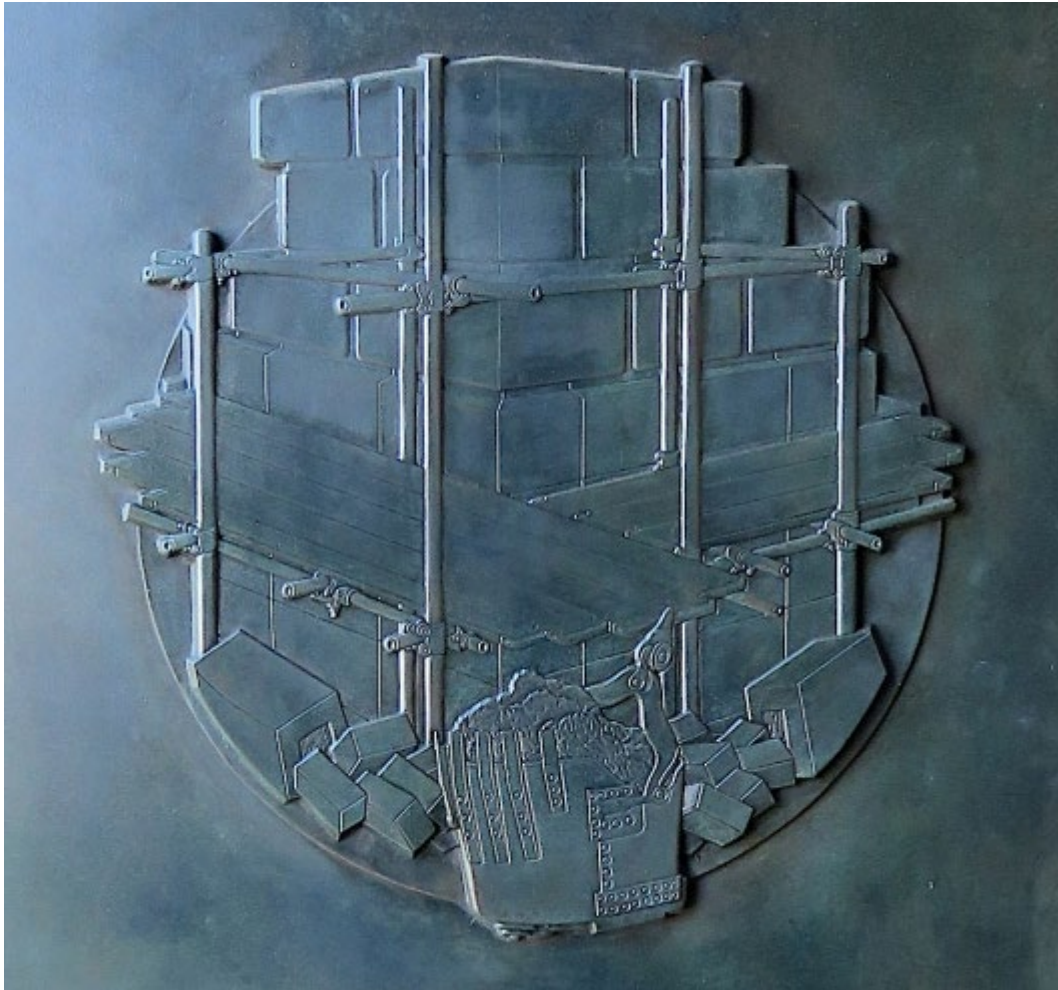


**Roundel 1A.**Bottling wine *\*[The three pairs of doors are numbered 1-6 and the three roundels on each door are labelled A-C, downwards].*



Coleman & Co Ltd – not to be confused with Colman's of mustard fame, who took them over in 1968 – bottled wine that arrived in tankers from various European countries. The factory on Westwick Street/Barn Road occupied a large area centred around Toys R Us (but even this landmark closed in 2018) [3]. Another first for Norwich: Coleman's were the first company in the UK to make wine-in-a-box. From the 1880s Colemans also made Wincarnis, the name describing a mixture of fortified wine and *carne*, meat, from a time when this pick-me-up contained beef stock.

**Roundel 1B** illustrates building the base of the City Hall using blocks of stone with rusticated (set-back) edges.



### Roundel 1C. The city's aeronautical industry



This roundel celebrates one of our largest industries of the time, mainly based around Boulton and Paul's engineering works on Riverside where they made aeroplane parts. B&P were used to making prefabricated structures like sheds and bungalows; in 1915 this led them being awarded government contracts to build planes [4]. The roundel also acknowledges another Norwich firm, formed by Henry Trevor and his step-son John Page. Trevor, Page & Co. had made furniture since the 1850s and in WWI were contracted by the government to make wooden propellers.

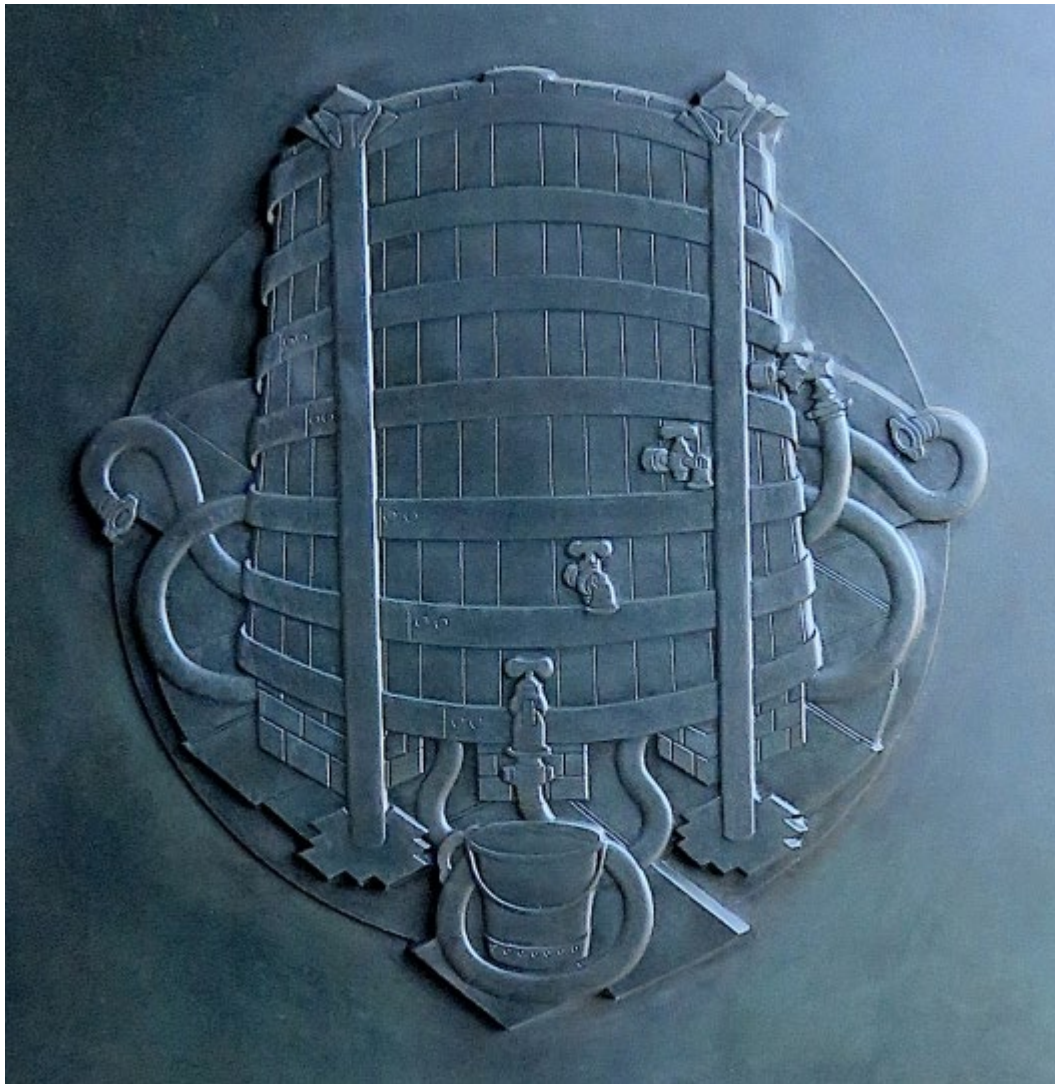


**Roundel 2A:** the filling of soda siphons.



Each of the big four Norwich breweries (Bullards, Youngs Crawshay & Youngs, Morgans, and Steward & Patteson) marketed their own soda siphons. In addition, Caley's produced table waters from 1862, which were its main product until they began manufacturing drinking and eating chocolate some 20 years later [5]. Caley's Fleur-de-Lys works in Chapelfield, which was destroyed in the Baedeker raids of 1942, was rebuilt only to be demolished in 2004 to make way for the *intu Chapelfield* shopping mall. For a few years, from 1958, Caley's marketed their table waters under the Delecta brand.

## Roundel 2B. The brewing industry.



Although Norwich is famed for having so many medieval churches, this number ('one for each week of the year') was dwarfed in the late C19 by 655 licenced houses, far more than the well-rehearsed 'and one for each day of the year' [2]. Most of these were eventually brought under the umbrella of the big four Norwich breweries; all, of course, now gone: Bullards on Anchor Quay [2]; Morgans at the Old King Street Brewery – the site now being redeveloped for housing as St Anne's Quarter; Steward and Patteson's Pockthorpe Brewery on Barrack Street; and Youngs Crawshay and Youngs on the Wensum Lodge Adult Education site, King Street.



**Roundel 2C: Making wire netting.**



In 1844 Charles Barnard invented a machine for making wire netting based on weaving looms that would still have been a common sight and sound around the city. His Norfolk Iron Works [see previous post 6] was on the north side of the river, opposite Bullards' Anchor Quay Brewery.

**Roundel 3A: Building the Castle.**



If we had to guess the location of this scene from the scant clothing and hair styles alone we would be excused for placing these men somewhere between the Nile and the Tigris rather than cold old Norwich. This would at least be consistent with Woodford's Assyrian designs for the two flagpole bases [2] in the Memorial Gardens opposite City Hall where figures 'walk like an Egyptian': torso twisted, face in profile.

### Roundel 3B: 'Historical implements' [11]



The wool comb on the right is for carding wool; that is, disentangling it and drawing it into parallel fibres ready for spinning the thread. A denser comb with shorter nails would be needed to produce finer yarn used for worsted. Worsted is a smooth cloth without a nap that was particular to Norwich and the surrounding villages (e.g., Worstead); the manufacture of worsted was probably the city's major industry throughout the late middle ages [12]. The whirligig in the centre is an 'umbrella swift' for winding yarn – either silk or wool [13]. The stand on the left holds two yarn winders on which the thread is spooled ready for weaving. The simplicity of these implements emphasises the pre-industrial nature of the early textile business, often conducted in small workshops and attics by family groups [13].



### Roundel 3C: The Black Death



According to the historian Francis Blomefield the bubonic plague first arrived in Norwich on January 1st 1348 [14] but it was to return intermittently over the next three centuries. In the years preceding the first outbreak the city's numbers were swelled hugely by the arrival of land-starved peasants coming in from the country to seek work [15]. The Black Death reduced this jam-packed population by about a third to a half and wasn't to return to its original level until the late C17 [15]. Bodies were buried in communal pits in the Cathedral Close and the churchyard of nearby St George Tombland; in the Great Plague of 1665-6 Chapelfield was used as a mass grave [16]. High and low were struck down alike.

## Roundel 4A: The Vikings



The Great Heathen Army first invaded East Anglia in 865AD but there is little physical evidence that Scandinavians settled in Norwich until the C10 [1].



## Roundel 4B: Textiles and agriculture



*The middle roundels 3B and 4B on the central pair of doors*

On roundel 4B Woodford presents us with much the same layout he used on the facing roundel (3B, see previous post): the wool comb could be a mirror image of the comb on the left-hand roundel, there is another yarn winder and, again, a stand – this time a candle holder seemingly warming a tool clamped above (anyone?). Again, an object at the bottom breaks the weaving sequence but here it is not specifically related to Norwich industry but to Norfolk in general. The wheels on this plough reduce friction so that one ox could draw it through the light Norfolk soil and as such the image refers to Thomas Coke, 1st Earl of Leicester (1754-1842), who was first to have harnessed rather than yoked oxen. From his Holkham estate on the North Norfolk coast Coke is credited with sparking the British Agricultural Revolution [2].

## Roundel 4C: Kett's Rebellion

Here hangs Robert Kett from the walls of Norwich



The success of the Norwich weaving trade, and the rising price of wool, led to rich landlords enclosing common land in order to graze their own sheep. In 1549 Robert Kett, a tanner from Wymondham, sided with those uprooting hedges and fences. Under his leadership the uprising swelled to about 15,000 'rebels' encamped on Mousehold Heath. Kett's men defeated forces led by the Marquess of Northampton but were finally overcome at the Battle of Dussindale. Robert Kett was hanged from a gibbet erected on the battlements of Norwich Castle and "left hanging, in remembrance of his villany, till his body being consumed, at last fell down". His brother was left hanging by chains from the steeple at Wymondham [4].





## oundel 5A: Chocolate and crackers



We know this represents Caley's, rather than other confectioners, because of the combination of chocolate-making and Christmas crackers that we see arranged around the perimeter of this roundel. Twelve years before James Woodford drew this design Caley's installed 44 chocolate-piping machines [5] so the worker is piping chocolate in their Fleur-de-Lys Factory in Chapelfield.



## Roundel 5B: Livestock markets



Norwich was the trading centre for a major agricultural county and, since at least the time of James II, livestock was brought to the Castle Ditches or Dykes for sale [9]. The 'Market for Horses Cows Sheep & Swine' is clearly marked on King's C18 map. Also marked are Old Horse Fair, Haymarket, Hog Hill (Orford Hill near the Bell Hotel), Horse Market (now Rampant Horse Street) and the Old Swine Market on All Saints' Green – all contributing to a sense of the city as a hub for the county's agriculture.

## Roundel 5C: Shoe-making



### *Preparing soles*

By the 1840s the city's textile trade was in decline but the same pattern of work – production by outworkers controlled by garret-masters – was inherited by the city's rapidly expanding boot and shoe manufacturing trade. Soon, this piecemeal form of production was overtaken by large-scale manufacture in factories. Numerous small businesses became consolidated into the Big Five companies that dominated Norwich's boot and shoe trade: Edwards & Holmes; Howlett & White (later the Norvic Shoe Co.); Haldinstein's (later the Bally Shoe Co.); James Southall (later Start-rite); and H. Sexton & Sons (later Sexton, Son & Everard).



## Roundel 6A: Soldering mustard tins



Here, the worker is soldering tins with what appears to be a pool of molten lead; a soldering iron is highlighted on the left. He would have been working on a production line at Colman's of Carrow, famous worldwide for producing mustard. This company's yellow tins of mustard powder were emblematic of the city and it is a great sadness that the factory will close in 2019 after over 150 years at the old Carrow Abbey

## Roundel 6B: More livestock



This image is paired with the 'livestock' roundel on the facing door (5B above).



## roundel 6C: Silk weaving



This plaque almost certainly refers to the firm of Francis Hinde & Hardy who employed several hundred people in St Mary's Works on Oak Street [6].

In the 1550s and 60s Dutch and Belgians Protestants fleeing from religious persecution settled in Norwich, eventually comprising a third of the city's population. These 'Strangers' revived our flagging textile trade and helped develop New Draperies that included silk. Even in the C19, when the textile trade was in serious decline, Norwich silk shawls and 'Mourning Crape' kept business alive [11]. In the 1920s Hindes expanded, taking over other Norwich silk weavers and building a silk-weaving mill at Mile Cross; they also owned another silk mill at Oulton Broad. In the 1920s and 30s Hindes were experimenting with nylon and an artificial silk (Rayon) so the roundel may depict the weaving of artificial yarn [12]. Later, Hindes' produced parachute fabric in WWII.