

ALSAGER

A Walk down Memory Lane

THE POTTERIES CONNECTION

This short circular walk starts at Alsager Station and takes in Milton Park and Alsager Mere before returning, via the town centre, back to the station. For visitors travelling by train, the walk commences at the station, but you can park in Fairview car park in the centre of Alsager and walk from there.

It is about a mile in length and suitable for most people as it is flat and makes use of pavements and solid pathways. Wheelchair users should be mindful of the slight incline in the Sunken Garden in Milton and through the B'hoys Garden down to the Mere.

It's closeness to the café's and restaurants in the town centre means it is well suited for a drink or bite to eat while exploring.

During the latter part of the 19th century Alsager became a popular venue for the owners of pottery manufacturers as it was considered a healthy place to live away from the industrial Pottery towns. The opening of Alsager Station in 1848 provided a convenient and short journey to their business premises in the five towns.

On this page you will find a profile summary of Pottery owners residing in Alsager around this time.

Although the precise location of their houses is not known, they had residences in locations close to the station and today you will be able to see many fine houses in that area from the Victorian and Edwardian eras.

We hope you enjoy the walk and the hidden surprises that Alsager has to offer.

The Map is funded by Alsager Partnership's *Dementia Friendly Community fund* to encourage exercise for those living with Dementia and their carers.

ALSAGER AND THE LINK WITH THE POTTERY MANUFACTURERS.

In its heyday, Stoke-on-Trent was the capital of the Pottery Industry with hundreds of Pottery manufacturers both large and small. The building of Alsager railway station in 1848 opened up the village and affluent pottery manufacturers recognised it as a desirable place to live. The list includes some who are still trading with their original name today.

DUDSON

Dudson are famous for their hotel ware - 1800 was the year Richard Dudson opened his first factory on Hope Street, in Hanley, Stoke-on-Trent. The company produced a wide variety of domestic ware, including Staffordshire figures, Relief Moulded Stoneware, Jasper Ware, Ebony and Mosaic (rouletted) ware. In 1882, Richard's great-grandson, James Thomas Dudson, became the owner of the Hope Street factory.

After traveling extensively for the firm for many years, it was James Thomas who master-minded significant production changes and identified a potential new market for the company. The Dudson Hope Street factory eventually closed in 1980 and all production moved to Burslem and Tunstall.

Today, Dudson is one of the world's leading tableware manufacturers for the hospitality industry. The company remains a privately-owned family business.

WEATHERBY

J H Weatherby & Sons established a small works at Tunstall in 1891. In the following year they moved to the larger Falcon Pottery at Hanley. Good quality earthenware tableware has been produced up to the present time.

It first made domestic ware such as printed toilet sets, trinket sets, vases, teapots, tableware and tableware fancies, jugs, fern pots and lidded chamber pots. After World War I, Weatherby began to supply advertising ware to hotels and caterers and later to hospitals and institutions. In the 1920s and 1930s it experimented with modernist matt glazes and introduced Art Deco-style vases, tableware and fancies. In 1934 it launched Woodpecker Ware tableware, which is highly sought after today, as is its Harvest Time tableware. During the 1950s, a series of sturdy comical animals were produced called Zookies.

The Pottery closed in 2000

GOSS

Goss created china is typically in the form of small white glazed porcelain models, made from 1858 to 1939, carrying the coat of arms of the place where they were sold as a souvenir, thus being a form of model heraldic china.

Goss is still the most collectable.

William Henry Goss (1833-1906), owner of the Falcon pottery in Stoke-on-Trent, and his sons, Adolphus and Victor, are often credited with the idea of making souvenir ware bearing crests and names of seaside resorts in the late 19th century.

Small busts of famous people like Queen Victoria or George V were also made together with models of ships and cars. Goss cottages are amongst the most collectible.

HAMMERSLEY

The company Harvey Adams & Co was renamed Hammersley & Co in 1932. At this point they moved from Sunderland Road Works, Longton, when the owner Harvey Adams retired and George Hammersley took over.

Over the years the company has changed hands many times including Copeland in 1966 and then Carborundum Ltd in 1970 and Royal Worcester to form Royal Worcester Spode Ltd.

Hammersley continued producing fine bone china dinnerware tableware known for its elegance until the end.

In 1982 Palissy Pottery Ltd acquired the Hammersley name. But the Hammersley's Works was closed. Palissy stopped using the Hammersley name in 1988 and in 1989 Aynsley China bought Palissy and the Hammersley tradename.

MADDOCK & SONS

Thomas Maddock (1818 - 1899) was an inventor and potter. Maddock was born in Staffordshire on April 1st, 1818 and was the third child of nine in the family. William, his father was a decorator of fine china at the Davenport Pottery manufacturing firm as was his uncle, John Maddock Jr.

Maddock who also worked at Davenport Pottery as a decorator while a teenager, under the supervision of his father and uncle.

Royal Vitreous, Majestic was based in Burslem from 1855 but ceased operation in the mid 1960.



Alsager Partnership is run by a team of volunteers who provide projects and events for the community of Alsager.

Visit our website to find about the work we do:

www.alsagerpartnership.com

We initiated our Dementia Friendly Community project in November 2016, at a public meeting, where Alsager Partnership pledged to work towards making Alsager a Dementia Friendly Community. Since then we have made over 3,000 Dementia Friends in Alsager and the surrounding area.

This is a continuous process that has the support of many local shops, businesses and organisations. We engage with people living with dementia and their carers, providing social activities, linking them to available local services. Activities include a monthly Memory Cafe and a monthly games activity with table tennis, bar skittles, dominoes and more.

For more information about becoming a Dementia Friend or if you are a carer for someone living with Dementia and would like to be part of this initiative then please get in touch:

email: info@alsagerpartnership.com

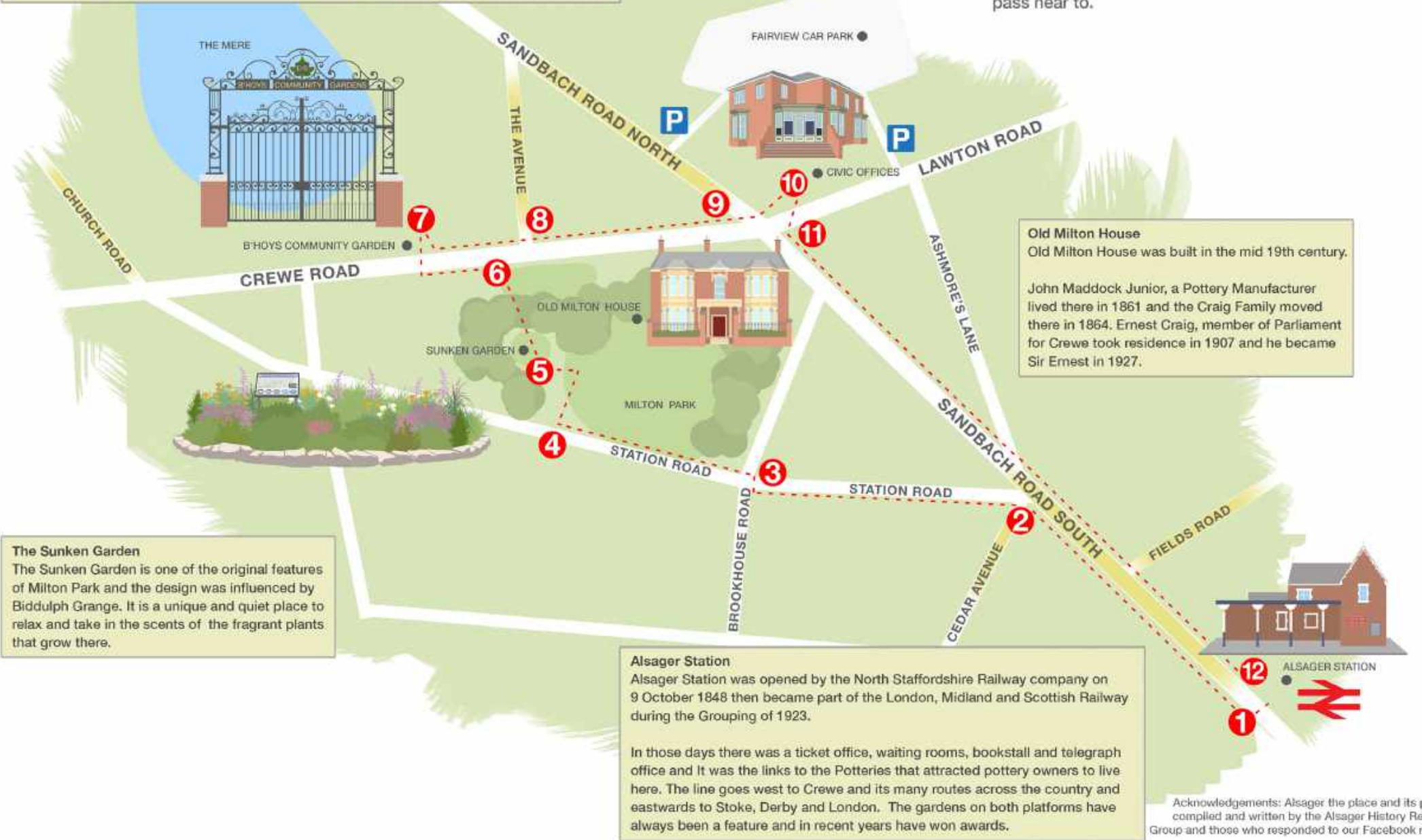
phone: 07825 776921

WALK DIRECTIONS

1. From Alsager Station cross over the road heading towards Alsager past Cedars medical Centre on your left.
2. Continuing over Cedar Avenue to join Station Road
3. Crossing over Brookhouse Road continue on with Milton Park on your right, crossing over the road when you can so you have the park railings on your right.
4. Enter *Milton Park* at the gate entrance, if you have a picnic you can sit on the many benches around the park.
5. Take a look at the *Sunken Garden*, it is one of the original features of Milton Park. The original design was influenced by nearby Biddulph Grange Gardens.
6. Exit the Park and turn left along Crewe Road until you see the entrance to The *B'hoys Gardens* on the opposite side of the road.
7. These gardens lead down to *The Mere*
8. Returning to the entrance to the Gardens turn left towards the town centre, passing The Avenue.
9. At the Traffic Lights use the crossing where opposite you will see the Civic Green, surrounded by the Library, The Civic and the Civic Offices. You can rest here a while on the benches on the Civic Green and in front of the Civic Offices
10. To return to the Station cross over the Lawton Road to the Bank Corner Pub side and head towards the traffic Lights.
11. Turn left into Sandbach Road South and with Casters on your left continue your journey back to the station.
12. Your walk is complete

The B'hoys Community Garden

The B'hoys is a village organisation that survives to the present day. Founded around 1911 its constitution restricts it to 50 member who live in Alsager or the surrounding area. Throughout its history the Society has had the welfare of Alsager and its people at its heart and has made many valuable contributions to the town, including donating the first ambulance and presenting the gates to what is now known as The B'hoys Community Garden.



Although this walk commences from the Station it can be started at any of the numbered points on the map. As you follow the route the streets highlighted (—) are locations where the Pottery owners, listed on the back of the map, once lived. Sandbach Road North and South, Ashmores Lane, Fields Road, Cedar Avenue, Station Road, Church Road and The Avenue are the roads you will walk along or pass near to.