstoke Expanding Town* (1980), 2.

London County Council in 1961, four employers, Thornycroft, Eli Lilly, Lansing Bagnall and Smiths Industries, accounted for around one-third of the working population. The Town Development Agreement between 1961 and 1977 ushered in a new phase in the growth of Basingstoke's economy, during which there was a rapid increase in local jobs from 13,000 to 43,000.[5] Thereafter the story has been one of continued growth and diversification, with manufacturing giving way to jobs in administration, finance and information technology. The electrification of the railway and the construction of the M3 motorway have maintained the town's good access. Retailing continued to play an important part in the town's economy, especially after the opening of the Festival Place shopping centre at the beginning of the 21st century.

MANUFACTURING 1850 TO 1960

Coachbuilding Basingstoke's position in the centre of an important junction on the Great Western Road meant there was a demand for the maintenance and repair of horse-drawn vehicles. William Draper, John Follett and John Fencott were coachbuilders, making vehicles for the tradesmen of the town and the neighbourhood gentry.[6] John Follett and his son, William (fl. 1865–1899) were coachbuilders in Sarum Hill.[7] In 1881 John Follett employed six men and two boys, and in the same year John Fencott was employing eight men, six apprentices and a boy, in his workshop in Old Crown Yard.[8] When John Fencott retired in the 1880s he sold the business to John Joice, who came from Essex.

[5] B.Butler (ed.), *The Dream Fulfilled: Basingstoke Town Development 1961-1978*(undated), 112.
[6] Pigot's *Nat. Comm. Dir.*(1844).
[7] Harrod's *Dir. Hants* (1865), 606; Kelly's *Dir. Hants* (1899), 54.
[8] *Census*, 1881 RG11/1254/30/4 and 34/13.

Figure 1 *Joice's yard and workforce, early 20th century.*

Joice undertook the manufacture and repair of high-class town carriages, and horse-drawn vans for local firms and carts. He also sold second-hand carriages on commission as he had the space to store them while awaiting a buyer, and he bought and sold carriage horses. The business prospered to the extent that, by 1888, he was able to buy H Carpenter's carriage works in Staines. In the 1890s Joice was employing 15 craftsmen in his Basingstoke works. During the first years of the 20th century the firm began making motor-car bodies.[9] In 1911 Joice was described as a 'coach & motor body builder'.[10] However, his car business did not last long as car bodies were no longer made of wood and were becoming less like coach bodies. Moreover, motor manufacturers were beginning to make complete cars in their factories. Business expanded during the First World War as the result of contracts to repair horse-drawn vehicles for the army. After the war the business declined. There were fewer orders for carts and carriages, and car body repairs required increasing technical knowledge. When John Joice died in 1927, his son did not continue the lease on the premises in Staines.

[9] M.D.Freeman, 'John Joice & Son', *a Note* in *Transport History*, (November 1972).
[10] Kelly's *Dir. Hants* (1911), 62.

The Basingstoke works continued in business but was taking on small jobs such as perambulator repairs. As employees left the firm, they were not being replaced. By 1949 there were no employees at all, and the firm ceased trading in the 1950s.[11]

Wallis and Steevens Wallis and Steevens was a family business, founded in 1856 to sell agricultural machinery in the rural hinterland.[12] Just as Burberry spread fashion from Basingstoke, by the 1880s Wallis and Steevens marketed Basingstoke machines world-wide. In the 20th century, the company manufactured road rollers for the home and export markets and guaranteed their market share by major design innovations in the 1920s and 1960s.

In 1843 Francis and Charles Wallis, members of the Society of Friends, took over an ironmonger's shop and foundry in the Market Place from the bankrupt George Caston.[13] In 1848 Francis died and his brother, Arthur, also a Quaker, who had served an apprenticeship in the north of England, took his place. In 1856, Arthur established a new business, the North Hants Ironworks, on Station Hill, between the canal basin and the railway station to profit from the new rail links. His partner was initially Charles Haslam but from 1861 Charles Steevens joined the partnership from which Haslam retired in 1869. The business became known as Wallis and Steevens, and retained this name after Steevens' retirement from the partnership in 1882.[14] It evolved into a steam engineering business producing, by 1867, portable engines, small stationary engines and threshing machines. The company also acted as agents for other agricultural producers, selling and maintaining threshing machines,

[11] Freeman.
[12] Wallis and Steevens deposited their excellent archive at the Museum of English Rural Life, University of Reading [MERL]. R.A Whitehead was commissioned by the Wallis family in 1978 to write a history of the company. R.A.Whitehead, *Wallis and Steevens. A History* (The Road Locomotive Society, 1983), which gives a detailed technical history of the company's products.
[13] *London Gazette*, June 2, 1843; Whitehead (1983). 9.
[14] Whitehead, 9-10 and 19.

wagons, turnip cutters, ploughs, scarifiers, chaff and clod cutters, garden rollers and winnowing machines to farmers in Hampshire, Wiltshire, Essex, Kent and Dublin.[15]

Map 1 *Location of North Hants Foundry on Station Hill, 1870.*

Already from the late 1850s machines were exhibited widely at agricultural shows in the United Kingdom and overseas, showing the impact of the railways: at Salisbury in 1857, their hand-worked bench drilling machine was highly commended; at Chester in 1858 they demonstrated threshing machines and ploughs, and at Warwick in 1859 the Hayes patent

[15] MERL TR WAL AC1/1.

straw elevator; a field roller and a clod crusher were exhibited, together with a portable engine and thresher, on behalf of Clayton and Shuttleworth. From 1861 Wallis and Steevens also began to manufacture their own steam engines: a 36 inch steam-driven threshing machine was exhibited at the agricultural show in Leeds with the design similar to those produced by Clayton and Shuttleworth. The business profited as larger-scale farming became more common. They supplied portable machines to contractors, who travelled from farm to farm with the necessary machinery for threshing. By 1867 Wallis and Steevens produced four and eight hp portable engines of their own manufacture and persuaded customers of the value of purchasing both threshing machines and steam engines from the same manufacturer.[16]

In the 1870s Wallis and Steevens diversified in a number of ways. They manufactured the first self-propelled traction engines and castings for the London & South Western railway. They bought in and resold second-hand machinery. They showed initiative in providing generators to the private electrical market, such as Siemens Bros and the British Museum, prior to public supply.[17] They entered the overseas market supplying within and beyond the British Empire with a flour dresser and bone mill to the Cape of Good Hope and a threshing machine to Bogota, South America.[18] In 1871 a 66-inch treble blast threshing machine was manufactured. In 1872 William Fletcher (1848-1916) was appointed as designer. The first portable engine he designed for Wallis and Steevens was tested the same year. In 1873 the company gained a bronze medal for an 8 hp portable steam engine at the Universal Exhibition of Manufacture in Vienna. Machines were exported to Denmark and Bavaria. Wallis and Steevens, as the largest engineering establishment in Basingstoke, could not rely on recruiting a skilled workforce and instead depended heavily on their apprenticeship

[16] Whitehead, 12.
[17] Whitehead, 18.
[18] MERL TR WAL AC/5, pp. 133, 326-8, 429, 700.

scheme where existing workers passed on their skills to the apprentices.[19] The company employed 82 men and seven boys in 1881.[20] However, as Quakers the owners rarely fired workers so in times of depression, stocks built up in the plant.[21]

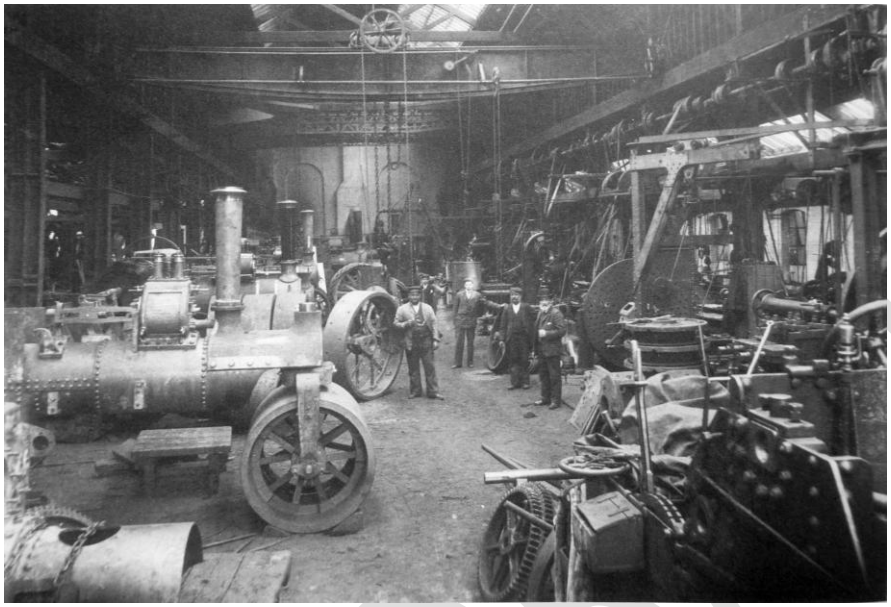

Figure 2 *Wallis & Steevens, Top Shed, Station Hill, c.1892.*

One special market was comprised of the Crown colonies in South Africa where from 1878 Herbert Wallis sold machinery, produced in Basingstoke, to the South African diamond mining industry. In 1881 they sold trucks to the value of at £5,700. In 1882 nearly £10,000 worth of tipping trucks, elevators and pumps were dispatched to E W Tarry of Kimberley, and in 1892-3 trucks valued at £5,600 were supplied to Tarry's.[22] Trucks were also supplied to Consolidated Bulfontein Mine Company in Bulfontein and to Malcomess & Co in Johannesburg in 1894.[23] In 1892 Wallis and Steevens' wagons won a gold medal at the

[19] Whitehead, 46-7.
[20] *Census*, 1881 RG11/1254/24/42.
[21] Whitehead, 19.
[22] MERL, TR WAL AC1/23, 504-6, 496.
[23] MERL, TR WAL AC1/23, 62, 299.

Kimberley Exhibition.[24] Some products were shipped through Crown Agents: in 1888 a portable steam engine was supplied to the agents for Gold Fields of South Africa Ltd, Johannesburg.[25] In 1899 two 8 hp road locomotives (price £1188) and in 1900 tipping wagons and one road locomotive (price £2,886) were dispatched through the Agent General for the Cape of Good Hope, London.[26] Many were supplied directly by Wallis and Steevens with shipping charges paid regularly in the 1890s to the Union Steam Ship Company, Southampton, which sailed from England to the Cape of Good Hope.[27] £6,000 worth of trucks was shipped directly to Langlaagte Estate and Gold Mining Company, Johannesburg in 1891-2. A reminder of the risks involved came when £1,341 worth of trucks were lost and claimed for on insurance after the *SS Nubian* sank in 1891.[28] In 1894 Herbert Wallis died in Johannesburg, after which company business there ceased to expand but trucks and winding engines were supplied for the next 40 years.[29]

From the 1880s other overseas business expanded dramatically. The company exhibited at the Paris Exhibition of 1881.[30] Portable engines, threshing machines and traction engines were sold to Austria, Turkey, Germany, Russia and New Zealand.[31]

A crucial innovation was made in 1891 with the first road roller, made by converting a 6 hp traction engine to a road roller, designed to consolidate chalk rubble surfaces for use by vehicles with iron and solid rubber tyres. This was a breakthrough commercially as it was produced just in time to profit from new demand for road surfacing to cater for bicycles and the motor car. The invention also coincided with the creation of new rural councils under the

[24] Whitehead, 18.
[25] MERL, TR WAL AC1/8, 281
[26] MERL, TR WAL AC1/10, 13.
[27] MERL, TR WAL AC1/24, 579.
[28] MERL, TR WAL, AC1/10.
[29] For example MERL TR WAL AC1/10, AD1/1.
[30] MERL, TR WAL AC1/23, 557-8
[31] For example MERL, TR WAL AC/23, 61, 91, 278-80, 156, 399-400.

Local Government Act, 1894, with duties to maintain roads, which meant that many more had to be steam rollered. Road rollers were sold to councils throughout the UK in 1891 and1900.[32] The company also patented a compound engine in 1894 which improved fuel efficiency by reusing exhaust steam.[33]

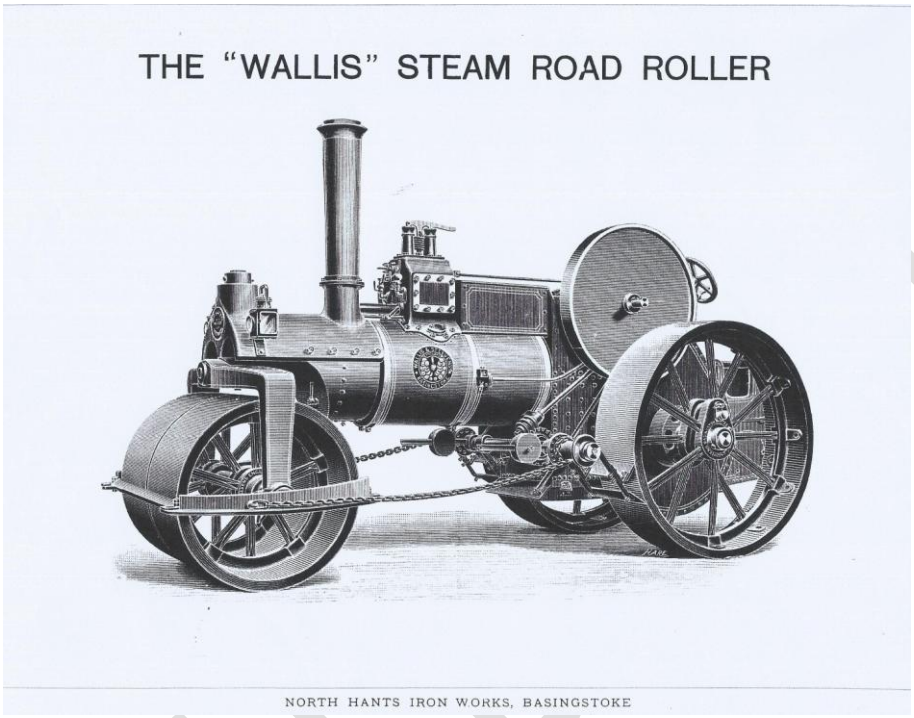

Figure 3 *Illustration from an early Wallis & Steevens catalogue.*

The company continued to supply farmers with agricultural implements, portable engines, hay elevators, troughs, ploughs and plough shares, drug bats, corn drills, traction engines and threshing machines. From the agricultural depression of the early 1880s to 1900, they maintained sales by supplying sifters, sack handling gear and wind purifying gear to millers in England and overseas in France, India, Australia, Brazil and Russia.[34] The company also increasingly supplied brewers such as John May of Basingstoke and Ashby & Co of Staines with engine and pumps. It supplied potteries at Parkstone, Dorset and Henley, with wagons

[32] MERL, TR WAL AC1/9, 10.
[33] Whitehead, 20.
[34] Whitehead, 19.

and spares and Vergemount Dairy, Dublin with traction engines. Milling machinery and steam engines were sold to millers in Lifton (Devon); Warminster (Wilts); Alton and Burseldon (Hants). Engineering spares were supplied to the Great Western Railway Company and steam engines to the new electricity generation industry.[35] From 1895-8 they diversified by selling road locomotives to fairgrounds.[36]

The Wallis and Steevens partnership was dissolved in 1893 with assets of £62,000, to allow the creation of first a private limited company that year, followed by a public limited company in 1897 to create more investment.[37] Immediately after the flotation, major extensions were built at the North Hants Ironworks to meet demand and to accommodate employees. In 1898 a 54ft-wide shed was built with two sets of double doors in front elevation. It was almost square and built 14ft high to rafters with *Wallis and Steevens* painted prominently on the front. In 1899 major expansion was undertaken at the Foundry, Station Hill, where Mussellwhites, builders, added 47feet to the foundry, almost doubling the size of the moulding shop, increasing the boiler and turnery space at a cost of £2000.[38] A strong room was added to the offices in 1904.[39]

[35] Whitehead, 18.
[36] Whitehead, 21.
[37] MERL, TR WAL AD1/1, AC6/1.
[38] MERL, TR WAL AD1/1; HRO 58M74/BP34, 58M74/79.
[39] HRO, 58M74/BP292.

Figure 4 *Wallis & Steevens factory, Station Hill, with Gerrish, Ames & Simpkins factory on the left.*

Provision was also improved for employees with the construction in 1901 of a 40ft-long dining or mess room with food, bar and toilets, over a large store in Reading Road near the station for workers who lived at a distance from the factory.[40] The plans were drawn by R Sterry Wallis, nephew of Arthur Wallis and son of Richard, and Charles Smith & Son, architects of Basingstoke. It was a substantial building designed to blend in with surrounding housing. More sanitary facilities were constructed at North Hants Ironworks, the main site, in 1903 with washbasins and toilets using water from the town supply and draining into the public sewer.[41] The company even built houses for the workforce as it was difficult to find affordable cottages for the working classes. Wallis and Steevens purchased 32 a. of land at Cliddesden, just south of the Basingstoke and Alton light railway, for £2000 to build 15 pairs of substantial but affordable cottages. Each cottage had a 1/6 a. garden with a shared field

[40] MERL, TR WAL AD1/1; HRO 54M74/BP147.
[41] HRO, 58M74/BP244

behind.[42] The cottages at Southlea numbered 2 to 19 and 28-31. These cottages were managed by a subsidiary company, Wallis & Steevens Auxiliary Ltd, until 1948 when this business was taken over by the main company.[43] The company also supported leisure activities for employees with contributions, for example in 1910-11, to works football, cricket, band and shooting clubs.[44]

The company entered the new century with enthusiasm and further expansion. In 1902-3 nearly £1000 was spent marketing their engines at British shows including Bath and West, Oxford, Belfast, Norfolk, Essex, Reading, Tunbridge Wells, Lancaster, Smithfield, Devon, Andover, Royal Counties and the Motor Show. Exhibiting at such shows at home and abroad continued to be company policy. They displayed mainly general purpose traction engines which were particularly popular as estate engines as they were relatively cheap, easy to manage, and could be obtained on hire purchase. Proximity to the railway remained essential for the success of the firm. In 1907 for example, they paid £542 to the London & South Western Railway for carriage and £387 to the Great Western Railway.[45] In profitable years employees received bonuses as, for example, in 1902.[46]

From 1910 there was much greater concentration on road vehicles. Immediately before the outbreak of war in 1913 locomotives, including road rollers, steam wagons and steam tractors were the main production items although the supply of parts and accessories for machines was even more valuable. Production of agricultural steam engines, tractor engines, portable engines, threshing machines and elevators also continued. The repair business remained significant. In 1912 the company employed an average of 234 wage earners, including only

[42] MERL, TR WAL, AD1/1, 2; HRO,58M74/BP128.
[43] MERL, TR WAL AD1/2, AD1/5.
[44] MERL, AC1/50, 127.

[45] MERL, TR WAL AD2/1.
[46] MERL TR WAL AC1/1.

three women and 31 salaried staff.[47] The Wallis family had ceased to be Quakers and had joined the Church of England before the company started producing cast iron cases for mortar bombs in 1915. Several rollers were sold to the war department.[48] Just before the First World War the company considered entering the motor lorry business but shelved the plan on the outbreak of the war and did not pursue it further.

After the First World War there were further factory improvements with the removal of a shed for storing agricultural implements from Station Hill to Coronation Road on the edge of the town and its replacement on Station Hill by a galvanized paint shop in 1919.[49] In the same year a new brick-built showroom, 38ft long by 13ft high was opened on Basing Road.[50] In 1922 another large shed was added, together with a boundary wall to all the Station Hill works.[51] The leasehold interest in the factory buildings was purchased in 1918 to protect their investments.[52]

The company's success was severely challenged in the 1920s and 1930s with falling demand in the trade depression, the coal strike and the crash of 1929.[53]

But it was in the 1920s that Wallis and Steevens made a great breakthrough which ensured their survival. Their Advance series road rollers, produced from 1924, was a design innovation in response to the demand for tarmac road surfacing, essential for the new pneumatic tyres. The Advance roller consolidated the hot road surface as it was laid. It was so very manoeuvrable, having a low centre of gravity, shorter wheel base, instant reverse, hind roll cambering axles, and front and rear steering, meaning that no part of the surface was

[47] MERL TR WAL AD2/2, 3: Response to board of Trade Census 16 March 1913.
[48] Whitehead, 35.
[49] HRO, 8M74/BP730.
[50] HRO, 58M74/BP732.
[51] HRO, 58M74/BP844.
[52] MERL, TR WAL AD1/1.
[53] MERL, TR WAL Ad1/1.

left uneven when going round bends, saving man- and machine-time. The instant reversing feature was achieved by making the steam engine single acting. This meant that the engine did not have to be stopped momentarily in order to go forwards or backwards, as was necessary with the usual double acting cylinders. This single acting feature meant that it could be readily converted for use with (single acting) internal combustion engines. Versions weighing from 2 to 11 tons were patented. Light 2-ton petrol rollers were sold to local authorities such as Andover in 1936 for work on footpaths.[54]

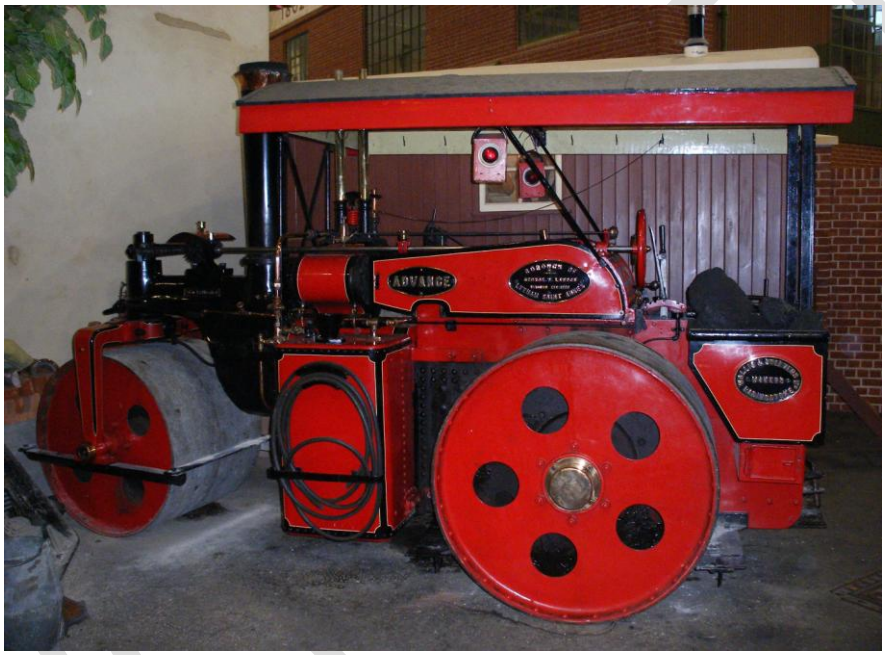

Figure 5 *A restored Advance road roller.*

Initially Advance rollers were mainly steam-powered and these remained popular in overseas sales, especially to the Far East in India, Dutch East Indies, Java and Siam.[55] Experiments on petrol and diesel versions were successful by the late 1920s. The last steam roller was built in 1939. Advance rollers were very popular and dominated the company's production for the next 60 years. They were purchased by numerous local councils throughout the UK from

[54] HRO, 37M85/5/WO/174.
[55] MERL, TR WAL AC1/27.

1925-29. Amman & Co of Langenthal, Switzerland also purchased 63 rollers from 1925-32. Advance rollers were also purchased for Bolivia Concessions Ltd (6-ton) and Gwelo Municipality, Southern Rhodesia (8-ton), Buenos Aires, Vancouver and Egypt in 1928-9.[56] The company supplied the War Office, the Air Ministry, the Crown Office for the Colonies, and the Southern Railway.[57] The company also bought secondhand engines for resale.[58]

After the Second World War, many improvements to the factory and offices were implemented as the business expanded, including the installation of high voltage electrical current and two electric cranes in 1949. In 1951 a new brass shop, timber shed and urinal were constructed.[59] In 1956 the south timber shed was converted into a spares store for the increased agricultural machinery business. Sales of road rollers in 1952 were three times the tonnage and the price of 1937-9.[60] Home sales of road rollers peaked in 1953 at nearly 4,500 tons. Export sales of rollers peaked in 1956 at 7,000 tons, in which year the combined tonnage (home and export) reached its highest level of 9,454 tons. There was a decline in sales at home and abroad in 1959-60 but then a further improvement. In good years such as 1958 bonuses were paid to all staff. From 1960 policy changed and bonuses were abandoned in favour of higher pay and a new pension scheme for all employees which was contributory for staff and non contributory for works employees.[61]

Wallis and Steevens were also distribution agents for the products of other companies. At the end of the First World War, when American companies entered the market for farming machinery, Wallis and Steevens took on the agency for Massey-Harris, selling a variety of tractors. They also became agents for David Brown and in 1953 changed to a Ferguson

[56] MERL, TR WAL AC1/27.
[57] HRO, 37M85/5/WO/174. MERL, TR WAL Ac1/1.
[58] MERL, TR WAL AC1/49, 93.
[59] MERL, TR WAL AD1/2.
[60] MERL, TR WAL AD7/7.
[61] MERL, TR WAL AD1/2.

franchise.[62] Basingstoke was not considered a big enough distribution area so Anna Valley (Tractors) Ltd in Charlton Road, Andover, was purchased for £13,000 in 1953. This private limited company was the Ferguson dealer in the Andover area. It was operated as a subsidiary company until it merged into the main company in 1957.[63] The Andover site was expanded and Massey-Harris products were also distributed. In 1961 the Alton Motor Company Tractor division was also purchased for £10,000. Massey-Harris and Ferguson merged and Wallis and Steevens held the Massey-Ferguson franchise for north Hants until 1976, when it sold its agricultural activity to Messrs John Wallis Titt & Co Ltd in Warminster.[64]

Ironically just before town redevelopment had an impact, the chairman, F A B Wallis, reported that the results for 1964 were the best achieved in the history of the company. He attributed this to the increased production and sales of Advance road rollers with other manufactured products. Profit before taxation of nearly £71,000 was up by one third but he warned of problems ahead, not with demand which remained healthy, but 'the very acute labour shortage which exists in Basingstoke as new factories are constantly moving into the area without the necessary labour force'.[65] Wallis and Steevens were forced to relocate by town development and suffered serious consequences. 1966 was also a poor year because of curtailment of the roads programme in the second half of the year as part of the credit squeeze. In 1967 the forced relocation to the new site on the Daneshill Industrial Estate caused dislocation and an estimated 25 per cent loss of production.[66] Despite an annual turnover of about £1m, the company made a loss in each year from 1966 to 1969.[67]

[62] MERL, TR WAL AD1/2.
[63] MERL, TR WAL AD1/2.
[64] MERL TR WAL P9/3 The Gazette Jubilee Special (3 June 1977), 24.
[65] MERL, TR WAL AC7/54.
[66] MERL, TR WAL AC7/57.
[67] MERL, TR WAL AC7/56, 57, 58, 59.

The company hoped to overcome these challenges with a new design of the Advance road roller, exhibited at Crystal Palace exhibition in October 1967, with hydrostatic transmission which eliminated clutches and gear boxes.[68] The whole range of rollers was redesigned and five models weighing from 30 cwt to 17 tons were exhibited. These were sold throughout the world to the West Indies, S America, Australia, Nigeria, Ghana, Middle East and S E Asia. In 1977 they were sold to the European Free Trade Area with 15 new machines worth £100,000 dispatched to Sweden for work on the new E2 European motorway. However, despite receiving £180,000 compensation for the old factory from Basingstoke Borough in 1969, the company was struggling and decided to refinance by selling a 99-year lease of the new Daneshill site for £300,000 and leasing it back for £28,000 a year.[69] The chairman, F A B Wallis, stated 'the laws of compensation weigh heavily on companies like us who are forced to uproot their undertakings and move to a new location with the consequential disadvantages but without the advantage of obtaining prospective new business by the enlargement of the Borough'. Again Wallis recorded the problems of acquiring labour (the company employed 180) and the increased wage rates and he suggested looking for premises elsewhere.[70]

By 1970 the company, having acquired A J B Engineers of Reading, returned a small profit for the first time since the move to Daneshill but demand from the home market remained low, with 90 per cent of output exported in the first six months of 1971. The chairman still lamented that the improvement was still a long way from the satisfactory profits achieved before the compulsory factory move of production and their 230 employees.[71] In 1971-2 they suffered from the national strikes of postal workers, electricians, miners and dock workers, as well as blackouts and power cuts. The agricultural machinery business stayed profitable but

[68] MERL TR WAL P9/3 The Gazette Jubilee Special (3 June 1977), 24.
[69] MERL, TR WAL AC7/58.
[70] MERL, TR WAL AC7/58.
[71] MERL TR WAL AC7/60.

road rollers suffered big losses. The company made a loss of £59, 000 on a turnover of £1.2m.[72]

Only in 1975 did profits really recover with excellent sales to the Middle East, Iran and Nigeria but these collapsed in 1976, as did home sales of road rollers. Most of the agricultural division was sold off in 1976 to John Wallis Titt and Co, leaving 202 employees working for the company.[73] The new chairman, Mr A E Smallbone, reported that in the early 1960s the company had made healthy profits but then town development had compelled it to move to Daneshill, since when it had suffered from increased overhead costs, increasing inflation and acute recession in the home construction market.[74] In 1978 the home market for rollers was very strong and turnover had risen to £2m on which an after tax profit of £23,000 was made.[75]

This did not last. Production difficulties, competition, which caused a lowering of prices and high interest rates, caused a loss in 1979.[76] The situation became disastrous in 1980, leading to the closure of the company in 1981. There was a massive decline in orders for rollers in the last nine months of 1980, when only 20 per cent of the normal volume of orders was received. The company could not find additional finance so they sold A J B Engineers back to Belcher Brothers Investments Ltd to generate some liquidity. Early 1981 brought no significant improvement so 60 per cent of the 144 employees were made redundant and the premises were sold. In May 1981 the road roller and spraying business was sold to B S P International Foundations, to be re-located to their factory at Ipswich. The company closed its

[72] MERL, TR WAL AC7/61.
[73] MERL TR WAL AC7/65.
[74] MERL, Tr WAL AC7/66.
[75] MERL TR WAL AC7/68.
[76] MERL TR WAL AC7/69.

Daneshill business in July 1981 and disposed of remaining cottages and land at Southlea in Cliddesden.[77]

Other engineering concerns in the second half of the 19th century included John Burgess Soper's Basingstoke Iron Works in Wote Street, 'manufacturers of all descriptions of Hot Water Apparatus and Pumps', employing ten men and four apprentices in 1861; and Henry Smith, agricultural engineer, in Station Hill, who was also an agent for the sale of ploughs, harrows, grass mowers and other agricultural implements manufactured elsewhere.[78]

Thomas Burberry and the clothing industry In the late 19th century the town's clothing industry was transformed from a work-shop and home based, or domestic, industry catering for the townspeople and those of the rural hinterland to factory production for a much wider national and international market. This was the work of a remarkable group of Victorian entrepreneurs of whom Thomas Burberry was the most notable, under whom the town acquired three different clothing factories. The group saw the potential of technological innovation to allow the creation of large units of garment manufacture. The railways would allow both the cheap import from the north of England of cloth and coal, and the cheap and quick dispersal of manufactured goods. At the same time the development of the sewing machine and multiple cutting of the cloth allowed tailoring to shift to factory production and to mass 'ready to wear' production.

Burberry also worked away at the problem of producing a waterproof garment that could breathe, until he eventually succeeded with the gabardine. He and his associates showed themselves well aware of the value of marketing and of the differing clothing demands of particular groups in the wider society. Different factories concentrated on the off the peg

[77] Whitehead, 7.
[78] *Hants and Berks Gazette*, April 19, 1879; *Census*, 1861 RG09/708/29/13; *Hants and Berks Gazette*, May 3, 1879.

mass market, the middle class bespoke trade, and the expensive outdoors market. One unusual feature of his career was the apparent readiness to hand over sections of his business to those with whom he had been working, so that a succession of independent companies emerged from his efforts. In the case both of Gerrish, Ames and Simpkins, and then of John Mares, he sold existing factories to men with whom he had been working. This small group of entrepreneurs were not merely linked by their industrial activities but were part of a wider networks linked by their religious nonconformity. Burberry was a Baptist and the other Basingstoke men (Gerrish, Ames and Mares) were active members of the Congregational church in the town. Burberry also himself remained active in the selling of goods within Basingstoke. Burberry's name and company lives on in the internationally renowned quality goods company, but it has long parted company with Basingstoke and none of the town's three clothing factories survive.[79]

Thomas Burberry was born in 1835 near Dorking in Surrey, the son of a non-conformist farmer.[80] He set up shop in Basingstoke in 1856 as a 'wholesale and retail draper and clothing manufacturer' by taking over John Loader's drapery business on the north side of Winchester Street.[81] He was in a partnership with Ebenezer Gammon, which was dissolved in August 1864.[82] In 1858 he was supplying drapery items to the Basingstoke Union Workhouse.[83] By 1861 he was employing seven men, seven women and five boys.[84] He was the local agent for Epps's Homeopathic Cocoa, the Singer Manufacturing Company, and the Y and N Patent

[79] The Burberry 19th century records were probably all destroyed in the Winchester Street fire of 1905. The Burberry archives are currently being reorganised and are inaccessible to outsiders. The John Mares, and Gerrish, Ames and Simpkins archives have not been located. The help of Roger Ottewill on the Congregationalists is gratefully acknowledged.
[80] C. Breward, 'Burberry, Thomas', (ODNB 2004-13), accessed 12.01.2013.
[81] *Daily News*, April 7, 1926; White's *Dir. Hants* (1859); HRO. 42M66/128.
[82] *Reading Mercury*, August 6, 1864.
[83] HRO, Pl/3/5/10.
[84] *Census*, 1861: RG9/708/27/9.

Diagonal Seam Corset, neatly reflecting his interests in the temperance movement, the sewing machine and tailoring.[85]

Burberry is probably best known for his development of the gabardine, a waterproof textile. Hitherto, the only commercially manufactured waterproof clothing was the Macintosh rubberised rainwear. But this was impermeable and therefore uncomfortable to wear for any energetic activity.[86] Apparently Burberry's doctor had suggested that it would be better for a man to get wet through than to be kept dry in a Macintosh, and that the ideal waterproof would be a cloth that would withstand wind and rain and yet permit ventilation through a porous texture.[87] Burberry sought to produce such a cloth, producing a material which looked back to the linen shepherds' smocks of the chalklands where the oil from the sheep's wool had helped to waterproof the fabric. Burberry began researching and experimenting with various materials to produce cloth which was weatherproof, yet breathable, and suitable for those who enjoyed the country pursuits of hunting, fishing, riding and walking. He named the final version Gabardine. This term traditionally referred to a loose upper garment of coarse material but was perhaps given a greater sense of respectability by the quotation from The Tempest: 'My best way is to creep under his gabardine; there is no shelter hereabout'.[88] He registered Gabardine as a trade mark in 1879 and patented it in 1900.[89] It had already gained approval at the International Health exhibition in South Kensington in 1884.[90] In 1888 he

[85] *Hampshire Advertiser*, August 11, 1860; *Alnwick Mercury*, October 28, 1865; *Hants and Berks Gazette*, March 22, 1884.
[86]M. Rose and M. Parsons (2005), *The neglected legacy of Lancashire Cotton: industrial clusters and the UK outdoor trade*, Lancaster University Management School Working Paper 2005/25, 7.
[87] *Daily News*, April 7, 1926.
[88] OED Gaberdine accessed 15.2.2013, *Tempest* II, ii, 38
[89] Burberry's Ltd (1987), *Burberry's of London: an Elementary History of a Great Tradition*.
[90] Oxford DNB, Thomas Burberry (accessed 12.01.2013)

patented his 'Improved materials specially adapted for the garments of sportsmen'.[91] During his quest to find a cotton substitute for the original linen 'gabardine', Burberry worked closely with the Manchester Chamber of Commerce, who were involved in testing weatherproof fabrics for Burberry, and with the Pandora Mills of Farnworth, Lancashire, for fabric development. The cloth was triple proofed: in the raw material, in the yarn and after weaving, and the cloth was especially tightly woven. It was often used with a waterproofed woollen cloth lining. The cloth was woven in Farnworth and made into clothes in Basingstoke. Only after Burberry became a public company did it buy the Pandora Mills in 1920.[92]

In 1868, Thomas Burberry started a substantial clothing factory behind his Winchester Street shop.[93] By 1871 he was already employing 80 hands.[94] His description in the directories had changed from linen draper in 1867 to wholesale and retail draper and clothing manufacturer in 1878.[95]

He continued to operate his New Street factory when in 1878, he sold his clothing factory to two of his employees, George Ames and William Gerrish, previously draper's manager and valuer respectively, and their collaborator, William Simpkins. This suggests that the factory on Station Hill, which in 1878 became Gerrish, Ames and Simpkins was already in existence.[96] This factory produced mass off-the-peg tailoring for sale beyond Basingstoke,

[91] M. Coatts, *The Burberry story (1989)* (Victoria and Albert Museum, no pagination)
[92] Rose and Parsons. 7-8.
[93] *Basingstoke Gazette*, October 23, 2000.
[94] *Census*, 1871: RG10/1234/4/1.
[95] Kelly, *Dir. Hants*, 1867, 483; White, *Dir. Hants*, 1878, 134.
[96] Opening date provided in funeral notices and obituaries of William Gerrish, *Hants and Berks Gazette*, April 27, 1907; *Hampshire Chronicle*, April 27, 1907. Burberry's sale and disposal of the factory is recorded in his advertisements for the sale of the existing stock in the *Hants and Berks Gazette*, September 28 and October 5, 1878.William Simpkins was a draper from Henley on Thames where he remained. His interest was probably financial, although his son moved to Basingstoke.

and was described in 1885 as a 'wholesale clothing manufacturer'.[97] They were already employing nine men, 200 women and twelve boys in 1881.[98] The firm was also employing 'numerous out-workers' in Basingstoke.[99] During the First World War the firm expanded, buying Morley Hall in Hackney, and in 1932 it built the adjoining Carlington Works.[100]

The New Street factory continued to develop and subsequently included a boot and shoe department, millinery and dressmaking departments, a cutting room for men's clothing, a machine room for special clothing, and the shops on the ground floor.[101] Burberry maintained his tailoring activities now in partnership with John Mares. In 1881, the latter was described as a draper's assistant, but by 1885 Burberry and Mares was described as 'clothing manufacturers and warehousemen.'[102] In the 1880s, they advertised for tailoresses, 'good machinists accustomed to the general trade'.[103] The partnership between Burberry and Mares was dissolved in June 1892, and in 1894 Burberry sold the New Street factory to Mares for £3,000, probably so that he could concentrate on the manufacture of gabardine clothes for outdoor pursuits at his new factory in Hackwood Road (see below).[104]

John Mares concentrated on bespoke work, made-to-measure tailoring, with many shops over a wide area, including Wales, sending orders to the New Street establishment.[105] Significantly in 1907 it was one of the few companies in the Basingstoke directory stating their telegram

97 Kelly's *Dir. Hants 1885*
98 *Census*, 1881: RG11/1254/13/20.
99 *Hants and Berks Gazette*, April 27, 1907.
100 VCH *Middlesex.* Vol 10. Hackney (1995), 92-101.
101 *Hants and Berks Gazette* April 13, 1879
102 Census 1881: RG11/1254/13/19; Kelly, *Dir. Hants, 1885*, 595.
103 *Reading Mercury*, April 14, 1883, for example.
104 *London Gazette*, July 1, 1892; HRO 42M66/153.
105 *Basingstoke Gazette*, October 24, 1997.

address, probably because swift ordering of clothing and measurements was an important part of the operation.[106]

After his purchase of the factory, Mares fostered a dramatic expansion of the business. He bought up extra land on the New Street frontage, in 1902-3, and added the major building which so dominated New Street until its demolition in the 1960s. It contained offices, buying rooms and workrooms for cutters and tailors.[107] Other smaller but substantial extensions occurred in 1897, 1902 and 1905.[108] Later, in 1910, an extra floor of workrooms was added to the main building.[109] The factory later expanded from made to measure products, in 1907 a 'Peltinvain' raincoat department was set up and in 1910 this was followed by a ready-to-wear department.[110] By 1920 it was described in the directory as 'wholesale clothiers'.[111] In 1930 the New Street factory was described as a place where, 'hundreds of employees, male and female, gain their livelihoods under the best of modern conditions and forms one of the most important branches of the industrial life of Basingstoke'.[112] The Peltinvain raincoat range continued and was exhibited at the British Industries Fair, Earls Court in 1947.[113] John Mares became a private limited company in 1908, and the founder died in 1930, leaving a company whose products were known 'in every quarter of the globe'.[114]

[106] Kelly, *Dir. Hants, 1907*, 58.
[107] *Hants and Berks Gazette*, April 12, 1930. Its site was acquired between 1896 and 1905 (HRO 42M66/153, 155, and 58M74 BP372). For the buildings see R. Brown, *Basingstoke's pictorial past*, 18, 45. It appears on the 1909 revision of the 25 inch OS map (1910 XVIII 8), and its building plans are in HRO 58M74/BP260.
[108] HRO 58M74 BP 24; 222; 374.
[109] Illustrated in Brown, *Basingstoke's Pictorial Past* (1987), 45. This addition was proposed and agreed at the end of 1909. HRO 58M74/BP500.
[110] *The Outfitter*, Feb 15, 1930.
[111] Kelly, *Dir. Hants,* 1920, 61.
[112] *Hants and Berks Gazette*, April 12, 1930.
[113] *British Industries Fair, list of exhibitors, 1947.*
[114] 'Mares Limited, Basingstoke', *The Outfitter*, Feb 15, 1930.

In addition to his links in the town, Burberry was also partnered with Thomas Chesterfield, who had a draper's shop in Alton, and with Frederick Drake, who had a draper's shop in Cheltenham, until those partnerships were dissolved in 1884 and 1893, respectively.[115] Burberry also had a shop in Reading, and factories in Reading and Winchester.[116]

The growing success of gabardine opened up the opportunity to tap into the wealthy country gentry and metropolitan Victorian society and their sporting activities. This success led to a reorganisation of Burberry's activities. From 1889, Burberry's son, Arthur, was taking orders and doing fittings at a hotel in Piccadilly, in the fashionable West End of London, leading in 1891 to the opening of a store in London's Haymarket.[117] Later it extended its headquarters, including a ladies' department with separate entrance.[118] This was followed by a mill and workrooms in the East End in 1892 and a wholesale warehouse in London in 1900.[119] Between 1900 and 1914, branches were opened in New York, Buenos Aires, Paris and Montevideo.[120]

Back in Basingstoke, Burberry reorganised his operations. In 1892 he opened a shop in London Street and a factory behind with an entrance in Hackwood Road, which would henceforth concentrate on the gabardine and sporting side of his business, and, as already seen, in the same year he sold the existing New Street factory to John Mares.[121]

[115] *Hampshire Advertiser*, May 7, 1884; *London Gazette*, March 31, 1893.
[116] *Reading Mercury*, November 18, 1893.
[117] *Burberry's Ltd* (1987).
[118] Coatts, *Burberry story.*
[119] *Oxford DNB*, Thomas Burberry.
[120] *Oxford DNB*, Thomas Burberry .
[121] *Basingstoke Gazette*, February 4, 2000; 'sole manufacturers of Gabardine….', *Bennett's Business directory for Hampshire*, (Birm
ingham 1925).

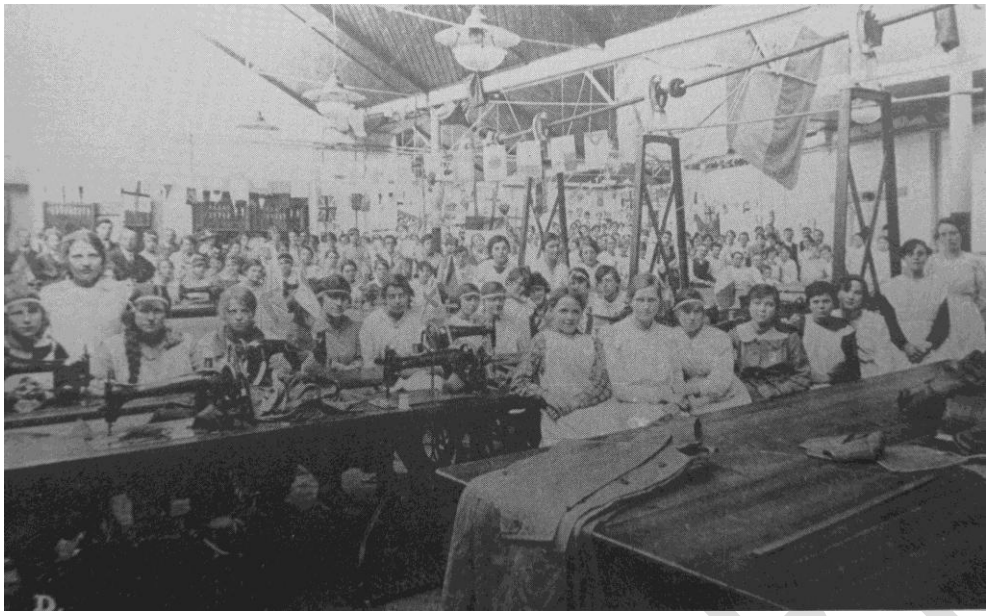

Figure 6 *Burberrys Hackwood Road factory shortly after it opened in 1892*

In 1895 the company continued to have its headquarters in Winchester Street, but by 1899 there were two distinct businessses: *T Burberry and Sons, drapers,* Winchester Street representing the retail side; and *Burberry's, experts in sporting tailoring & specialists in waterproof kits,* London Street, representing the manufacturing and retail element of his clothing and gabardine production.[122] In 1921, the Hackwood Road factory employed over 300 workers.[123]

By the mid-1890s Burberry was advertising his Gabardine Yeoman overcoat and gaiters as 'the perfect outfit for exposure in all weathers', and inviting purchasers to send their chest measurements and height with a postal order to 30 Haymarket.[124] He broadened its market beyond the country sports. The firm served the army and in 1895 developed the Tielocken, the predecessor of the trench coat, which was adopted by British officers during the Boer

[122] Kelly *Dir, Hants*, 1895, 55 and 1899, 53.
[123] *Basingstoke Gazette*, February 4, 2000.
[124] For example, *Bucks Herald*, April 4, 1896.

War.[125] In 1901, Burberry received orders from the War Office to design a new Service Uniform for British officers, and although these were produced at the officer's expense by their own tailor, many chose Burberry.[126] During the First World War Burberry produced an estimated half a million trench coats for combatant officers.[127] In addition, the rise of the motor car opened up a further new affluent market.[128] The company, and its London manager, RB Rolls, showed an early grasp of the value of celebrities, both Lord Kitchener and Lord Baden Powell adopted Burberry weatherproofs from the time of the Boer war. Burberry garments were worn by the Arctic and Antarctic explorers Shackleton, Scott, Nansen and Amundsen, and were taken to Mount Everest in 1922 and 1924, and used by pioneering aviators like Alcock and Brown, the first to cross the Atlantic.[129]

Burberry died in 1926, having previously (in 1920) converted the business into a public company with his two sons among the directors.[130] In the 20th century the company was heavily involved in supplying the armed forces, particularly during the World Wars, but otherwise continued to cater for the outdoor activities of the leisured classes whether in field sports, golf or cycling, for whom buying a Burberry was an indicator of the smart set.[131]

From the late 1940s, the Hackwood Road factory also produced shoes, specialising in personal bespoke work, and the manufacture of hard-wearing walking shoes, salmon waders, yachting sandals with crepe soles to prevent falling over on slippery decks, and the Sporfeld

[125] www.burberryplc.com.
[126] Coatts, *Burberry story.*
[127] Burberry's Ltd (1987).
[128] Coatts, *Burberry story*
[129] Rose and Parsons (2005), *Oxford DNB;* Coatts, *Burberry story.*
[130] *Oxford DNB.*
[131] Coatts, *Burberry story.*

Boots, 'Ideal for Forestry, Rough Shooting or Riverside'.[132] The Shoe Works employed 50 staff and produced 1,400 pairs of shoes in 1950.[133]

The impact of the three factories on the town was considerable. By 1901, the clothing trade was one of the larger employers of male labour, with 8 per cent of 3,159 employed males, but its impact on women was even greater, with 40 per cent of all employed women (1,483). Significantly domestic service, that traditional source of so much women's labour, now occupied only 30 per cent. Not all of these 830 workers would have been employed by the three factories.[134] Tailors' shops employed a few and there were also outworkers.[135] The 1921 census figures show variations but essentially a similar position.[136] But such development required an influx of labour. Burberry had shown an appreciation of this by setting up a dormitory or lodgings above his shop in Winchester Street. In 1871, after the creation of his first factory there were two servants and 20 boarders, all described as draper's assistants, and ten years later there were a house keeper, two general servants and 27 others (20 draper's assistants, clerks, milliners and dressmakers) living above the shop.[137] Interestingly, these generally came from a distance, with only a minority born in Hampshire itself: in 1871 four out of 22; and in 1881 eight out of 30. Burberry continued to maintain a dormitory until at

[132] *Hants and Berks Gazette*, April 13 and April 27, 1951.
[133] *Hants and Berks Gazette*, April 13, 1951.
[134] *Census of England and Wales, 1901, County of Hampshire* (1902), 94-5 (HRO W/K3/1/3).
[135] Outworkers are referred to in Gerrish's obituary, *Hants and Berks Gazette,* April 27, 1907.
[136] *Census of England and Wales, 1921, Hampshire and the Isle of Wight* (1923), 68 (HRO W/K3/1/6(i)).
[137] Census 1871, RG10/1234/33/11; 1881, RG11/1254/34/12.

least 1905.[138] But this influx also needed a growth of housing, whether produced by private developers or by the companies themselves.[139]

All three factories continued actively until after the Second World War. The New Street factory (subsequently John Mares) continued to operate until the late 1950s and the buildings were demolished during the town's redevelopment. Gerrish, Ames and Simpkins' Station Hill factory was compulsorily purchased for this redevelopment in 1966. Burberry's Hackwood Road factory closed in March 1957.[140]

Interestingly, Burberry remained active in the retail trade in which he had begun. The company's advertisements in the local press make clear the importance he attached to his retailing activities- a contrast with the policies of his former associates.[141] He developed a major department store (the Emporium) in Winchester Street, despite selling off the neighbouring factory to John Mares. This shop was quickly rebuilt after the devastating fire of 1905, and was subsequently leased to Edgar Lanham in 1913 and then sold it to him in 1922.[142]

Thornycroft A major boost to the economy of the town came when John I Thornycroft & Co moved to Basingstoke in September 1898. Thornycroft was originally a firm of boat builders from Chiswick, which diversified into building steam-powered lorries and vans.

[138] *Hants and Berks Gazette,* 22 April 1905, 8.
[139] In 1899 Mares put in an application to build 21 houses of varying sizes in Worting Road. HRO 58M7464-66.
[140] *Basingstoke Gazette*, October 23, 2000.
[141] *Hants and Berks Gazette,* for example, 1907 passim.
[142] The retail side of Burberry's business is dealt with more fully in the section on retail and commerce.

Demand for its vehicles meant that the premises in Chiswick were too small. After examining several options, the company purchased a large tract of land in Worting Road.[143]

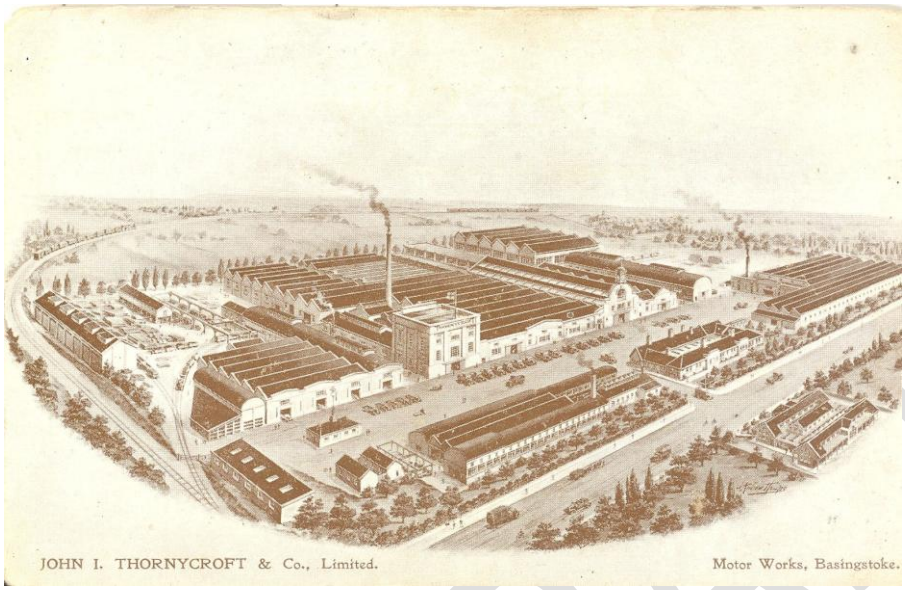

Figure 7 *Aerial view of Thornycroft's factory, early 20th century*

In 1899 Thornycroft steam wagons were supplied to the Army for the first time. London's first powered bus was a Thornycroft steam double-decker. The first Thornycroft motor vehicle was introduced in 1902, a commercial vehicle with a four-ton load capacity.[144] Demands by the military during the First World War led to a further expansion, with the Basingstoke factory producing 5,000 motor vehicles, mainly lorries, and 3,010 depth charge throwers for use against German submarines.[145] In that period Thornycroft was employing 1,550 people in Basingstoke, of whom around 550 were women.[146] During the inter-war years, Thornycroft was a significant manufacturer of lorries and buses, with a workforce of some 1,800 people in Basingstoke.[147] When the Second World War came, the company

[143] A.Townsin (2001), *Thornycroft.* 10.
[144] Townsin. 12-3,
[145] *Basingstoke Gazette*, December 5, 1980.
[146] Townsin. 23.
[147] *Hants and Berks Gazette*, April 19, 1930.

diversified into weapons production. Thornycroft's contribution to the war effort included the production of 13,000 lorries, 8,230 Bren gun carriers, 15,000 sets of torpedo parts, 1,700 17-pounder guns and 670 2-pounder guns.[148] During the war, Thornycroft was employing 2,500 people, over 800 of whom were women.[149] Thornycroft had its own railway sidings and by 1963 the works site occupied 63 a. with an operational area of 24 a.[150] Thornycroft became part of AEC Limited in 1961 (later, British Leyland), and moved out of the Basingstoke site in 1972.[151]

Figure 8 *Thornycroft workshop interior, inter-war years*

Eli Lilly Eli Lilly and Company, developers and manufacturers of pharmaceutical products, purchased 23 a. of land half-a-mile north-west of the railway station, off the Kingsclere Road, to build its first manufacturing facility outside the USA. The advantages of choosing Basingstoke as its UK base were the railway links to all parts of the country, not

[148] Townsin. 90.
[149] *Basingstoke Gazette*, June 21, 1985.
[150] Basingstoke Borough Council, *Basingstoke the Official Guide*, 1963.
[151] Townsin. 126-8.

least to the port of Southampton, through which supplies from its headquarters in Indianapolis could be shipped. Construction of the Art Deco factory building began in early 1938 and the first production run was completed on September 4th 1939.

Figure 9 *Eli Lilly's building under construction in 1938*

At this early stage Lilly did not need the whole building and the Ministry of Aircraft Production requisitioned the basement and half of the ground floor to provide additional space for Kelvin, Bottomley and Baird to make altimeters and other aircraft instruments. However, the company quickly won Government contracts to produce supplies for the armed forces. By 1941 Lilly was producing 8,000 five-ounce tubes of Gentian Violet anti-burn jelly every week, mainly for the Royal Air Force. Other items for the war effort included ointment for the troops to prevent venereal disease, foot powder, water sterilization tablets, morphine tablets and tablets for dysentery. Cod liver oil and orange juice were also bottled on the site.

The Lilly site also became an official collection point for rose hips, which were collected by local people and brought to the Lilly site for onward shipment to be made into Rose Hip Syrup elsewhere.

In the years immediately following the Second World War the whole of the Lilly site was turned over to the business of pharmaceuticals. During the late 1940s and early 1950s Basingstoke made one of the company's most successful products, Lextron, an anti-anaemia treatment extracted from pig livers and stomachs. The introduction of the National Health Service in 1948 increased the demand for pharmaceutical products, which hitherto were only available for those private patients who could afford to pay for their medicines. From 1951 to 1993 the Basingstoke site was also producing gelatin capsule shells, the vast majority of which were sold to other pharmaceutical manufacturers to be filled with their products.

In 1960 construction of a new administrative building began immediately to the north of the original building. This freed up space for additional manufacturing in the original building. At this time oral forms of penicillin were the company's most important products and were produced in Basingstoke.

In 1962 a newly built chemical plant went into production on the Basingstoke site. This three-storey plant was designed to be flexible so that new products could be rapidly moved from research through to production. At this stage Lilly had 522 employees in Basingstoke. After the thalidomide scandal in the 1960s Lilly took over the pharmaceutical arm of Distillers' business and marketed those products under the trade name *Dista*.[152]

From the mid-1970s onwards the Basingstoke site concentrated on the production of 'dry products' - pharmaceuticals in tablet and capsule forms - the most important of which were the pain-killer Distalgesic, the anti-depressant Prozac and the schizophrenia treatment Zyprexa.

[152]B. Applin, *Taking the Pulse of Basingstoke* (2005), 65.

In 1985 the Lilly UK headquarters group moved from London, initially into rented accommodation in City Wall House on Basing View, where it was joined by the UK marketing and medical divisions. In 2002 the company purchased a large office complex on Priestley Road, which they re-named Lilly House.[153] Eli Lilly ceased manufacturing in Basingstoke in 2006 with a loss of 550 jobs.[154] However, Eli Lilly remained a major employer in Basingstoke. Lilly House continued as the company's UK headquarters and a major centre for Lilly office and computer functions.[155]

Lansing Bagnall When Lansing Bagnall, a manufacturer of battery-powered electric trucks, outgrew its premises in Mortlake and Isleworth, a government inducement enabled it to purchase 40 a. on a greenfield site in Basingstoke off the Kingsclere Road and build a factory with a floor space of 16,000 sq ft and a modest single-storey office of 6,000 sq ft.[156]

When the company moved to Basingstoke in 1949, it had fewer than 50 employees.[157] However, there was a great demand for battery-powered electric trucks for moving goods in manned warehouses, assembly or distribution areas where noise or toxic fumes from petrol-engine trucks would have been unacceptable. Further expansion of the Kingsclere Road site reflected that year on year. By December 1953 Lansing Bagnall had a staff of 300 in Basingstoke.[158]

New products were developed to satisfy the need for more effective use of storage space by industry. These were followed in 1954 by a reach truck. This had two separately powered hydraulic systems – one for lifting the forks, and the other for activating the reaching portion

[153] Personal communication from Derek Anthony, formerly Personnel Manager at Eli Lilly.
[154] *The Times*, June 29, 2006.
[155] Personal communication from Derek Anthony.
[156] L.T.C.Rolt, *Lansing Bagnall: the first twenty-one years at Basingstoke* (1970), 9-12.
[157] Basingstoke Borough Council, *Basingstoke the Official Guide*, 1963.
[158] Rolt, 15-16.

of the mast. Designed to stack 40 inch x 40 inch pallets in an aisle only 6ft wide, it was an instant success.[159] Later models were even capable of working in freezing cold store environments.[160] In 1955 output rose by 40 per cent with 1,444 vehicles produced in Basingstoke, and, for the first time, the company's turnover exceeded £1 m.[161]

The Rapide counterbalance truck, developed in 1960, initially for Swedish railways, had a top speed of 15mph, compared with 6mph for the average electrical truck of the period.[162] It was thus able to compete with petrol-engine trucks and found a wider market accordingly.[163]

In April 1961 Lansing Bagnall completed and occupied its Number 2 factory, comprising six bays totalling 100,000 sq. ft of floor area and a three-storey office block. By then Lansing Bagnall's workforce had risen to 1,845, making it the largest employer in the town.[164]

The demand for reach trucks was so great that Lansing Bagnall was producing more of these trucks in its Basingstoke factory than all the American manufacturers put together. By 1963 the company's products had been exported to over 80 different countries.[165] Exports in 1962 included an order of 700 trucks for the United States.[166]

While the reach truck was more space-efficient than the counterbalance truck, they both needed to turn in the aisle before stacking. The development of the turret truck provided the ultimate space-saving solution. The aisle width was now determined by the diagonal of the load itself, thus producing significant savings in building and operational costs.

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[159] Rolt, 29.
[160] Personal communication from David Charsley, former Sales Promotion Manager at Lansing Bagnall.
[161] Rolt,18.
[162] Rolt, 33.
[163] Personal communication from David Charsley.
[164] Rolt, 20.
[165] *Official Guide*, 1963.
[166] Rolt, 20.

In February 1966 a new holding company, Lansing Bagnall Group Ltd, was incorporated with a share capital of £1,614,000.[167] By 1970 the Group was occupying 649,000 sq ft of factory, office, and storage space in various locations in Basingstoke, made up as follows:

Nos 1–3 Factories (main site)	450,000 sq ft
No. 4 Factory (ex-Hubbard Bros)	23,000 sq ft
No. 5 Factory (Daneshill)	40,000 sq ft
Daneshill offices	8,000 sq ft
Kingsland Industrial Estate Factory	60,000 sq ft
Kimbell Road (Product design and engineering)	61,000 sq ft
Completed vehicle storage plant	7,000 sq ft.[168]

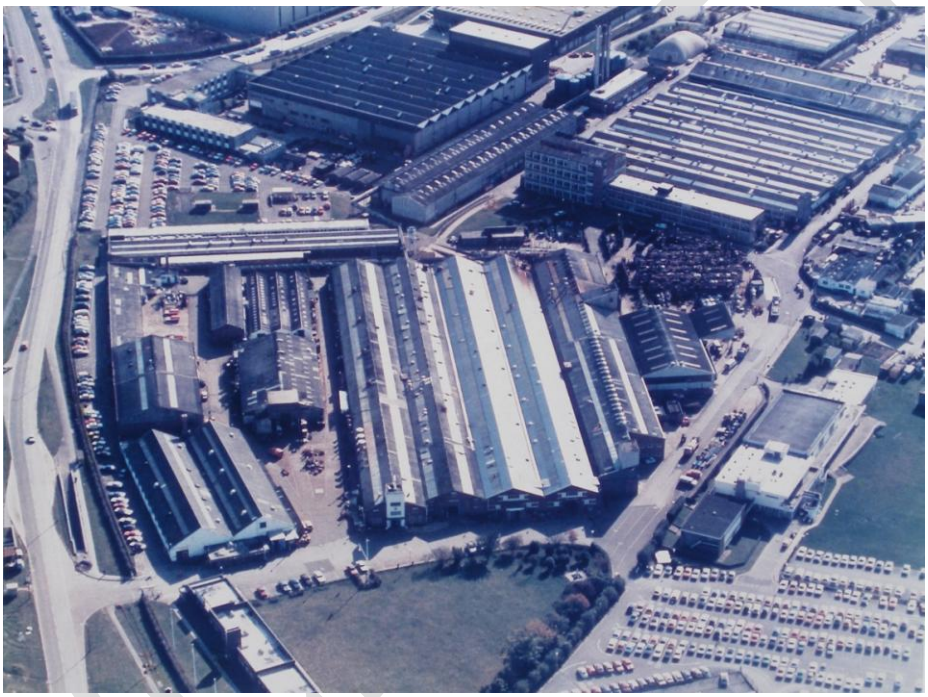

Figure 10 *Aerial view of Lansing Bagnall's Houndmills factories*

In 1976, Lansing Bagnall acquired Henley International, thus giving users access to engined trucks, particularly in the large capacity range, including container handlers. The move required the dropping of the Henley International name, so the trucks were

[167] Rolt, 21.
[168] Rolt, Front endpaper.

either Lansing Bagnall or Lansing Henley, later shortened to Lansing.[169] By 1980 Lansing was employing some 3,000 people in its Basingstoke factories and 7000 worldwide.[170]

Like many British industries, Lansing came under increasing pressure from competitors in Far Eastern manufacturing countries. In 1989 the business was acquired by the German Linde Group.[171] By 2009 its Basingstoke staff had reduced to 550. Linde ceased manufacturing at Basingstoke in November 2009 with the loss of 350 jobs.[172] A spares and administration centre remained in Basingstoke, employing 250 people in 2012.[173]

NEW MANUFACTURERS IN THE 20TH CENTURY

During the first half of the 20th century there was a steady growth in the number of manufacturing businesses setting up in Basingstoke to take advantage of its proximity to London, and its road and rail links.

In 1908 Hubbard Bros was founded in Basingstoke as general engineers and sheet metal workers. The firm specialised in the manufacture of fuel tanks, machine tool guards, agricultural machinery and spares for fighting vehicles.[174] In November 1969 Lansing Bagnall purchased Hubbard Bros, whose newly-built factory and offices were conveniently

[169] Personal communication from David Charsley.
[170] Stokes (1980), 29.
[171] The papers of Lansing Bagnall Limited covering 1943-89 are in the Churchill Archive, ref GBR/0014/LABA.
[172] *Basingstoke Gazette*, June 18, 2009.
[173] *Basingstoke Gazette*, March 1, 2012.
[174] *Official Guide*, 1963.

situated just off Kingsclere Road. This purchase increased Lansing Bagnall's welding capacity and output of sheet metal components.[175]

In 1913, the large-scale leather manufacturer, Percy E Fisher Ltd, came to Basingstoke when its factory in Godalming burnt down.[176]

A number of businesses started up, connected to the motor trade. In 1911, W W Webber, the motor engineer, was boasting that its repair works in London Street covered 2,500 sq ft. At the same time, E J Franks was established in the town as motor repairer.[177] In 1926 Auto Tyre Services, later Blue Peter Retreads Ltd, started a factory at Worting Town End. In 1929 it installed machinery for compounding its own rubber, and became the largest factory in the country devoted exclusively to retreading.[178]

In 1937 the Glasgow firm of Kelvin, Bottomley and Baird, later Kelvin Hughes, then Smith's Industries, opened a factory in Basingstoke for manufacturing aircraft instruments. In 1987, Smith's Industries was employing 1,200 people in Basingstoke.[179]

L M Van Moppes and Sons moved to Basingstoke from London in 1950. Van Moppes, and its associated companies manufactured diamond tools and hardness testers for precision engineering, including the production of aircraft engines. The company also manufactured diamond drill heads for use in oil fields.[180] Van Moppes was employing some 250 staff in Basingstoke in 1980.[181]

[175] Rolt, 23.
[176] *Official Guide*, 1963.
[177] *Basingstoke: the Official Publication*, 1911-12.
[178] *Official Guide*, 1963.
[179] *Basingstoke Ga*zette, July 26, 2010.
[180] *Official Guide*, 1963.
[181] *Basingstoke Gazette*, March 4, 1980.

The establishment in 1950 of the Atomic Weapons Research Establishment at Aldermaston, 10 miles north of Basingstoke, had a major effect on employment in the area. Although most of the new houses for the staff were built in Tadley, the Oakridge estate of 400 houses was built in the north of the town between 1952 and 1954 to accommodate some of the staff.[182]

However, by 1960 the town's prosperity still relied to a large extent on four principal employers: Thornycroft; Eli Lilly; Lansing Bagnall and Smiths Industries.[183] These firms accounted for around one-third of the total working population.[184]

TOWN DEVELOPMENT AND CHANGING OCCUPATIONS 1961-1978

On 31 October 1961 London County Council, Hampshire County Council and Basingstoke Borough Council signed an agreement to carry out a scheme of town development in Basingstoke to relieve congestion and overcrowding in London, with financial support from central government under the powers in the Town Development Act 1952.[185] The agreement provided for the construction of 11,500 dwellings to accommodate people nominated by the LCC, and envisaged an increase in the population from 26,000 in 1961 to 75,000 by 1976.[186] It superseded the original 1959 agreement between Basingstoke and the LCC for a smaller overspill expansion.

[182] E.Stokes, *The Making of Basingstoke* (2008), 25.
[183] *Basingstoke and Deane Official Guide*, 1984.
[184] Butler, 52.
[185] 1952 c.54.
[186] Basingstoke Town Development Joint Committee, *First Annual Report for the period ended 31st March 1962 and Second Annual Report for the period ended 31st March 1963*.

Between 1961 and 1977 2,965,710 sq ft of factory space had been built and 1,782,162 sq ft of office space.[187] The main industrial areas were the West Ham estate, based around the former Thornycroft site; the Bilton Industrial Estate on Winchester Road, built on surplus land acquired from Smith's Industries; a massive extension to the industrial estate at Houndmills and industrial estates at Daneshill, Kingsland and Viables. A new business park for office accommodation was built to the east of the town at Eastrop, between the railway and the River Loddon and named Basing View.[188]

In 1961 local employment accounted for some 13,000 jobs. By 1976 this figure had increased to 43,400.[189] Between 1961 and 1983 some 400 firms had either moved to, or set up, in the town.[190] In the early stages of the Town Development Agreement with London County Council (later, the Greater London Council) most employers who moved to Basingstoke were involved in manufacturing and distribution. The new jobs created came in different forms. Many were created in manufacturing, as with Blatchford, artificial limb manufacturers, who came in 1963 and employed 300 staff in 1992;[191] or the pharmaceutical firm, Crookes Laboratories (later Boots), who moved to Houndmills in 1964-65, and employed 255 staff in 1988.[192] The engineering firms Douglas Rownson and Mucon Engineering, Lennox Heating, and Bell and Howell Ltd arrived in 1965-66;[193] Gaston Marbaix, machine tool manufacturers, and Baynam Ltd, makers of precision measuring instruments in1966-67;[194] the Morris Singer

[187] Butler, *Dream Fulfilled*. 107.
[188] Stokes (1980), 'Appendix'.
[189] Butler, *Dream Fulfilled*, 112.
[190] *Basingstoke and Deane Official Guide*, 1984.
[191] *Basingstoke Gazette*, September 7, 1990 and January 31, 1992.
[192] Basingstoke Town Development Joint Committee, *Fourth Annual Report for the period ended 31st March 1965; Basingstoke Gazette*, April 15, 1988.
[193] Basingstoke Town Development Joint Committee, *Fifth Annual Report for the period ended 31st March 1966*.
[194] Basingstoke Town Development Joint Committee, *Sixth Annual Report for the period ended 31st March 1967*.

foundry in 1967;[195] Marryatt and Scott lift and escalator manufacturers, and G A Platon Ltd flow control systems in 1967-8;[196] Brown and Tawse, steel fabricators and stockists, Phoenix Concrete and ready Mixed Concrete in 1969-70[197] and Oxoid Ltd manufacturers of micro-biological media, in 1975-76.[198]

Some of the most dramatic growth occurred in the development of distribution centres for individual companies. In 1964 Sainsbury's moved its food processing and distribution depot to the expanded Houndmills estate and employed 750 people in 2012[199] and Macmillan the publisher moved its distribution warehouse to Houndmills followed by several of its publishing divisions. In 1998 Macmillan had a staff of 200 people in Basingstoke, distributing 25 million books a year.[200] Later Berry Bros and Rudd's wine bottling and distribution depot came in 1967-68[201] and Johnson and Johnson opened its baby products distribution centre in Basingstoke in 1976-77. [202]

[195] *Southern Evening Echo*, November 21, 1974.
[196] Basingstoke Town Development Joint Committee, *Seventh Annual Report for the period ended 31st March 1968*.
[197] Basingstoke Town Development Joint Committee, *Ninth Annual Report for the period ended 31st March 1970.*
[198] Basingstoke Town Development Joint Committee, *Fifteeenth Annual Report for the period ended 31st March 1976*.
[199] Basingstoke Town Development Joint Committee, *Third Annual Report for the period ended 31st March 1964; Basingstoke Gazette*, January 31, 2012.
[200] *Basingstoke Gazette*, November 12, 1993 and March 13, 1998.
[201] Basingstoke Town Development Joint Committee, *Seventh Annual Report for the period ended 31st March 1968.*
[202] Basingstoke Town Development Joint Committee, *Sixteenth Annual Report for the period ended 31st March 1977*.

Figure 11 *Sainsbury's depot, Houndmills, in 2013*

In addition, following the Flemming Report in 1963 and the Hardman Report in 1973, which recommended the dispersal of certain government offices which could operate effectively outside London, several were moved to Basingstoke. 145 posts moved from London to the Forestry Commission's new headquarters in Priestley Road in May 1966, and 601 posts moved with the Civil Service Commission in two stages in 1969 and 1970.[203] In June 1969 the regional office of the Department of Health and Social Security moved into Grosvenor House in Basing View with 230 staff.[204] In 1975 120 staff of the Training Services Agency moved to Telford House in Houndmills and were followed by staff from the Employment Services Agency; and part of the Civil Service Department and the District Valuer's Office of the Inland Revenue moved into Loddon House in Basing View. Also in 1975, the Forestry

[203] Cmnd. 5322.
[204] Basingstoke Town Development Joint Committee, *Ninth Annual Report for the period ended 31st March 1970*.

Commission moved to Edinburgh and their offices were taken by the Southern Regional Offices of the Health and Safety Executive and the Factory Inspectorate.[205]

Figure 12 *The Civil Service Commission building shortly after construction in 1970*

Some companies decided to move their headquarters to the town. Berk Ltd, a chemicals company, opened its new headquarters at Eastrop in 1971.[206] In November 1973 the Automobile Association came to Basing View containing 250,000 sq ft of accommodation

[205] Basingstoke Town Development Joint Committee, *Fifteenth Annual Report for the period ended 31st March 1976.*
[206] Basingstoke Town Development Joint Committee, *Tenth Annual Report for the period ended 31st March 1971*.

for 1,400 staff. In the same year, Hyster-Europe Ltd, fork lift truck manufacturers, opened its headquarters in Basingstoke.[207] Snamprogretti, oil and gas drilling engineers, and Wiggins Teape, the paper makers moved their UK headquarters to Basingstoke in 1974 and 1977 respectively.[208] Scott Wilson Fitzpatrick, consulting engineers, moved its offices to Basingstoke in 1974-75.[209]

During the second half of the period of the Town Development Agreement many of the jobs that were created in the town were in administration as government departments were dispersed and various companies set up their headquarters in Basingstoke. At the end of this period of rapid transformation in 1976, the employment structure of the town was as follows:

	Number of Employees (approx.)
Chemicals	2,100
Engineering	8,800
Paper/printing	2,700
Other manufacturing	1,200
Construction	2,200
Transport/communications	3,800
Distribution	5,900
Business services	2,300
Professional and scientific services	7,100
Miscellaneous services	3,700
Public administration/utilities	3,600
TOTAL	43,400.[210]

However, the economic recession in the mid-1970s meant that the Greater London Council was concerned about the social and economic effects of the rapid decline in London's manufacturing industries and the inadequacy of the resources available in London for

[207] Basingstoke Town Development Joint Committee, *Thirteenth Annual Report for the period ended 31st March 1974*.
[208] *The Times*, March 13, 1978. *Gateway* (Wiggins Teape's internal magazine), June 1977.
[209] Basingstoke Town Development Joint Committee, *Fourteenth Annual Report for the period ended 31st March 1975*.
[210] Butler, *Dream Fulfilled*, 112.

meeting social needs and urban renewal.[211] Manufacturing companies were discouraged from leaving London. In 1974-75 two major manufacturing companies were refused Industrial Development Certificates and had to cancel plans to move to Basingstoke.[212]

TRADE, INDUSTRY AND COMMERCE, 1978 TO 2013

Despite the ending of the Town Development Agreement in 1978, Basingstoke continued to expand, with many more companies moving into the town. In the 1970s, the main categories of employment were manufacturing, engineering, warehousing and distribution. However, over the next 40 years, a number of blue collar jobs were lost, and were replaced by jobs in finance, administration, and Information Technology.

Engineering and manufacturing industries suffered closure and reorganisation. In 1975 Douglas Rownson closed its factory with the loss of over 300 jobs.[213] In 1981, the same year that Wallis and Steevens closed, Van Moppes consolidated production at its other site in Gloucester as a result of the recession and over-capacity, and closed its factory in Basingstoke.[214] Henry Hall moved its riding gear factory to Humberside.[215] In 1988 the Royal Institute of Chartered Surveyors moved from Basing View to Coventry, due to high rents and staff shortages. The rent of their premises in Coventry cost £8.50 per sq ft compared with £20 in Basingstoke.[216] Also in 1988, the engineering firm, Mucon, who employed 50 staff in its

[211] Basingstoke Town Development Joint Committee, *Fifteenth Annual Report for the period ended 31st March 1976*.
[212] Basingstoke Town Development Joint Committee, *Fourteenth Annual Report for the period ended 31st March 1975*.
[213] Basingstoke Town Development Joint Committee, *Fourteenth Annual Report for the period ended 31st March 1975*.
[214] *Gloucestershire Society for Industrial Archaeology Journal* (1995).
[215] *Basingstoke Gazette*, November 16, 1988.
[216] *Basingstoke Gazette*, November 16, 1988.

25,000 sq ft factory in Winchester Road, left the town due to increased costs and a skill shortage, saying that high house prices were deterring employees.[217] In 1988 Basingstoke had the second lowest percentage of unemployment in the UK.[218]

After Thornycroft moved from Basingstoke, Eaton Ltd, who manufactured transmission systems for buses and other commercial vehicles, took over its machine shops in January 1973.[219] The rest of the site was taken over by a number of smaller factories and warehouses, and a supermarket.[220] In 1979 Eaton had a workforce of 600, but by 1982 it was asking for 124 voluntary redundancies, due to a slump in orders.[221] Eaton produced its last gear box in 1990 and closed its factory.[222] Smith's Industries shed 140 jobs in 1991 as a result of a fall in orders for military aircraft.[223] Following a further downturn in business, Smith's closed its Basingstoke operations in 2006; demolished its main factory and offices, and the site became the Brighton Hill Retail Park.[224]

An early sign of Basingstoke becoming a centre for information technology was the arrival of the communication systems firm, Motorola in 1977.[225] In 1988 Motorola moved its European headquarters from Germany to Basingstoke.[226] By 2007, the company was employing 1,200 people at its premises at Chineham Park and the Viables Industrial Estate.[227]

[217] *Basingstoke Gazette*, March 18, 1988
[218] *Basingstoke Gazette*, April 22, 1988.
[219] Basingstoke Gazette supplement, *A look at Eaton*, October 1984.
[220] Stokes (1980), 'Appendix'.
[221] *Basingstoke Gazette*, February 2, 1979 and November 22, 1984.
[222] *Basingstoke Gazette*, December 7, 1990.
[223] *The Times*, April 18, 1991.
[224] *Basingstoke Gazette*, October 3, 2008 and July 26, 2010.
[225] *Basingstoke Gazette*, May 21, 2007.
[226] *Basingstoke Gazette*, July 1, 1988.
[227] *Basingstoke Gazette*, May 21, 2007.

Figure 13 *Motorola's premises on the Viables Industrial Estate, 2013*

Sony came to Basingstoke in 1978 with a staff of five and, by 1982, was employing 200 people in the town.[228] Basingstoke's location, with its close proximity to Reading, Southampton and Surrey Universities, helped Sony to collaborate in research and development with those institutions. By 2010 Sony had a staff of around 1,000 in its Basingstoke office.[229] IBM came to Basingstoke in 1980, as did the computer firm, Digital.[230] By the late 1980s, IBM was employing around 2,000 staff in Basingstoke, but had reduced its workforce to 1,200 by 1993.[231] Huawei, a telecommunications company, opened its UK Headquarters in Basingstoke in 2003, where it employed around 500 staff in 2012.[232] Other hi-tech employers in Basingstoke included Fujitsu, employing 255 staff in 2010.[233] GAME,

[228] *Basingstoke Gazette*, 22 January, 1982.
[229] www.destinationbasingstoke.co.uk
[230] *Basingstoke Gazette*, September 22, 1980 and June 15, 1981.
[231] *Basingstoke Gazette*, December 30, 1988 and September 24, 1993.
[232] *Basingstoke Gazette*, April 17, 2011.
[233] *Basingstoke Gazette*, November 15, 2010.

the specialist retailer of PC and video games, has its headquarters in Basingstoke, where it employed around 450 people in 2012.[234]

Figure 14 *GAME's building on Houndmills Industrial Estate, 2013*

The process of companies moving their headquarters to the town also continued and thus created other white collar jobs. Provident Life moved its headquarters from London to a 3 a. site in Basingstoke in 1985.[235] In 1995 it changed its name to Winterthur Life (later AXA Winterthur Wealth Management), and expanded its workforce in Basingstoke from 500 in 1997 to 1,000 in 2010.[236]Another insurance company, Sun Life of Canada, moved its UK Headquarters from London to Basingstoke with 500 staff in 1987, growing to nearly 1,600, 1,000 of whom had been taken on in the preceding ten years.[237] This growth did not last, and by 2001 the number of employees had reduced to 1,230, which Sun Life intended to cut to 300 by the end of 2003.[238] Churchill Plaza, with 133,000 sq ft of office space, was built for

[234] *Basingstoke Gazette*, February 9, 2012.
[235] *The Times*, January 25, 1985
[236] Letter dated 7 April 1995 from Provident Life to Basingstoke Library; *Basingstoke Gazette*, August 2, 1997 and 19 August, 2010.
[237] *Financial Times*, March 6, 1987; *Basingstoke Gazette*, May 21, 1999.
[238] *Basingstoke Observer*, February 22, 2001.

Mercantile Credit in 1985.[239] Vickers Medical opened new offices and laboratories in Priestley Road in 1980 with 250 staff.[240] Shire Pharmaceuticals moved its headquarters from Andover to Basingstoke in 2001 and by 2009 it employed 400 people in the town.[241]

In 2013 Basingstoke was no longer dominated by a handful of large employers mainly involved in engineering, and clothing and vehicle production, as had been the case in the years before the Town Development Agreement; nor was it mainly a blue-collar town, as had been the case with the influx and creation of medium-sized manufacturing and distribution firms during the period of the Development Agreement. Owing to its position close to the M3 motorway, Basingstoke was still an important distribution centre for Sainsbury's and other companies, goods were still being manufactured in Basingstoke, but these were increasingly hi-tech components produced by firms employing less than 100 people. The major employers were involved in finance, information technology and administration.

[239] *The Times*, May 23, 1985.
[240] *Basingstoke Gazette*, March 4, 1980.
[241] *Basingstoke Gazette*, July 10, 2006 and October 22, 2009.