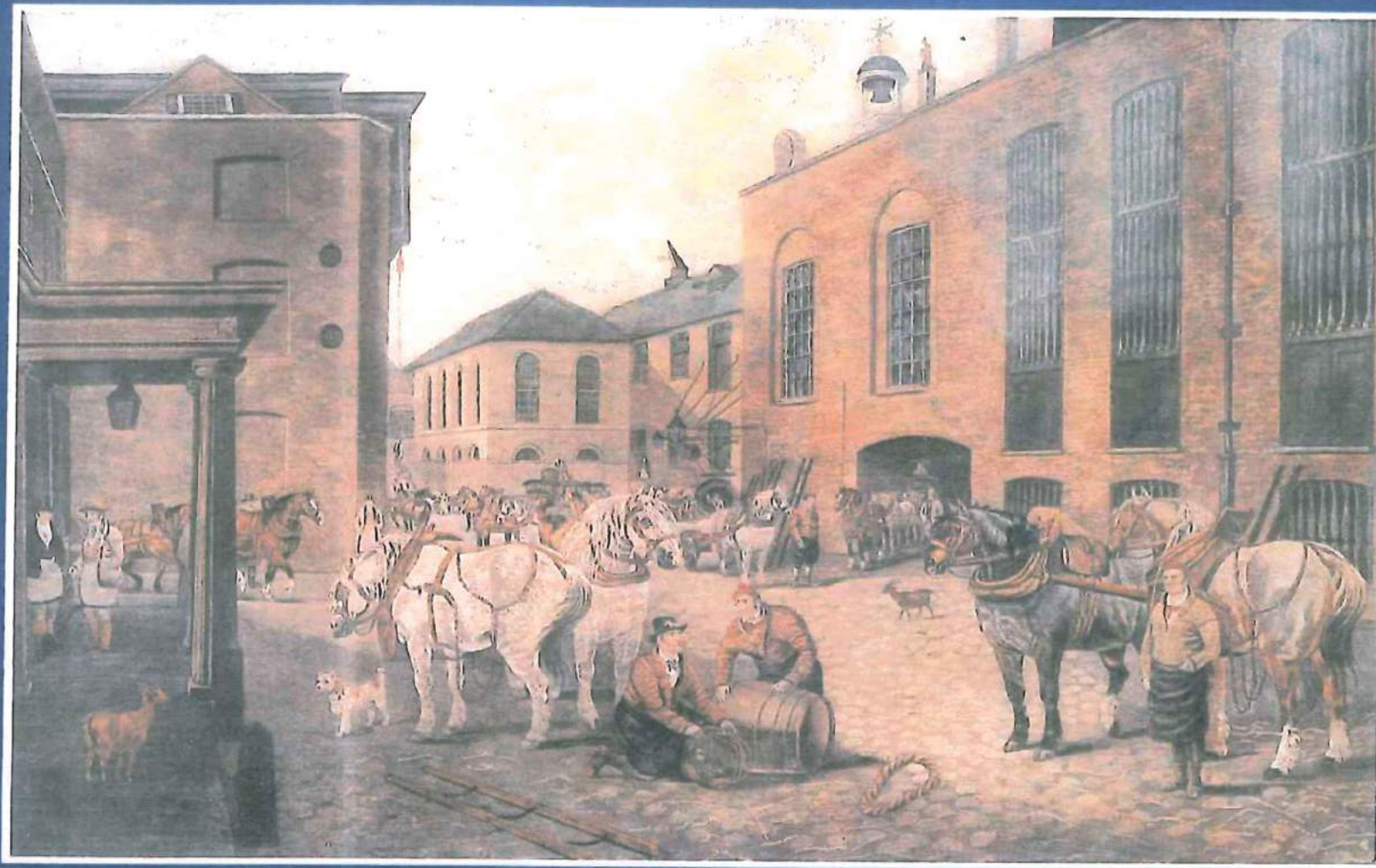


# *Whitbread at Chiswell Street 1750 – 2000*

## *A Pictorial History*



by Nicholas Redman, Archivist, Whitbread PLC

"I have raised it, from a very small beginning and by great assiduity in a very large course of years... and with the highest credit in every View by honest and fair dealings... And the beer universally approved. There never was the like before, nor probably ever will be again, in the Brewing Trade."

Samuel Whitbread, 1794

**FRONT COVER: The South Yard at Chiswell Street in 1820, painted by Dean Wolstenholme Jnr.**

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Samuel Whitbread I (1720–88), founder of the business that still bears his name, painted by Sir William Beechey RA, some time after 1787.

## Introduction

Samuel Whitbread was born on August 20th in 1720 at Cardington near Bedford. He was the second of the three children of Elizabeth Winch, his father Henry's second wife. In 1734 he came to London, and soon after decided to learn "the great mystery of brewing". After six years studying at Wightman's Gilport Street brewery in Clerkenwell he left and in December 1742 set up in business with two brothers Godfrey and Thomas Shewell.

The partners operated on two sites. At the Goat Brewhouse on the corner of Old Street and Whitecross Street they brewed porter and small beer. In Brick Lane (now Central Street) a smaller brewhouse produced pale and amber beers.

Production in the first year was 18,000 barrels, and the prospects looked good. By 1745 beer was being exported to America and other countries. However porter needed a year to mature, and as volumes grew, so storage became an increasing problem.

By 1749 Whitbread and Thomas Shewell (Godfrey had left the partnership a few years earlier) decided to move to new premises. They began buying properties on the south side of Chiswell Street. These included the handsome Partners' House of c.1700, and the little King's Head Brewhouse, which at that time was "shut up and no trade to it".

In 1750 came the historic move. "That year", wrote Whitbread, "my partner Thomas Shewell and myself moved out trade from the Brewhouse in Old Street to the Brewhouse in Chiswell Street". By the end of the year, porter and small beer were being brewed in the new premises.

In 1761 Thomas Shewell retired and Whitbread acquired his share of the business. Around this time he introduced the name Hind's Head Brewery after the device on the family coat of arms. For the next 35 years he was the sole proprietor at Chiswell Street, working hard to build up the business.

From 1787 onwards Whitbread was brewing more beer than any other brewer in London. In 1796, the year of his death, he became the first brewer to exceed an annual production of 200,000 barrels.

The Chiswell Street brewery became "a mine of wealth, and an immense source of supply for purchases of land and houses, donations and bequests that have given distinguished celebrity to the name of Whitbread". He himself summed up what he had achieved in a letter to his son: "Your Father has raised it, from a very small beginning and by great assiduity in a very large course of years ...and with the highest credit in every View by honest and fair dealings... And the beer universally approved. There never was the like before, nor probably ever will be again, in the Brewing Trade".

Contemporary accounts describe Samuel Whitbread as a good man. He was unashamedly devout, motivated by a rigid, even puritanical, code of moral conduct. Severity and melancholy were blended in his upbringing. His daughter Harriot described how he would "retire for two hours to his closet reading the scriptures and devotional exercises, and never suffered the Sabbath to be broken into either in his Counting-house, the Yard, by travelling or dissipation". In 1791 he advised his children against "waste of time especially in bed as incompatible with duty to God and man".

Throughout his life he worked to better the lot of the poor, influenced by the new humanitarian spirit of the age. He supported the schemes of John Howard, the great prison reformer, and he advocated the abolition of the slave trade. In 1792 he founded a ward, still there, in the Middlesex Hospital "for the reception of cancerous patients who were never to be discharged".



Whitbread had always hoped that his son Samuel would take over from him at the brewery. In a letter to him in 1784 describing progress at Chiswell Street he wrote: "The whole place will be very capital when finished and bespeaks you for a master". But he realised that his son's heart was not in the business. He wrote to him in 1790: "You have no inducement to continue the Trade ... therefore don't think of continuing it but sell it". Soon after he said: "And so very clear am I that you should not have any thought of continuing the Trade, I intend to dispose of it myself". Negotiations took place with potential purchasers, but came to an end with Whitbread's death.

Samuel Whitbread II did not sell the brewery, a decision his biographer Roger Fulford calls "a mistake of magnitude". In 1806 he wrote to his friend Grey saying that the business was not a thing to be disposed of in a moment, adding "I wish it was!"

In 1799 he entered into a partnership with his father's clerks Robert Sangster and Jacob Yallowley. This was the first of a series of partnerships that were to run the company for the next 90 years. The first partnership did not halt the slide in production, down from 202,000 barrels in 1796 to only 100,000 by 1809. The business was saved from collapse by an amalgamation with John Martineau's Lambeth brewery in 1812. Although this was smaller the deal brought in some much-needed "young blood".

The deal was not enough to save Sam Whitbread however. In 1815 burdened by many anxieties he took his own life. A servant found his body "weltering in his blood, with his throat cut from ear to ear, and the vital spark completely extinguished. A razor with which he effected the dreadful act was by his side on the floor. Perhaps no instance of self-destruction was ever more complete".

After Whitbread's death a new partnership was formed, for the first three years of which no Whitbread was a member. One clause of the agreement read: "The firm to be Whitbread & Co until it shall become necessary or deemed proper or expedient by the said co-partners to relinquish the use of such firm and then and in that case under the firm of John Martineau". The clause was never put into effect, although the business was generally styled Whitbread, Martineau & Co until the mid 1840s.

John Martineau, the man who saved Whitbread, was found dead in a yeast trough in the vat room at Chiswell Street in 1834. The jury's verdict was "Died by the visitation of God".

In 1889 Whitbread became a private limited company, with its registered office at Chiswell Street. Brewing continued on the site. In the 1920s the business came under severe pressure and only narrowly avoided amalgamation with another company.

In 1948 Whitbread became a public limited company. In 1976 the decision was taken to cease brewing, although Chiswell Street remained the corporate headquarters. Some of the brewery was redeveloped as offices, shops and flats. The rest took on a new lease of life as a conference and banqueting room function trading as The Brewery.

In 2000 corporate staff are being transferred from Chiswell Street to other locations. The vacated areas will be converted into Marriott Executive Apartments. So 250 years after Samuel Whitbread first came to Chiswell Street the company still occupies the same site. This booklet has been produced to commemorate and celebrate this remarkable achievement.



Samuel Whitbread II (1764-1815).



John Martineau (1785-1834).

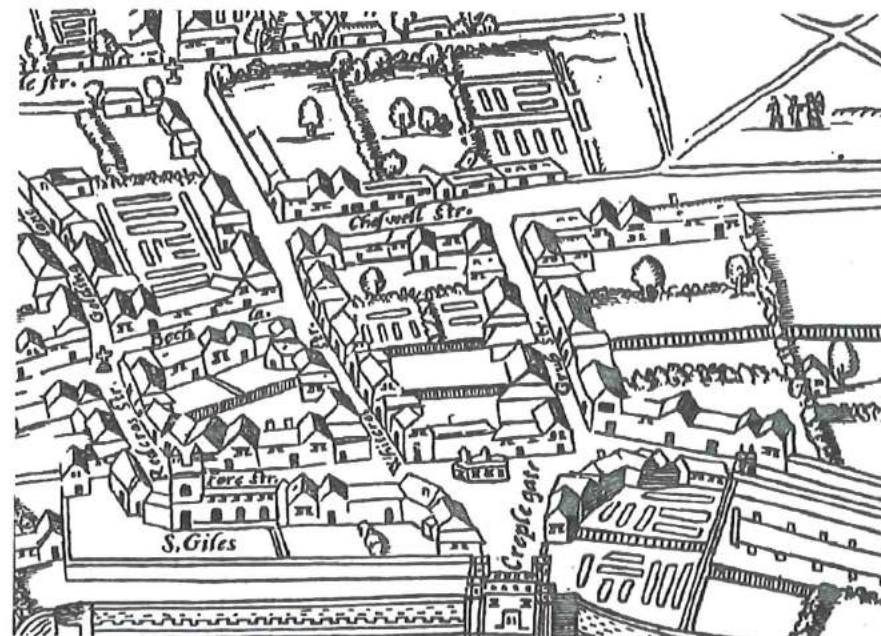


### Chiswell Street: the name and the City boundary

The name Chiswell Street can be traced back to long before Sam Whitbread's arrival. The first known reference is in c.1220 when it appears as *Chysel Strate*. Later forms include *Chisel Street* and *Cheselstrate*. Ralph Agas' map of 1560 shows *Cheswell Streer*. Some sources claim that the name is derived from the "choise well" that provided the brewery with its water, but the origin of the word is Old English *ceasel*, meaning gravel or stony ground. This is also how Chesil Beach, the great shingle bank in Dorset, gets its name.

The ancient boundary between the City of London and the Borough of Finsbury bisected the brewery site on the south side of Chiswell Street, entering just south of the King's Head, cutting through the South Yard and the Porter Tun Room, and emerging in Milton Street. For many years the vicar, churchwardens and choirboys of the church of St Giles Cripplegate, accompanied by the Beadle and District Surveyor, visited the brewery to beat the bounds of the Ward. The oldest ward mark, dated 1736, was in the Porter Tun Room, where it had been placed in 1782 after being taken from a building previously on the site. After brewing ceased in 1976 it was removed and is now in the Whitbread Archive.

In the 1990s the boundary was altered to run along the line of Chiswell Street, thus bringing, for the first time, the whole of the site south of the road into the City of London.



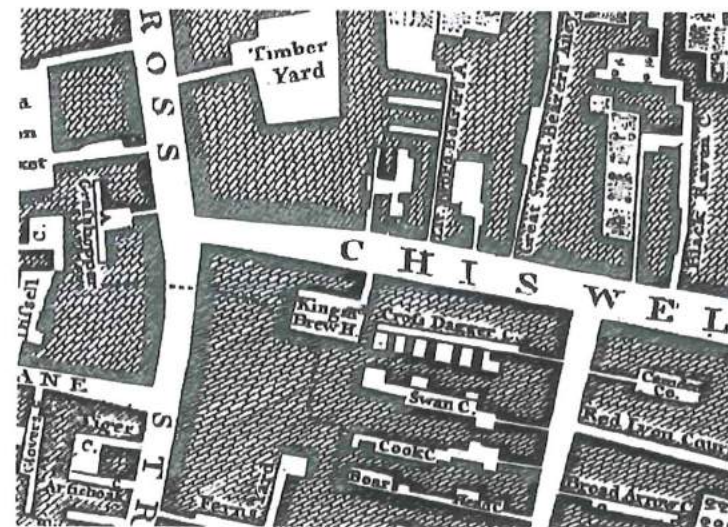
**Ralph Agass' map of 1560**



Beating the ward mark in Lower Whitecross Street (now Silk Street) in 1937.



Boundary between Finsbury and the City of London. 1899.



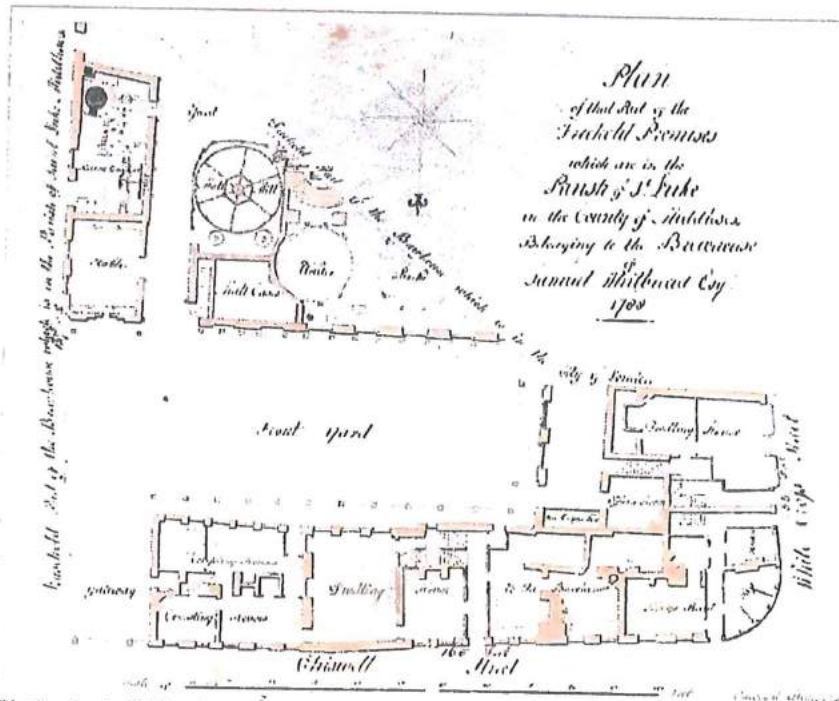
**John Roque's map of 1746, showing the King's Head Brewhouse**



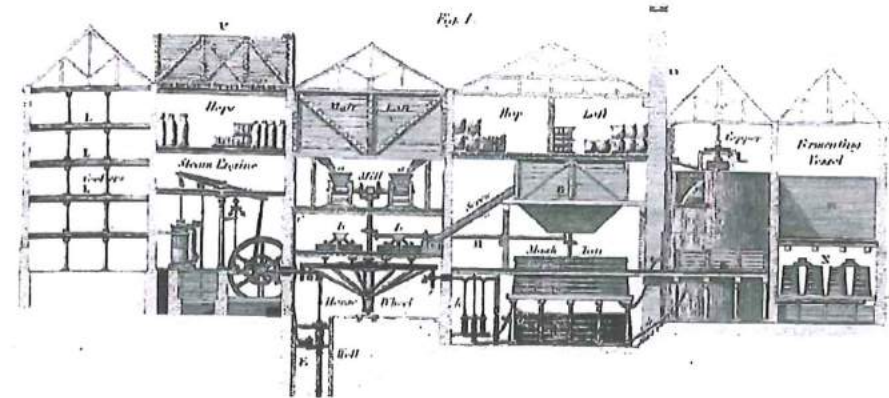
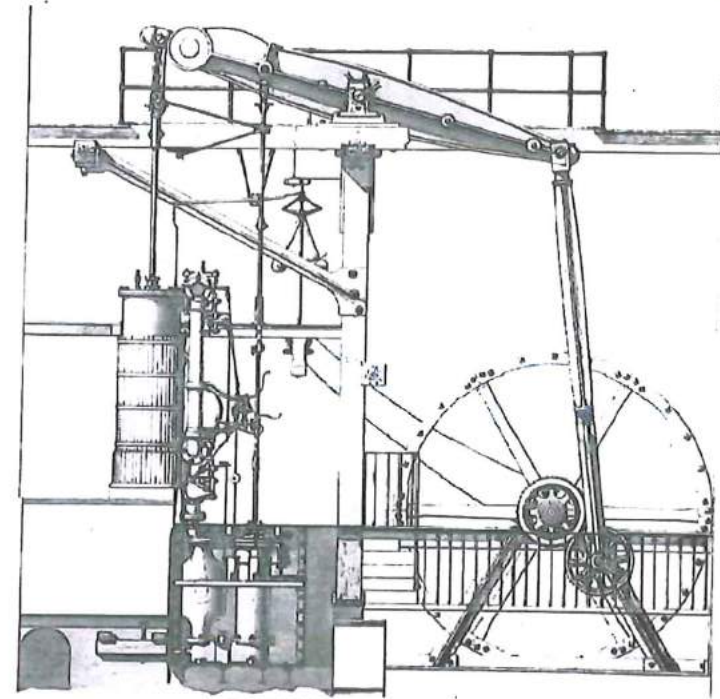
## James Watt Steam Engine

Whitbread was quick to see the potential of steam power and lost no time in ordering one of Boulton and Watt's rotative steam engines, the second brewer to do so. Whitbread was quick to see the potential of steam power and lost no time in ordering one of Boulton and Watt's rotative steam engines, the second brewer to do so. It was installed at Chiswell Street in 1785. "We set up a steam engine for the purpose of grinding our malt, and we also raise our liquor with it". Joseph Delafield, one of Whitbread's assistants, called it "the best piece of mechanism I think I ever saw". It cost £1,000 to install, and that was covered in the first year by the saving of 24 mill horses. It was upgraded from its original 35hp to 70hp in 1795.

After a productive life of 102 years at Chiswell Street, the engine was finally replaced by a more powerful one in 1887. Whitbread then donated it to the Museum of Applied Arts and Sciences in Sydney, Australia. It was sent on the clipper *Patriarch* and arrived there in 1888. Today it is in the Power House Museum in Sydney. In 1985, 200 years after its installation, the engine operated again under steam.



This plan of part of Whitbread's brewery dated 1788 is the earliest known. It shows the west end of the South Yard. Opposite the main entrance the steam engine can be seen behind the stable. Fronting Chiswell Street is the Dwelling House, now known as the Partners' House, and on the corner of Whitecross Street is the King's Head Taphouse.



J. Farey's cross section drawing of Whitbread's brewery in 1812 shows Watt's steam engine next to the old horse wheel and the well. In 1818 the well was 120 feet deep, and its water "peculiarly pellucid and the supply inexhaustible".



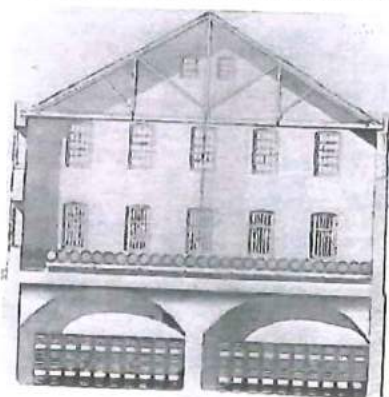
## Porter Tun Room

The largest building that still survives from the 18th century brewery is the Porter Tun Room. It is nearly 170 feet long with a king post timber roof, and an unsupported span of some 65 feet. Alfred Barnard in 1889 called the room "a noble and magnificent place". Professor Nikolaus Pevsner thought the roof was "spectacular", and in 1952 artist Rowland Hilder after a visit wrote of "the magnificent expanse of one of the most beautiful timbered roofs one could hope to see".

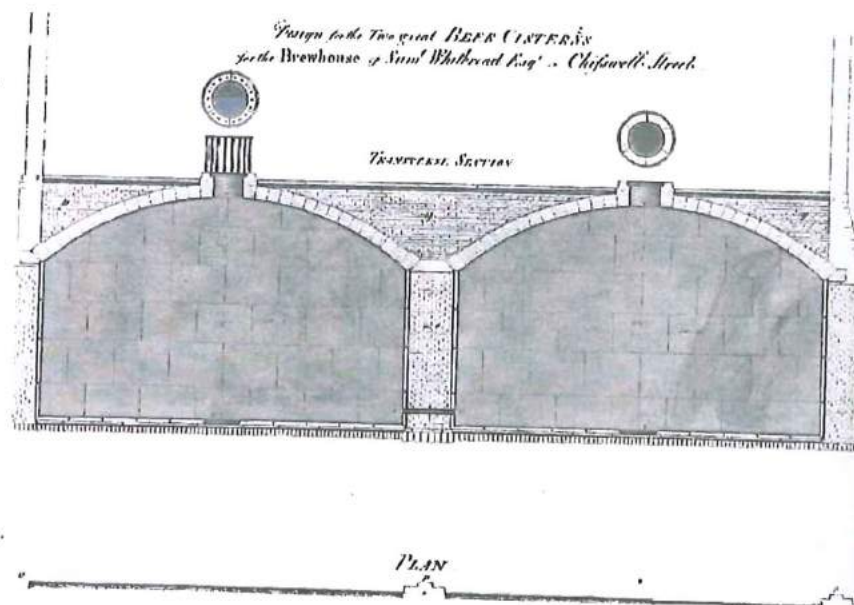
Work began on the building in 1774, and it was not completed until 1782. Whitbread then extended it another 40 feet eastward, and this was finished by 1784. He had planned it as a store, and it was known at first as the Great Storehouse or the New Storehouse. In 1796 it was converted into a tun room. During the 19th century it was called the Great Tun Room, before acquiring its present name in the 20th century.

Beneath the Porter Tun Room were large vaults, used at first for storing casks of maturing porter. Whitbread then had "the very singular idea" of actually filling the vaults themselves with beer. However the task of making them waterproof proved difficult and it was some years before this was achieved.

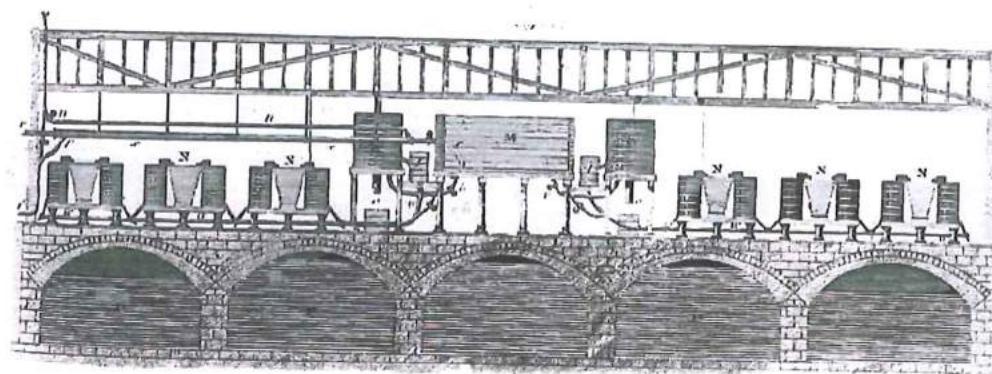
He first hired Robert Mylne, the architect of the new Blackfriars Bridge, but when a vault was filled with water "the force was so great that it ran through all the walls as through a sieve". He then tried John Smeaton, the engineer who designed the third Eddystone lighthouse, and who had also built a bridge on Whitbread's Bedfordshire property. He also consulted Josiah Wedgwood, Matthew Boulton and even ships' caulkers. Gradually the problems were overcome, and by 1790 seven cisterns had been created. The largest held 3,800 barrels of beer, and between them they had a total capacity of 12,000 barrels. Two cisterns, the King Vault and the Queen Vault survive, the former in almost unspoilt condition, to the east of the present Smeaton's Vaults. As an additional benefit Whitbread found the quality of the beer kept this way to be "so superior to that kept in Butts as they preserve its flavour and spirit, and it always fall transparently light on which account the victuallers very much commended it".



The Great Storehouse soon after its completion in 1784, showing how the vaults were then used for storing porter in wooden casks.

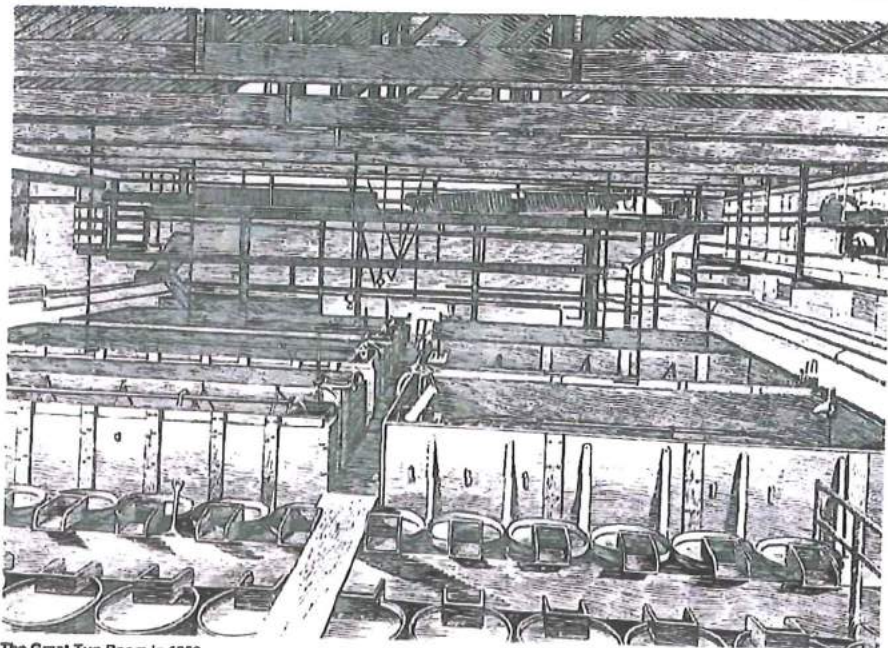


John Smeaton's design for two of the seven beer cisterns created under the Tun Room.

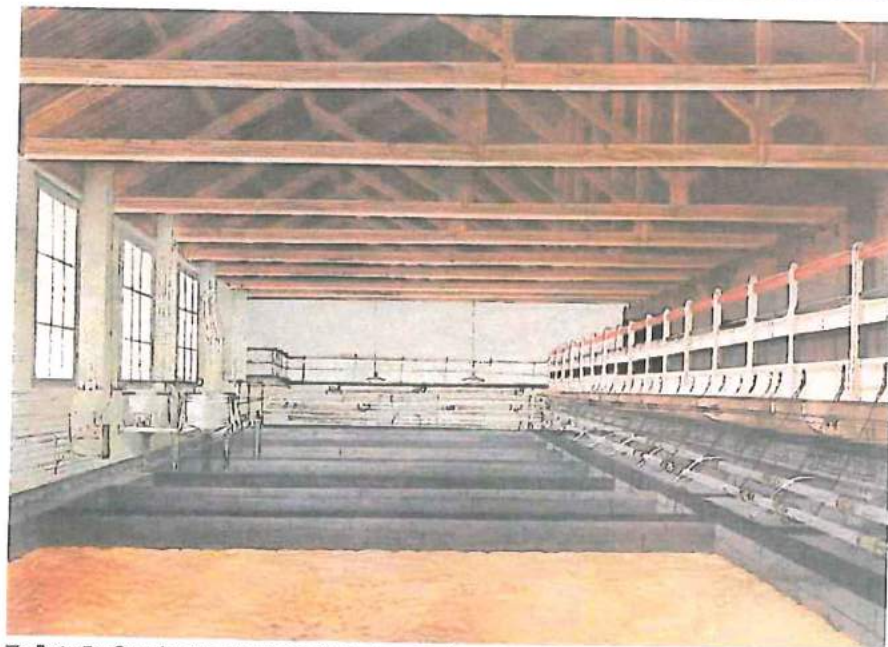


Farey's drawing of the Tun Room in 1812 shows five cisterns full or nearly full of porter.

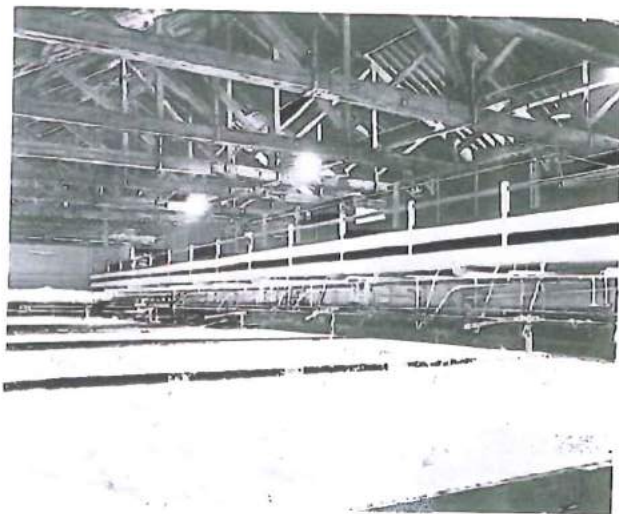




The Great Tun Room in 1889.



The Porter Tun Room in 1975, painted by David Gentlemen for the 1976 Whitbread calendar.



The total capacity of the slate-sided fermenting tanks in the Porter Tun Room was 5,700 barrels, or 1,640,000 pints of beer.

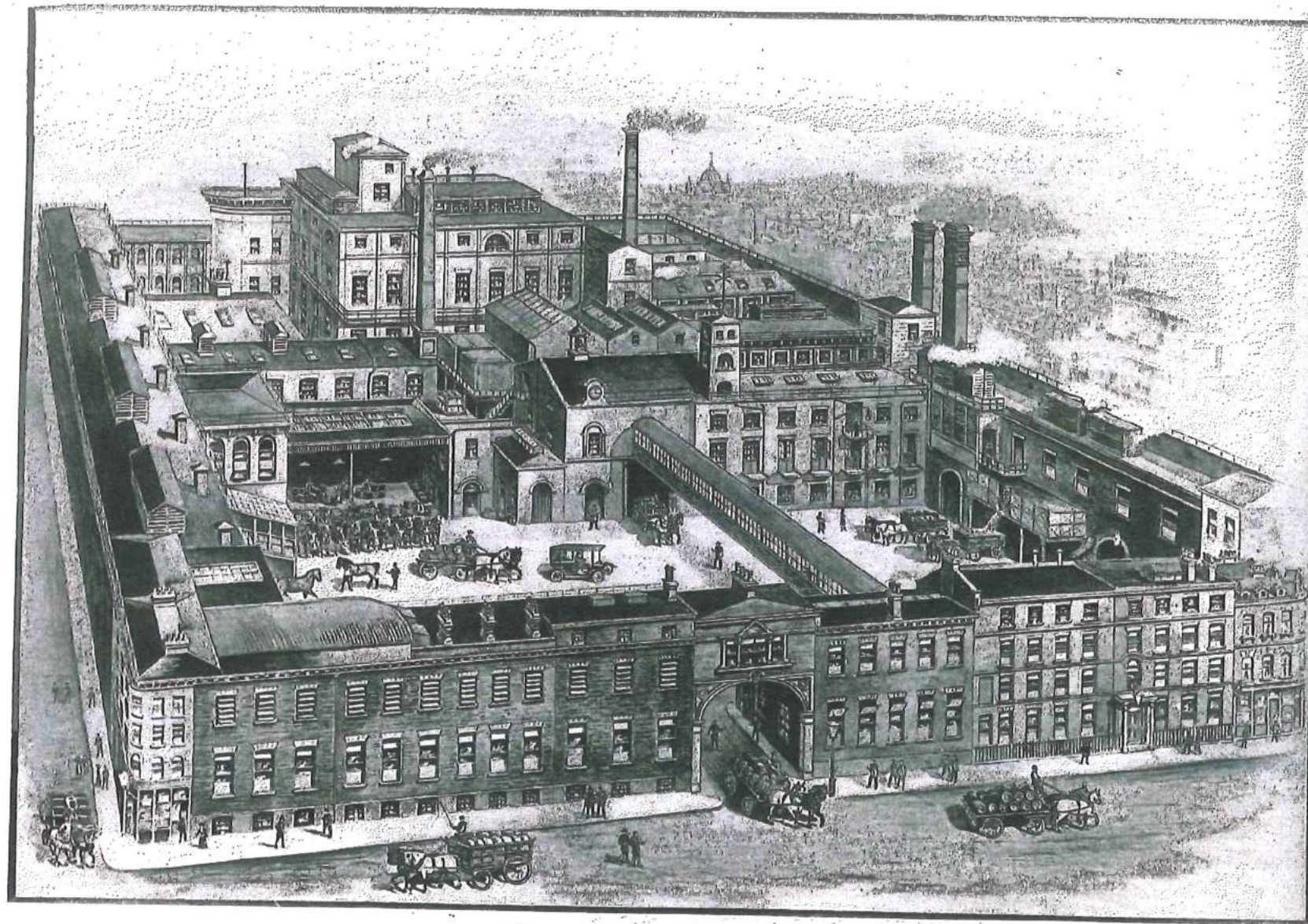


Foundation stone of the Great Storehouse laid by Whitbread's ten year old son Samuel in 1774.



Chairman Sam Whitbread placing a commemorative slate after the entire roof of the Porter Tun Room had been re-slated in 1991.





SOUTH SIDE  
WHITBREADS BREWERY.  
CHISWELL STREET.  
LONDON E.C.





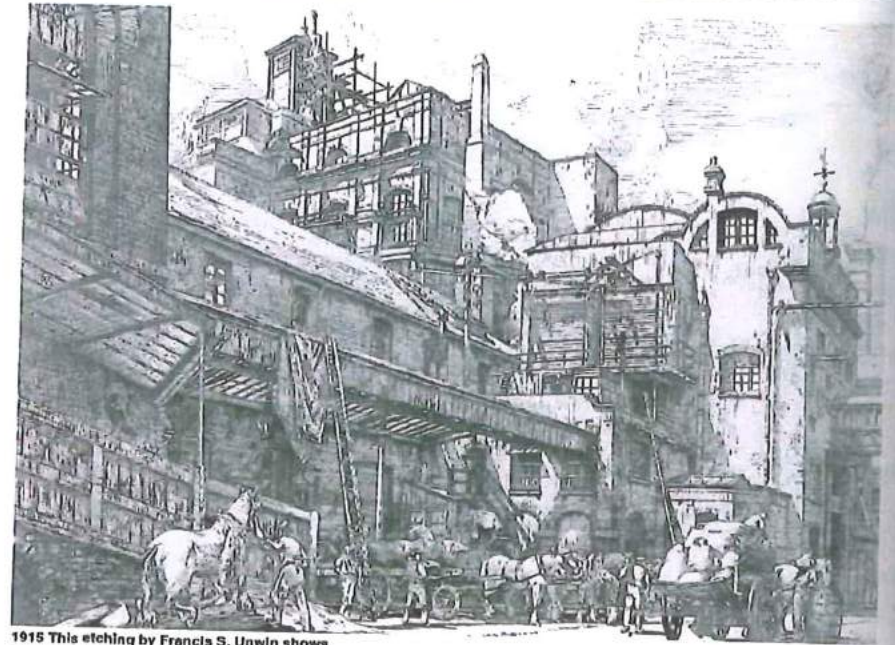
NORTH SIDE  
WHITBREADS BREWERY.  
CHISWELL STREET.  
LONDON E.C.



## The South Yard



1792 View of the South Yard looking west painted by George Garrard (1760-1826).



1915 This etching by Francis S. Unwin shows the Sugar Room on the left. The ramp in the foreground led to the first floor stables. The Malt Tower rises behind the Porter Tun Room. On the right is the end of the iron bridge placed across the Yard in 1892.



1938 Line up of six 40-barrel Saurer road tankers. They were used to take bulk beer from Chiswell Street to the bottling stores.

EDWARD W. TAYLOR & SON



1960 80-barrel road tankers being filled. The brick block to the right was built in the 1950s.

LEONARD SMITH





1977 A year after the cessation of brewing the malt tower has been demolished and new structures have replaced the loading bay.

LONDON METROPOLITAN ARCHIVES



1981 This painting by Robert Micklowright for the 1982 Whitbread calendar shows the little café that operated in the South Yard for a few years.



1980 An office block now stands on the site of the malt tower. The polygonal entrance lobby by Wolff Olins in association with Roderick Gradidge won a City Heritage Award in 1979.



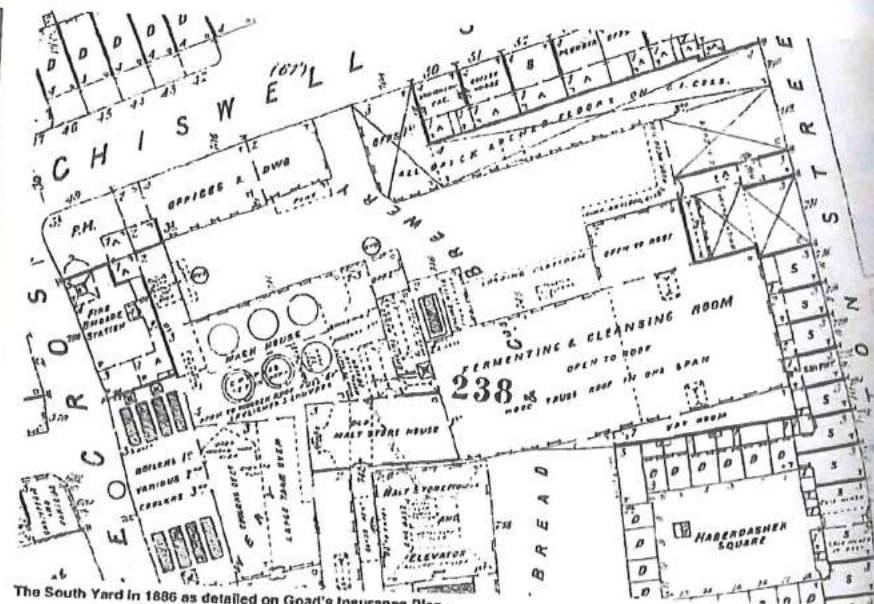
1987 The Speaker's Coach house was opened on February 21st 1988 by the then Speaker of the House of Commons the Rt. Hon. Bernard Weatherill.



# The South Yard



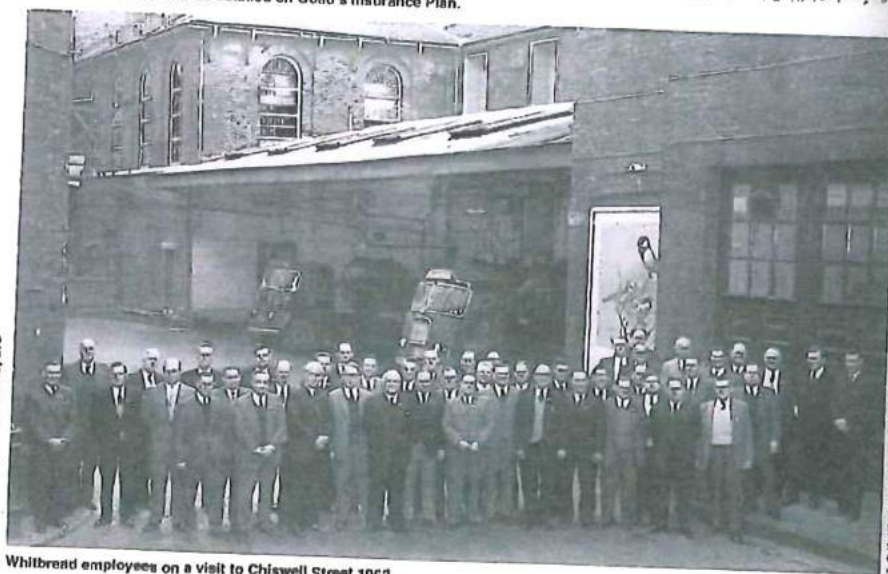
The South Yard looking east painted by George Garrard in 1783. The Great Storehouse (Porter Tun Room) is on the right.



The South Yard in 1886 as detailed on Goad's Insurance Plan.

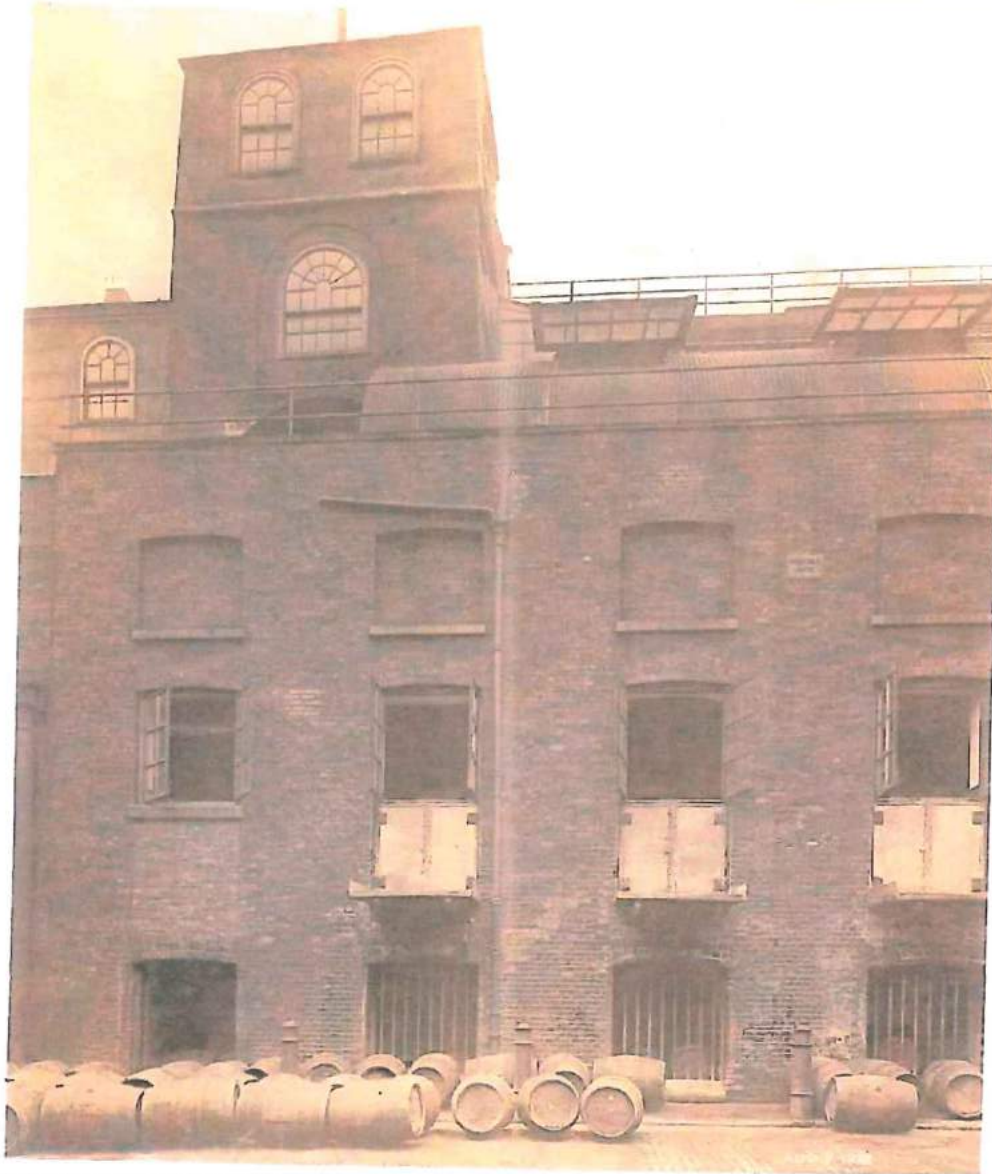


The same view in 1959. Atkinson and Seddon 80-barrel road tankers in the loading bay.

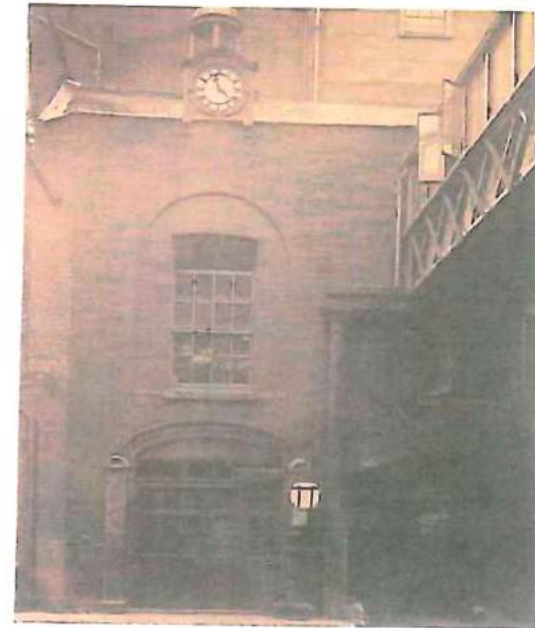


Whitbread employees on a visit to Chiswell Street 1963.





In 1912 substantial rebuilding took place on the south side of the South Yard. These photographs were taken on August 7th that year to record the scene before work began. The cupola with its bell and the clock (right) were both preserved and moved to their present position. The original mechanism of the clock, built by Aynsworth Thwaites in 1749, was replaced by an electric movement in 1935.



## Louis Pasteur

The great French chemist Louis Pasteur came to Chiswell Street in September 1871 as part of his investigation into the problems of beer fermentation. His visit led directly to the setting up of Whitbread's scientific control laboratory, and resulted in huge savings for the company. The importance of his contribution was acknowledged in 1996 when a plaque was unveiled at Chiswell Street by the Rt. Hon. Virginia Bottomley, Secretary of State for National Heritage in front of distinguished guests from the Pasteur Institute, the Academy of Sciences, the French Embassy, the Royal Society and the Royal Society of Chemistry. Pasteur's great niece also attended.



PASTEUR EN 1871



The microscope bought by the company immediately after Pasteur's visit. It cost £27-15-0. It was used by Pasteur when he returned to Chiswell Street a few days later.

## Royal Visit – King George III 1787

By the 1780s the brewery had become one of the sights of London. Delafield wrote: "The Brewhouse as the possession of an individual is... the wonder of everybody, by which means our pride is become very troublesome, being almost daily resorted to by visitors". The brewery's most famous visitor, King George III, came on May 24th 1787, along with Queen Charlotte and the princesses. In preparation everyone at Chiswell Street was given new clothes, the passages were all matted, and the vaults lit with patent lamps. The result "exhibited a very extraordinary and pleasing effect".

The Royal party were impressed by "the magnitude and order of the place of which they had not any conception". The King was wonderfully pleased with the great steam engine. The Queen and the princesses insisted on climbing into one of the large cisterns, empty at the time, "through a small hole with much difficulty and some disorder". Two cisterns were named the King Vault and the Queen Vault in honour of their visit.

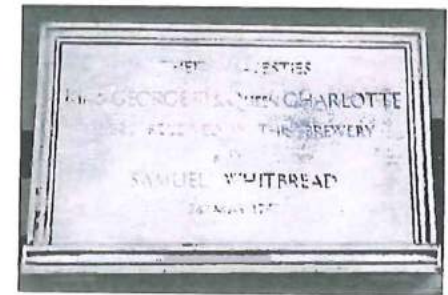
After their tour they went to the Dwelling House for "a magnificent cold collation", at which there was porter "poured from a bottle that was very large, but as may be thought, with better stimulants than mere size to recommend it".

The visit inspired the satirical poet Dr John Wolcot, who wrote under the pseudonym of Peter Pindar, to publish "Instructions to a Celebrated Laureat alias Mr Whitbread's Brewery", lampooning the brewer and his royal visitors. But in fact the visit was a great success, and the Royal party "by their agreeable and easy manners and conduct showed themselves to be highly entertained and afforded high honour and pleasure to all who attended them".

MUSEUM OF THE INSTITUT PASTEUR, PARIS



The Royal visit. A modern representation by Belgian artist Marc Severin in 1937.



George III's visit was commemorated by a plaque placed on the wall of the Partners' House on the occasion of King George V's Silver Jubilee in 1935.



## Royal Visit – Queen Elizabeth II 1962

175 years after George's visit his direct descendant Queen Elizabeth II, and Queen Elizabeth the Queen Mother were welcomed to Chiswell Street on a private visit by Colonel W. H. Whitbread, direct descendant of founder Samuel Whitbread. One of the purposes of their visit was to see Whitbread's new documentary film 'Badminton Horse Trials of 1962' in the company cinema in the City Cellars. This was followed by a tour of the brewery in the course of which they went to the Mash Tun Stage where the Queen started a mash. The beer from this brew was later bottled as The Queen's Ale, and produced in special 6-packs. The Royal visitors also saw the coppers and the Porter Tun Room before having lunch with members of the board and special guests.

Afterwards they inspected six pairs of Whitbread horses drawn up with their drivers and drays, a scene later depicted by artist Terence Cuneo. They were then driven across Chiswell Street and through the North Yard where they were given a rousing send off by members of the company.

One of the guests later wrote: "I think what really warmed us all was the certain knowledge that they both enjoyed a happy and relaxed day". Another added: "There is no doubt in my mind that the two important ladies enjoyed themselves very much".



A bottle of The Queen's Ale.



The Queen starts the mash.



The signatures of the Queen (left) and the Queen Mother in the Board Room Visitors Book.



The painting of the Royal Visit by Terence Cuneo commissioned by the Board.



## The Partners' House and the King's Head



This fine red brick house, seen here in 1880, dates from c.1700. After Sam Whitbread moved to Chiswell Street in 1750 it became the "Dwelling House to the Brewhouse". The centre five bays are the original house, with later extensions each side. The name Partners' House was adopted some time after forming the first of the series of partnerships in 1799 that were to manage the business until 1889. In 1828 Richard Martineau joined as a partner, and he and his wife lived here. Their daughter later called it "a large commodious house, but very noisy and very smoky". The drawing room became the board room.



The King's Head Taphouse on the corner of Chiswell Street and Lower Whitecross Street (now Silk Street) c.1880. The pub is first mentioned in "A Vade-Mecum for Malt Worms" published in 1720. In about 1910 it was reconstructed in its present form.



The sign of the King's Head, 1720.



## The St Paul's Tavern, and the north side of Chiswell Street

**T**he freehold of the St Paul's Tavern was conveyed to Whitbread in 1860. It occupied just the corner site until it was extended along Chiswell Street in 1888.

The north side of the road has seen many changes, particularly in recent years. The building on the corner of Whitecross Street which had been both an off-licence and the offices in the 1960s of Whitbread's subsidiary The Chandy Bottling company, was demolished in 1986. The Georgian terrace and the Brewer's House, both extensively renovated in 1988, have survived. In 1994 nos 39 and 40 Chiswell Street were demolished, with just the facade being preserved.



The St Paul's Tavern, seen here in 1954, was built on the corner of Chiswell Street and Milton Street in about 1850.



The north side of Chiswell Street from Whitecross Street to the North Yard, including the Georgian terrace and the Brewer's House, 1974.



The north side of Chiswell Street looking west in 1947. The Eldrid Ottaway building was demolished in 1955 and replaced by the present brick block set back from the road.



These buildings in Whitecross Street on the corner of Chiswell Street, seen here in 1974, were demolished in 1986 for the Pentagon development.

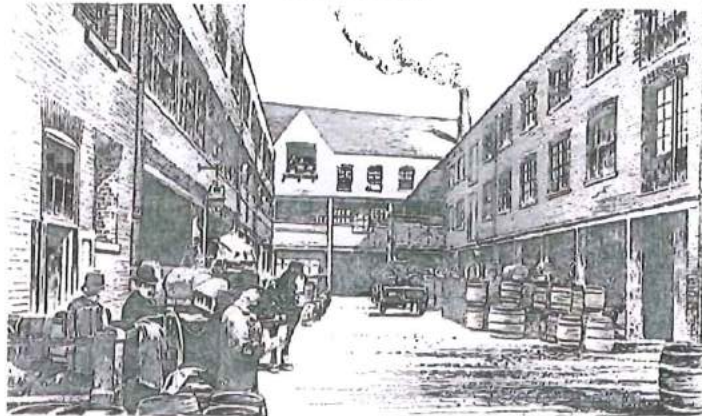
LONDON METROPOLITAN ARCHIVES

LONDON METROPOLITAN ARCHIVES



## The North Yard

**S**am Whitbread first acquired property on this side of the road in 1758. The North Yard, known in the 19th century as the Cooperage Quadrangle, was rebuilt after a serious fire in 1773, as recorded on the sundial at the far end. A major reconstruction took place in 1866-67, during which a tunnel was built under Chiswell Street, linking the two sides. In 1995 the North Yard was converted into student accommodation for the Guildhall School of Music and Drama and renamed Sundial Court.



The North Yard in 1889, when it was known as the Cooperage Quadrangle.



An electric dray leaving the North Yard in 1922.



Horse drawn drays in the North Yard, painted by A.J. (later Sir Alfred) Munnings in 1937. The two horses in the foreground draw the Speaker's Coach at King George V's Silver Jubilee in May 1935. The painting was exhibited at the Royal Academy in 1938.



Transport line up (Dennis, GV Electrics, and Saurer) in the North Yard. c.1947.

TEMPLE PRESS LTD



## Behind the Sundial



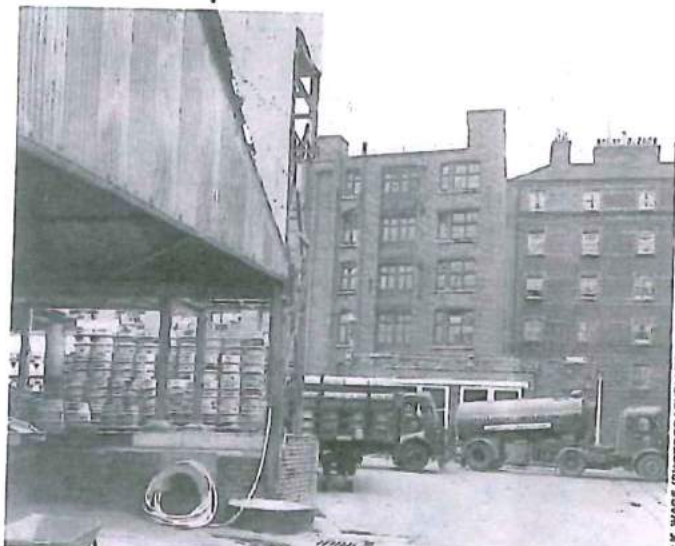
Behind the Sundial was Errol Street Yard, seen here in 1974 from the Errol Street entrance. The building on the left now houses the Whilbread Archive.



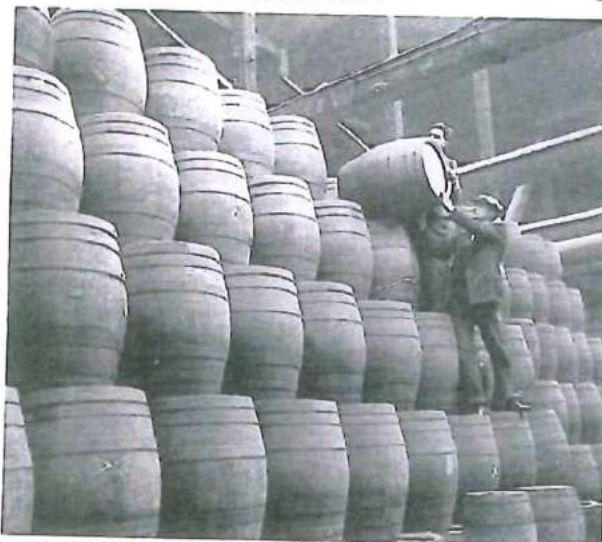
The inscription on the sundial reads: "Built 1756. Burnt 1773. Rebuilt 1774. Such is Life". This photograph, taken in 1942, shows the windows taped against bomb blast.



The Vat House, seen here in 1873, was built in the 1790s. Eight vats were re-erected in 1813. Between 1824 and 1867 another thirty-four vats were erected or reworked, varying in height from 24 to 38 feet.



The site of Errol Street Yard is now occupied by Safeways supermarket. The buildings behind in Errol Street are still standing.



Casks in the Cooperage in the 1950s. For every 100 barrels of draught beer brewed the department had to provide 200 casks, ranging in size from the 4½ gallon pin to the 108 gallon butt.



The 600-barrel capacity vats in the Vat House being dismantled in 1918.



## Milton Street

Milton Street on the east side of the brewery was originally known as Grub Street, possibly from the old word *Grube* meaning a ditch, as it ran to the Town Ditch. By 1650 the street had become the haunt of poor authors and 'Grub Street author' an offensive term. Dr Johnson described it as "a street much inhabited by writers of small histories, dictionaries and temporary poems - whence any mean production is called Grub Street".

In 1829 the inhabitants petitioned to have the name changed, and this took place in 1830, when it became Milton Street, after John Milton who had died at his house in Artillery Walk, Bunhill Fields in 1674.



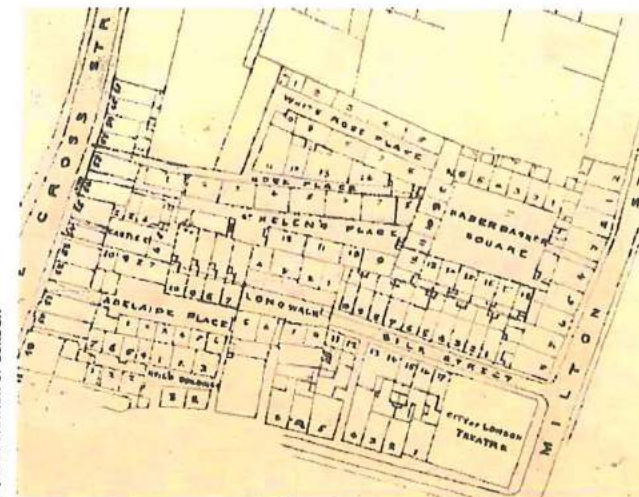
Milton Street looking north, in 1891, from Silk Street.



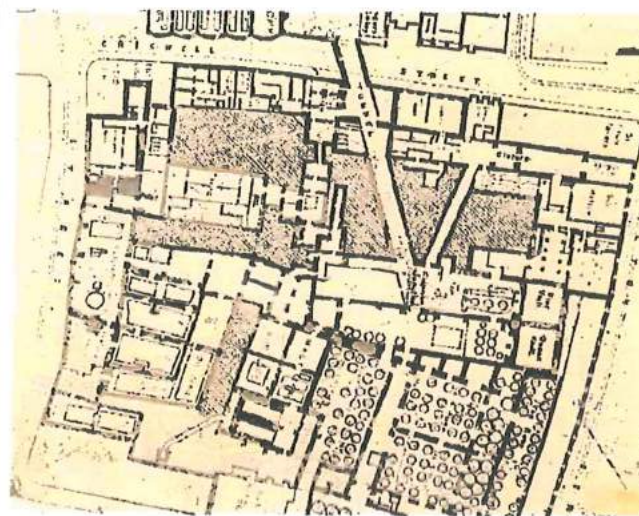
Haberdasher Square c.1887, painted by John Crowther, showing the brewery malt tower behind.



The Milton Street frontage of the brewery from Silk Street to the St Paul's Tavern after being exposed by bombing, painted by Frederick Juniper in 1941. The gable end of the Porter Tun Room can be seen in the centre of the picture.



The area south of the Porter Tun Room in 1885. Haberdasher Square, White Rose Place, Hose Place and St Helen's Place were acquired soon after, the houses in them demolished, and new brewery buildings erected in their stead.



Plan of the cellars on the south side of Chiswell Street in 1949. The tunnel under the road built in 1866 is shown. By 1904, by which date the brewery had reached its fullest extent, there were over 200,000 square feet of cellars on both sides of the road.



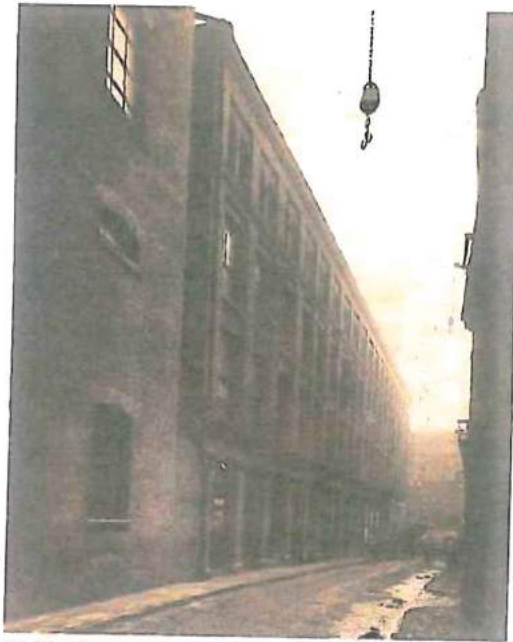
## Lower Whitecross Street and Silk Street

**L**ower Whitecross Street, recently renamed Silk Street, dated from at least the 13th century. It ran from Chiswell Street to near St Giles Cripplegate church. Just south of the brewery was the historic Green Yard where stray cattle were impounded, and where the Lord Mayor's Coach was kept until it was moved to the South Yard in 1961.

Silk Street was originally a cul-de-sac on the west side of Milton Street. It was not until the 1890s that it was extended right through to Lower Whitecross Street. The street, like nearby Haberdasher Square, took its name from the trades practised in the area. In 1903 Whitbread acquired a large warehouse on the north side of the road, occupying Nos 1 – 11 Silk Street and No 8 Milton Street. This was demolished, and No 7 and No 8 Tun Rooms were then erected in its place in 1904.



The Lower Whitecross Street frontage of the brewery, and the view east along Silk Street, painted by Frederick Juniper in 1942.



Silk Street in 1903, looking east to Milton Street, showing the warehouse that was purchased by Whitbread that year.



The building on the corner of Silk Street and Milton Street in 1903, just prior to its acquisition and demolition by Whitbread.



The corner of Lower Whitecross Street and Silk Street in 1980. These new office blocks were re-faced in the 1990s.



## Lamb's Passage

**L**amb's Passage, once a narrow lane, runs north from Chiswell Street, heading towards Errol Street before turning due east to Bunhill Row. As the brewery expanded steadily northwards at the end of the 19th century obliterating old courtyards and narrow alleys such as Cherry Tree Passage, Lamb's Passage marked the east boundary of Whitbread's premises. On the other side of the road were numerous timber yards, accessed from Bunhill Row. The name Lamb's Passage was adopted about 1830, replacing its earlier name of Great Sword Bearer's Alley. It is shown thus on Roque's map of 1746. Today, after wartime destruction and post war redevelopment, not a single old building survives.



The south end of Lamb's Passage in 1910, looking to Chiswell Street where one of the shops that then occupied the ground floor of the Georgian houses can be seen. The building on the corner was shortly afterwards demolished and replaced by Michael House.



Michael House, on the corner of Lamb's Passage and Chiswell Street, in November 1987, just before it too was demolished and replaced with a modern building.



The entrance to Lamb's Passage from Chiswell Street before it was widened. The building on the corner was a public house, the Hind's Head, until the licence was given up in July 1939.



The Hind's Head building on the corner of Lamb's Passage was demolished in 1979.





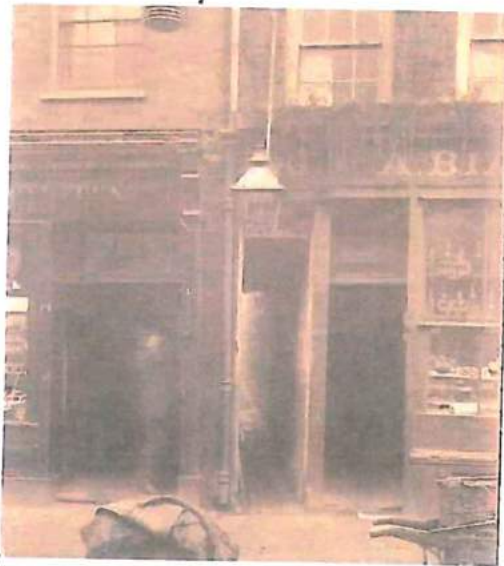
Cherry Tree Passage linked Lamb's Passage to Whitecross Street.



Cherry Tree Passage looking west to Whitecross Street. It was built over as the brewery expanded northwards.



Carman and Patten's premises at the top end of Lamb's Passage, photographed in 1891, were finally demolished around 1980. On the right behind the lamps is St Joseph's church.



The narrow entrance to Cherry Tree Passage in Whitecross Street c.1890.



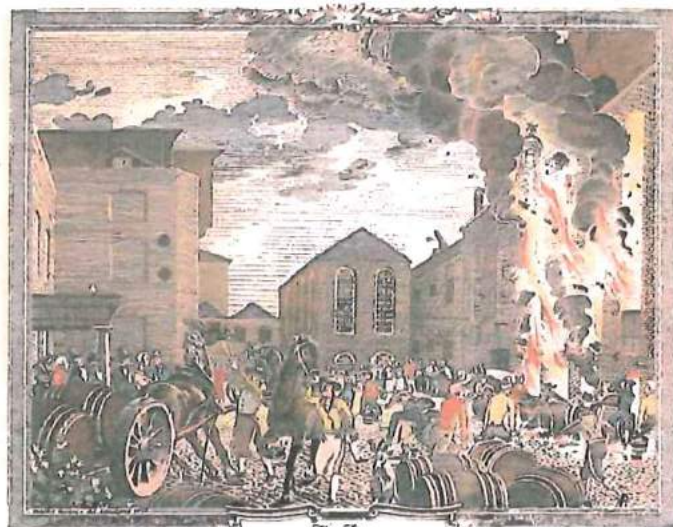
Lamb's Passage looking north in 1891, showing one of the several timber yards on the east side.



The turn in Lamb's Passage looking east to Bunhill Row with the entrance to St Joseph's on the left. It was replaced in 1901 by a school and the present underground chapel.



## Fire



The major fire at the brewery in 1807, eventually extinguished with porter from a large vat, as depicted by Belgian artist Marc Severin in 1832.



To counter the ever present threat of fire Whitbread established its own fire brigade in 1892, which enrolled in the London Private Fire Brigades' Association in 1902.



The Fire Brigade practising in the South Yard in 1923. The covered ramp behind them enabled horses to be led to the stables on the first floor.



Members of the Chiswell Street Fire Brigade pose in 1921 with one of the many trophies they won in fire brigade competitions in the inter-war years.



## Chiswell Street at War 1939-45



The view east from the brewery one week after the great air raid of December 29th 1940 on the City of London.

THE TELLA CO LTD



The corner of Silk Street and Milton Street in June 1941.

THE TELLA CO LTD



After the rubble had been cleared away from the surrounding streets, the brewery, seen here in 1944 from the east, stood alone among the desolation.

GUILDHALL LIBRARY, CORPORATION OF LONDON



As late as 1950 the scars of war were still unhealed, as this view east from above the Porter Tun Room shows.



## Post War Scenes



Rowland Hilder painted this view from the roof of the brewery of the still devastated City on a winter's night in 1952. In the centre is the medieval church of St Giles without Cripplegate, gutted by fire in December 1940; beyond, the dark outline of St Paul's Cathedral.



The Chiswell Street main gate and the Partners' House, painted by Felix Kelly in 1955, shortly before the Chairman's flat was erected on top of the late 18th century five-bay building in the centre.

This view of Chiswell Street looking west, painted by Alan Carr Unford in 1952, includes the buildings on the corner of Beech Street and Whitecross Street that were soon to be demolished and replaced by the Barbican development.



An eight wheel road tanker, one of a fleet of eighteen, sets out from the brewery bound for Whitbread's depot in Penarth Road Cardiff, with driver Henry (Andy) Anderson at the wheel. It held 80 barrels of beer or 23,040 pints, the whole load weighing 22 tons. Leaving Chiswell Street at 7 pm the tanker travelled through the night reaching Cardiff at 7.15 am the following day. The average speed for the journey was 15mph.





## Whitbread People



George Pettengell and George Cassidy repairing casks in 1960. At that time Whitbread was still employing sixteen coopers.



Charles (Andy) Boorman, from Brixton, one of the senior Cask Smellers, leaves his cask-sniffing for a moment to drink part of his daily three pint free ration of ale.



R. Redford, head foreman on the Mash Tun Stage, in 1937.

CHARLES E. BROWN



W.R. Hilder repairing a cask head in the cooperage with an adze. Hilder completed 50 years service with Whitbread in May 1944.



Brewery workers in the cafeteria at lunchtime.



Bill Godwin, cellarman, racking or filling casks with draught beer.

INTERNATIONAL NEWS PHOTOS



## Horses and Coaches

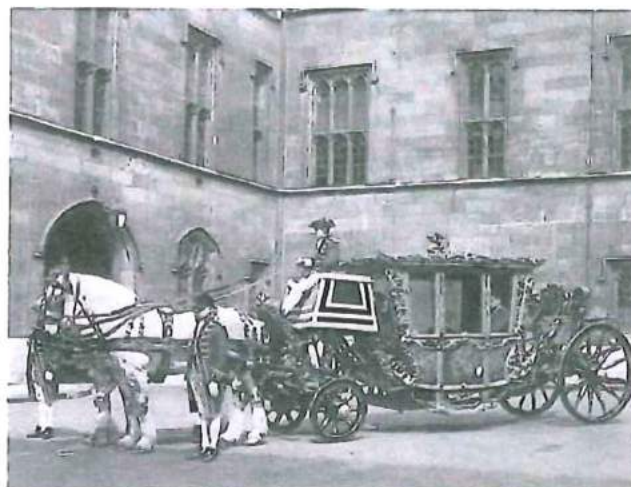
From the earliest days horses were stabled in the South Yard. In 1823 diarist Thomas Creevey described a visit to the stables one evening after dinner. They were "brilliantly illuminated by gas", he wrote, and contained ninety horses. "The beauty and amiability of the horses was quite affecting and such as were lying down we favoured with sitting upon – four or five of us upon a horse".

In 1897 a new stable block was built in Garrett Street, off Whitecross Street. This was closed in 1991 and the horses transferred to the company's Hop Farm at Beltring in Kent. The Farm and the horses were sold in 1997.



INDUSTRIAL NEWS PHOTOS

The Lord Mayor's Coach, drawn by six Whitbread shire horses, sets out from Chiswell Street. Whitbread horses pulled the historic coach from 1955 to 1997 in the annual Lord Mayor's Show. The coach was housed in the South Yard from 1861 until 1976 when it was moved to the Museum of London in London Wall.



A.C.K. WARE (PHOTOGRAPHS) LTD

The Speaker's coach at the House of Commons on Coronation day 1953, driven and escorted by three Whitbread draymen and drawn by 'Royal' and 'Sovereign' two shires from the Garrett Street stables.



Charlie Ruocco, Whitbread's foreman horsekeeper at the Garrett Street stables with some of his charges.





A remarkable view of the brewery taken in 1975 from the top of the newly completed BP House in Moorfields. It shows the full extent of the site from Silk Street on the left to Enrol Street at the top right. The total area covered by the brewery was 5 acres, 2 roods, 23 poles and 13¼ square yards. A year after this photograph was taken, brewing operations had come to an end, and the demolition of the malt tower and all the other buildings south of the Porter Tun Room was in progress.



## The Last Brew

**T**he intention to end brewing at Chiswell Street had been growing steadily during the early 1970s. Traffic difficulties, the close proximity of the Barbican development of flats, the impossibility of converting the place to lager brewing, and the potential redevelopment value of the site, all combined to make the cessation of brewing operations inevitable. On March 9th 1976, production director A.G. (Bill) Knight notified the Board that the last brew would take place on Tuesday April 13th, bringing to an end a tradition that dated back 226 years to 1750.

The last brew, 240 barrels of Whitbread Pale Ale, was started by Bill Lasman, who had been head brewer at Chiswell Street from 1945 to 1962, and then company head brewer until his retirement in 1970. Former head brewers attended the ceremony as did brewhouse workers, and former workers who had retired.

Bill Knight ended his speech at the ceremony with the words: "So this old lady of Chiswell Street, who has survived two World Wars, several riots and civil disturbances, and five major fires, who in her time entertained and amazed kings and queens by her very size, who helped the great scientist Louis Pasteur unravel the mysteries of fermentation, can go at last peacefully to rest and leave the great heritage she created to others".



Pictured at the last brew are, left to right, Peter Ogle, Eric Thompson, Bill Knight, Bernard Scott, Russell Pearson, Bill Lasman and Keith Rogers.



On April 26th the last tanker load of beer left Chiswell Street for Lewisham depot. Its driver was George Sharpe, seen here with Colonel Whitbread and brewer in charge Bernard Scott. His widow later recalled how proud he was to be there, and how he had spent hours washing and polishing his lorry beforehand.



Colonel Bill Whitbread watches as the last tanker leaves Chiswell Street and an era comes to an end.

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ACK. WARE (PHOTOGRAPHS) LTD



## The Malt Tower

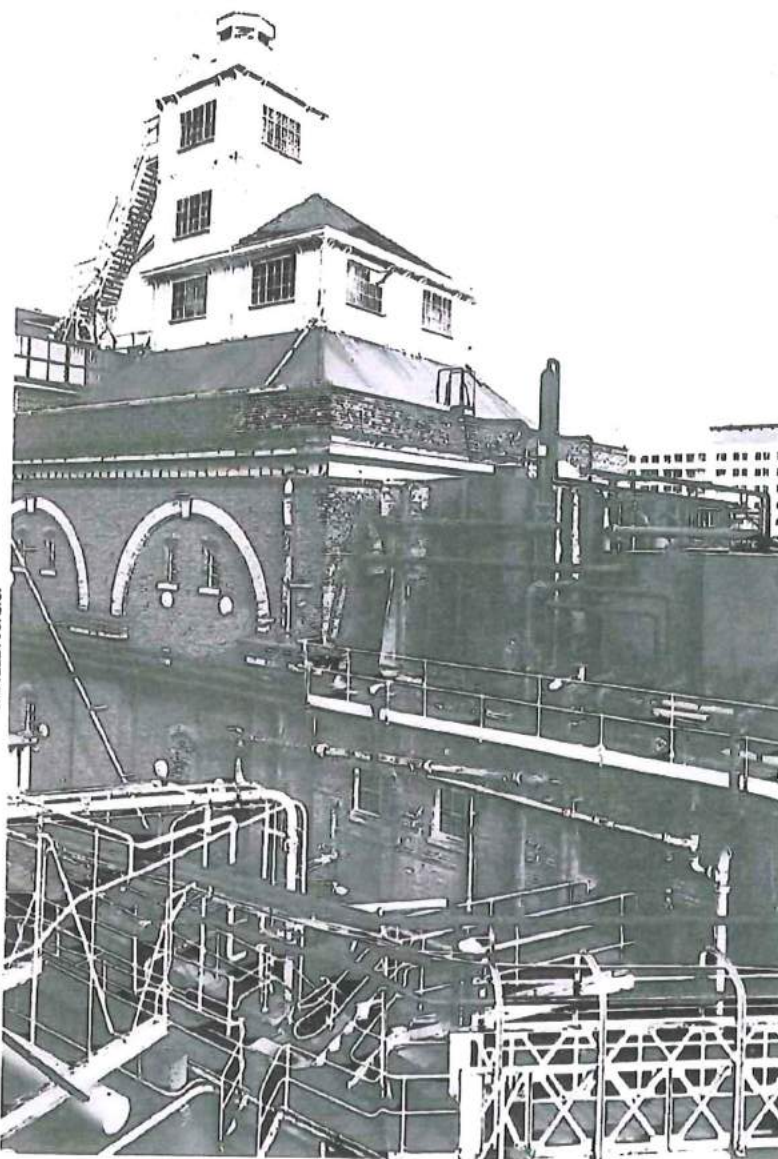
**T**he 150 feet high malt tower was erected between 1879 and 1882 on the site of White Rose Place, to the design of R. Mouland and Sons. It was built entirely of brick and iron, and no expense was spared. A visitor in 1889 found "the solid workmanship of the building most striking". From the top of the tower there was "a bird's eye view of the brewery and subsidiary buildings and the surrounding streets and squares of this densely populated locality".



The malt tower building in January 1941. At its top in the steel look out cabin erected in 1938 as part of the company's air raid precautions.



The malt tower in 1952 in a view looking south to St Paul's Cathedral.

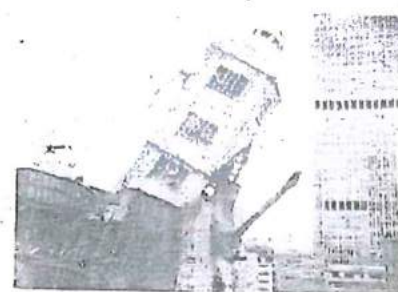


The malt tower from the south west in the 1960s.

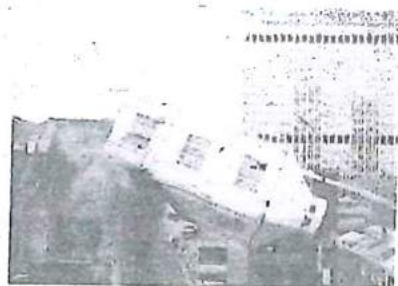
**GOING ...**



**GOING ...**



**GONE**



Demolition of the malt tower in November 1976. The Whitbread News commented: "Normally towers tend to break up as they crash to the ground, but not the malt tower. It came down in one piece, a fitting end to an illustrious career".



## The Brewery, The Unique Venue in the City

**P**lanning permission to redevelop the Chiswell Street site was granted in March 1976. Demolition of the buildings to the south of the Porter Tun Room began soon after brewing operations had finished. Work began in 1978 erecting two office blocks with a total of 400,000 square feet. These were let to BP who began moving in during 1981.

Meanwhile, the 272 feet long Overlord Embroidery featuring the story of the D-Day landings in Normandy in 1944 was installed in the lower part of the Porter Tun Room. It was opened on June 6th 1978 by Queen Elizabeth the Queen Mother. The upper part of the Porter Tun Room was converted into a conference and banqueting facility. The whole development won the City's Heritage Award in 1979.

In 1981 additional facilities, Smeaton's Vaults and the James Watt Room, were opened in part of the old cellars. The following year, the Sugar Rooms were added. In 1984 the Overlord Embroidery was transferred to the D-Day museum in Portsmouth, and the King George III and Queen Charlotte Rooms created in the area it had occupied. The entire conference and banqueting operation, trading as The Brewery, became part of the Whitbread Hotel Company in the 1990s.

On the north side of the road, 138 local authority flats, a supermarket and other shops, and a squash and recreation club in Lamb's Passage, were constructed and completed by 1982.

Major refurbishment took place in the North Yard in 1986, but the premises here were eventually vacated by the company in 1993 and the buildings converted into accommodation for students of the Guildhall School of Music and Drama who moved in in 1995.

In 1988 the Pentagon development on the corner of Chiswell Street and Whitecross Street was completed, as was a major refit of the Brewer's House.

In the 1990s the boundary of the City of London was moved so that it now runs along Chiswell Street, with all the property south of the road coming within the City.

At the end of 2000 corporate staff are being transferred to other locations. The vacated areas will be converted into Marriott Executive Apartments. These should be ready for occupation by 2002. Their opening will mark the start of a new chapter in the long and remarkable story of Whitbread at Chiswell Street.



The Porter Tun Room prepared for dinner in 1982. The railings in the centre mark the staircase, since removed, that led to the King George III Room below.





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