

Born this Way: Business Archives and the Digital Record

**BAC Conference 2012,
8th November 2012: Barings, 60 London Wall, City of London
Anne-Marie Purcell.**

The theme of the 2012 BAC conference was digital records – both those which are born digital, and those which have been digitised. The topic was chosen following feedback from BAC members and attendees at previous conferences, many of whom had expressed the need for discussion of the issue. The conference was hosted by the Baring Archive at ING's offices on London Wall and was well attended by archivists and records managers from both the private and public sectors – over 100 delegates in all.



A full house gets down to the activity in the first session

Over the course of the day, six speakers gave thirty-minute presentations on themes around the subject. Session one was entitled 'Digital Demystification' and included a discussion on the impact of digital material within one's organisation. This discussion generated feedback which enabled data to be compiled and presented during the panel session later in the afternoon. The first session also included a talk from William Kilbride, Executive Director of the Digital Preservation Coalition, on the Digital Preservation decade. William Kilbride stressed that in the future, problems will mainly be around the large volume of digital records rather than obsolescence, along with expansion in complexity and also growth in user expectation for digital material. Session two was entitled 'Sharing Knowledge: widening our professional outlook' and included presentations from David Hill, manager of archive, information and records at the Bank of England, and Simon Rooks, multi-media archivist at the BBC. David Hill talked about born digital records from a records management perspective, using the example of the records management system currently in place at the Bank of England and posed the question as to whether it was appropriate to leave the management of this digital material

to the end user. Simon Rooks talked about the long journey towards the archiving of multi-media material at the BBC, which is in the process of developing its digital archive, in order to preserve the huge amounts of photo, sound, television, written, web, music and also gramophone material in its possession.

After a short break for lunch, session three focused on two case studies about digital delivery. Vicky Stretch, archivist at National Rail, spoke about the value of the Network Rail Virtual Archive, and how this has been useful for internal communications, marketing and generating positive publicity for the Company. Clara Harrow, archivist from The Baring Archive, spoke about Baring's 'risk and rewards' educational resource which was created by digitising some of the financial records from the Baring Archive collections. Finally, session four, 'Taking stock and moving forward', included a talk from Oliver Morley, Chief Executive and Keeper at The National Archives, on a pragmatic approach to digital records and the need to build systems for digital records based on the expectations of future use. The session ended with a panel discussion on the future implications for the management of digital records in the business archive environment, with questions and comments from the audience. There was also a chance to look at a summary of the information and comments from feedback forms collected after the morning's discussion session. The conference was then brought to a close, with some delegates staying on for a demonstration of John Orbell's Business History Explorer, a comprehensive bibliography of histories of businesses, available on a three-year subscription. Later, the Wadsworth prize was presented to Duncan Campbell-Smith for his book, *Masters of the Post* (London: Penguin, 2012). Duncan is currently working on writing a history of Standard Chartered Bank.



The panel answers questions

Chairman's statement to the 2012 AGM

Review of Year 2011-12

The Business Archives Council and the Strategy for Business Archives

The Council is continuing its role in promoting the National Strategy for Business Archives, in association with The National Archives, ARA, and others. We continue to manage the strategy website, managingbusinessarchives.co.uk. A case study from Coutts Bank was incorporated, and an events page added. Over 5,000 visits to the site were made. I should like to thank Moira Lovegrove and Clare Twinn for their work in this area.

The Council also published a marketing leaflet designed to promote its support for companies interested in managing and exploiting their archives, and to raise awareness of the Managing Business Archives website. My thanks to Katey Logan, Moira Lovegrove and the corporate members who made their case studies available.

The Council continues to support the work of the Crisis Response Team by providing two members – Peter Scott and Richard Wiltshire. Several examples of the material saved are provided in the trustees' report for the year.

Over the course of the year we lobbied both government departments and businesses on the need to safeguard business archives, taking full part in the campaign to preserve the Wedgwood Archives and Museum.

Our cataloguing grant for business collections attracts high quality applications and remains one of our major initiatives. In 2011-12 the grant was awarded to Norfolk Record Office, to facilitate the cataloguing of the records of Gaymer's, the cider makers of Attleborough. My thanks to Mike Anson, Sara Kinsey and Richard Wiltshire for acting as judges.

The Business History Explorer: a Bibliography of the History of UK Businesses and Industries, edited by John Orbell, and compiled by John Orbell, Richard Storey and Francis Goodall, had made good progress by the end of the financial year and is now being published.

The Architecture, Building and Construction Survey for England & Wales, mounted in collaboration with The National Archives, was fully up and running after the appointment of Annabel Welsh (formerly Peacock), as the Resource Discovery Officer in September 2011. Contacts were made with the industries concerned, and the surveying work started. Annabel's work was assisted by an advisory board, with representatives from TNA, BAC, the Institute of Civil Engineers, the Institution of Structural Engineers, English Heritage, RIBA and the Construction History Society.

Publications

Numbers 102 and 103 of our journal *Business Archives* were published. The journal reverted to its pre-1987 format, without the subtitles Principles and Practice and Sources and History, and was edited jointly by Mike Anson and Mariam Yamin. In Number 102, there were articles by Andrew Newnham on 'The John Player's Project: a knowledge transfer partnership between Nottingham City Museums and Galleries and the University of

Nottingham'; Alan Renton on 'Connecting Cornwall: a collaborative research project'; Susan Snell on 'Economic and social apron strings: an introduction to resources available for researching business and social networking at the Library and Museum of Freemasonry'; and Vicky Stretch on 'Network Rail: managing railway records in the twenty-first century'.

This journal also included an obituary of Tony Cole by Angela Cole and Jeannette Strickland, and the select bibliography of new publications in 2010, compiled by Mariam Yamin and Hannah Jenkinson and edited by Mariam Yamin, and book reviews, edited by Moira Lovegrove. In Number 103 there were articles by Adrian R. Bailey on 'Regulating the supermarket in 1960s Britain: exploring the changing relationship of food manufacturers and retailers through the Cadbury Archive'; Alexander L. Bieri on 'Roche: a Swiss pharmaceutical company in the United Kingdom'; Caroline Dakers on 'The Morrison Archives'; Patrick Russell on 'From acorn to oak: industrial and corporate films in Britain'; and Jonathan Silberstein-Loeb on 'Puff pieces and circulation scams: middlemen and the making of the newspaper advertising market, 1881-1901'. The journal also contained an obituary of our former office manager, Sharon Quinn-Robinson, by Edwin Green; the 2010 edition of the bibliography in business history, compiled by Richard Hawkins; the list of business records deposited, compiled by Mike Anson; and book reviews, edited by Roy Edwards. We are extremely grateful to all the editors and contributors for their work.

During the year Mike Anson intimated that he wished to retire as one of the journal editors. I am sure you will want me to thank him for his efforts in regenerating *Business Archives* since 2004. And I am pleased to announce that Mike has been succeeded by Professor Stefan Schwarzkopf, of Copenhagen Business School.

Once again, four editions of the Newsletter were produced by Alan Gall. Our own website was further enhanced thanks to the work of Claire Twinn and the oversight of Moira Lovegrove. My thanks to Moira, Alan and Claire.

AGM and Conference 2011

The AGM and Annual Conference were held on 10 November 2011 at Unilever House, Blackfriars, thanks to the generous support of Jeannette Strickland, Unilever Archivist, and Unilever PLC. The theme was 'Business Archives Sans Frontières'. Here the focus was on the management of international business archives both in the public and private sectors. In an entertaining conference attended by over 60 people, Jeannette started the day with a presentation on 'Local versus Global', drawing on Unilever's experience. She later introduced examples from Unilever's extensive film collection. This was followed by papers from Henning Morgen (A.P. Møller-Maersk), on 'Local records in a corporate retention schedule'; Tina Staples (HSBC), on 'VCs and PJs: expanding the archives of HSBC'; Richard Wiltshire (LMA), on 'Copy to London:

exploring international business archives at London Metropolitan Archives'; and Michael Rowlinson (Queen Mary, University of London), on 'Corporate history: whether to make or buy?' The conference, which was chaired by Mike Anson, opened and closed with useful workshop sessions. Our thanks to Lorna Williams and Judith Wright for planning and organising such an interesting day, and to our generous hosts.

Wadsworth Prize for Business History 2010

The Council's Wadsworth Prize 2010 was awarded to Sir Geoffrey Owen (LSE) for his book *The Rise and Fall of Great Companies: Courtaulds and the Reshaping of the Man-Made Fibres Industry* (published by Oxford University Press). The prize was presented by your Chairman at a reception held at Unilever House, following the conference. Our thanks to Jeannette Strickland and Unilever for their hospitality, and to our independent judges - Martin Vander Weyer, Professor Michael Moss, and Professor Peter Jones - for their hard work.

Bursary 2010

The winners this year were Professor Josephine Maltby and Dr Linda Perriton of York University Management School, who planned to use savings bank archives to assess savings by working-class women in 19th century and early 20th century England. The award was presented by your Chairman at the annual conference of the Association of Business Historians in Reading in July 2011.

My thanks to Roy Edwards for organising the Wadsworth Prize and to Peter Scott for organising the bursary judging.

Other Activities

Our contribution to training continued in 2011-12. We organised a further session of our successful 'Meet the Archivists' series at the Rothschild Archive in November 2011, hosted by Melanie Aspey and organised by Michelle Blagg, and with presentations by Roy Edwards and Valerie Johnson. We also put on a business archives training day, in association with the Business Records section of ARA. The event was hosted by the Baring Archive in January 2012, and was attended by over 40 students from University College London, Aberystwyth and Dundee. I should like to thank all concerned for making these events such a success.

Vote of thanks

Our thanks to Clara Harrow, Lara Webb, Moira Lovegrove, the Baring Archive and ING for generously hosting both the AGM and the Conference, and later on in the day, the Wadsworth Prize reception.

Terry Gourvish, BAC Chairman, November 2012.

Our Voice in the Archives and Records Association (UK and Ireland)

Richard Wiltshire.

The Business Archives Council is an active member of the Archives and Records Association (UK and Ireland) (ARA (UK)), the leading national voice for the archives and records community for both users and practitioners. The BAC is seeking the views and comments of its members on issues facing the business archives sector, which the Council can present to ARA (UK) through the Association's Consultative Forum.

The professional body for archivists, conservators and records managers in the United Kingdom and Ireland, ARA was formed in 2010 through the merger of the Society of Archivists, the National Council on Archives, and the Association of Chief Archivists in Local Government. ARA (UK) has increased responsibility to raise the profile of the archive and records community and lobby within parliament and government since the abolition of the Museum, Libraries and Archives Council (MLA).

ARA (UK) consults closely with related sector bodies in the heritage sector through a Consultative Forum. Representatives from across the nations come together on a quarterly basis to meet with ARA (UK), discuss the activities of the Association and common issues facing the archive sector. The BAC has attended the Forum since before 2010 when the group was run by the National Council on Archives. The Forum receives reports from the BAC and other member bodies which include the Federation of Family Historians, the Scottish Council on Archives and the Public Record Office of Northern Ireland.

At the Forum's meeting in October 2012 Marie Owens, ARA's Head of Public Affairs, gave an update on ARA (UK)'s All-party Parliamentary Group on Archives, and initiatives for increasing support from influential individuals in society. She also highlighted Wolverhampton Archives and Local Studies as winners of the Archive Volunteer Award for their cataloguing project on business archives of a chartered accountants firm, and how UNESCO is calling for archive applications from repositories for additions to the World Status list. David Mander, OBE, ARA (UK)'s portfolio holder for nations and regions, explained the importance of future local regional conferences and how a report is being commissioned on the sector's geographical provision. The National Archives' report included details of 'Archives for the 21st Century in action', an action plan for the implementation of government policy on archives. The Archives and Records Council of Wales highlighted that the Steel Archives of Wales Project will be producing a report scoping Welsh steel records.

Richard Wiltshire, BAC trustee, is the Council's Forum representative. He welcomes enquiries from those who wish to find out more about the Forum, or who wish to raise comments or concerns on ARA (UK)'s performance or wider archive policy issues particularly affecting business archives. Email richard.wiltshire@cityoflondon.gov.uk

Learn more about ARA (UK) by visiting www.archives.org.uk/

BAC Conference Feedback

Vanessa Winstone, The National Brewery Centre (Bass Archives).

Firstly a big thank you for the bursary which allowed me to participate in the 2012 conference. Without it I would not have been able to attend.

I was a bit overwhelmed at the prospect of all you Archivists in one room but was pleasantly surprised at the friendly atmosphere. The venue was fantastic and the speakers inspiring - the food was good too!

First speaker of the day was William Kirkbride who asked us to question the reasons why we preserve data and potential problems we may face with storage. Next up was David Hill from the Bank of England with the most amazing Records Management process, swiftly followed by Simon Rooks explaining the structural revision of the BBCs Technical, Distribution and Archive Division.

After lunch Vicky Stretch outlined how Network Rail can now value their archive plans and drawings in terms of public access. The use of social media networks to spread the word of the new site was staggering. Clara, our host at Barings, described an educational project making use of the sometimes dry topic of commercial loans - I have already lost my millions backing the wrong company in Risks or Rewards!

To wrap up the day's speakers Oliver Morley from The National Archives spoke about identifying the real challenges of born digital data storage and keeping it simple!

Winner of the BAC Wadsworth Prize 2012



Left to right: Terry Gourvish, Edwin Green, Duncan Campbell-Smith and John Marshall

The winner of the 2011 Business Archives Council Wadsworth Prize for British Business History is Duncan

Campbell-Smith for his study of the Royal Mail. The Business Archives Council awarded the Wadsworth Prize in Business History for books published in 2011 at a reception held at the Barings Archive. The prize was presented to Mr Campbell-Smith by the Chairman of the BAC, Dr Terry Gourvish. The judges for this year's prize were John Marshall, Chair of Judges, a Director at McInroy & Wood, Dr John Quail of the University of York and Sara Kinsey of HSBC Archives.

The Chair of Judges noted that this was "well written, interesting to read, and very informative. Extremely well researched, scholarly yet readable." The author has had extensive access to Post Office archives and explores a broad swath of their activity: the role of postal engineers in the design and manufacture of code breaking equipment, the response to the Great Train Robbery and the introduction of the penny post in 1840.

Launch of Business History Explorer

A new resource for researchers tracing the history of businesses and industries

John Orbell and Richard Storey.

In recent issues of the BAC's Newsletter members will have read short reports on the progress of Business History Explorer (BHE). After a last minute rush it was launched at the end of November and members attending the Annual Conference and Wadsworth Prize events were given a demonstration of its features.

The final product is a bibliography of some 24,000 books, chapters, theses and unpublished works relating to UK business and industrial history – periodicals will be added at a later stage.

John Orbell started the project about six years ago following his retirement as Archivist of ING London where he was responsible for the Baring archive. The project's roots were in his attempts to catalogue his largish collection of business history books which he had steadily

accumulated over 30 years. It was soon apparent that there was an opportunity here for producing something that had much wider interest and so he joined up with Richard Storey – formerly head of the Modern Records Centre of Warwick University Library – and began to put together an online business history bibliography. The project was given a tremendous boost when Francis Goodall allowed the content of his *Bibliography of British Business Histories*, published in 1987, to be used as the project's starting point.

The search for additional titles turned up publications in droves. At the outset it was reckoned that around 8,000 titles would be found. This figure turned out to be three times as great and the number could have been very much greater but a line had to be drawn somewhere; it was drawn in the summer of 2012.

continued overleaf

The major source for likely entries has been web-based catalogues of a wide range of libraries backed up, when resources allowed, by visits to a number of institutions. Published bibliographies have also been helpful especially those covering northern England, prepared in the 1970s by Joyce Bellamy and David Rowe.

The core of the content is publications on the history of specific businesses and industries but the overall content is more broadly based. It also includes items that give an account of a business or industry at a point in time; these may not contain history but they provide a snapshot at a moment in its history. Many of these are, of course, marketing documents or employee guides. Another group comprises descriptions of assets, such as factories, waterworks and electricity generating stations, published at the time of commissioning.

The compilers have also responded to several developing historiographical trends in historical studies. These include the history of consumerism, with its links to overseas trade, imperial expansion and aspects of slave ownership, and its implications for fashion history and the commercialisation of the decorative arts.

The authors have therefore pushed and in some cases broken the strict boundaries of 'business history' as conventionally defined. This applies especially to the recording of aspects of management and the structure and functioning of individual firms.

In another sphere the recording of transport history, in particular motor manufacture and bus and coach, road haulage, railway and shipping services, presented problems arising from the large number of 'enthusiast' publications, which may appear simply as 'picture books' or 'fleet lists'. Such publications have been included generally when no other coverage of a particular undertaking exists or where the picture captions, perhaps with introductory or short linking text, give some detailed historical coverage. The same principles have been applied to other areas where large numbers of publications focus on products; these include most notably the ceramics industry.

The content has also been extended to capture local business history, produced by voluntary societies and provincial museums in quantity since the Second World War; this is reckoned to be an area of real significance and of much interest. Many of these publications, especially when in the form of small pamphlets, receive hardly any publicity outside their immediate area. The editors are

keen to track down, or be informed of, more publications of this kind.

From the outset the editors realised that in order to be really useful, any modern bibliography had to add more value than previous paper-based bibliographies. This was because researchers now had the benefit of the web and were well able themselves to undertake extensive and intensive searches. So following in the tradition of Francis Goodall, much information about business sectors, geographical locations and historical background of businesses and industries has been added. The result of this is that users are able to search for publications relating to businesses or industries (1) in a specific location or (2) operating in a specific business sector or sub-sector or (3) that have operated under several quite different names in their history.

In all of this the BAC has played a generous supportive role. Quite apart from their good counsel and enthusiastic support, they have funded the production of the online catalogue and have made available their website as the bibliography's host. They were quick to see BHE's potential, recognising that its objectives were central to several of their own – especially in the promotion of the study of business history.

From the start there was a consensus that a need existed for a hard copy publication that would act as a quick route through the mass of information in the online bibliography. So a summary has been published in book form which includes the most important fields per publication; the arrangement is in alphabetical order by name of business or industry. This publication is 300 pages long.

BHE is being marketed as a package comprising three-year access to the online bibliography and a copy of the paper publication. The cost of this is £200 but BAC members are being offered the package at a substantial discount for 12 months following publication (ie from November 2012) - £100 for corporate and institutional members and £50 for individual members. It is hoped that this substantial discount will lead to an increase in BAC membership.

Should you wish to subscribe to BHE go to either the BHE website (www.businesshistoryexplorer.co.uk) or to the BAC website (www.businessarchivescouncil.org.uk) where you will find an application form.

Further details of BHE can be found in a leaflet enclosed with this Newsletter

Summary Points

- contains approximately 24,000 entries
- includes monographs, theses, unpublished texts and chapters
- allows searching for businesses at a given location – town, city, current local authority, county and country
- searchable countries include England, Scotland, Wales and Northern Ireland
- provides coverage of UK businesses operating outside the UK
- allows searching for businesses by industrial sector and sub sector
- provides short profiles of all businesses included
- supplies a hard copy summary listing all publications by name of business, industry or subject
- offers a vital new resource for historians and enthusiasts working in a very wide range of disciplines such as architecture and construction, agriculture, banking and finance, ceramics and glass, design, family history, mining, retailing, shipping and shipbuilding.

Ephemera Corner

The Danish businessman Otto Mønsted established himself as a margarine producer in England by entering into a partnership with John Broomer of The Olive Tree Margarine Works at Godley, Cheshire. Previously a grocer by trade, John Broomer had begun manufacturing margarine in an old hat factory about 1879.

Broomer sold his share of the enterprise to Mønsted in 1888 and not long after, increasing demand for the products enabled the works to be expanded.

Eventually the limited space at Godley halted further increases in production capacity and so a plot of land on which to build additional premises was acquired at Southall in 1893. Fully operational in 1895, Otto Mønsted's new works continued to develop so that by 1914 he claimed it to be the largest margarine factory in the world. This was certainly a credible boast. An Ordnance Survey map of the period shows that the site measured about a quarter of a mile from end to end.

Mønsted's main rivals were the two Dutch companies Jürgens and Van den Bergh.

OTTO MØNSTED LTD.
 MARGARINE MANUFACTURERS.
 HEAD OFFICES: SOUTHALL, NEAR LONDON.
 SOUTHALL, 21 APR 1908
 NEAR LONDON.

Messrs. W. Gaylor & Sons,
 Grocer &c.
 2618 Marden, Kent.

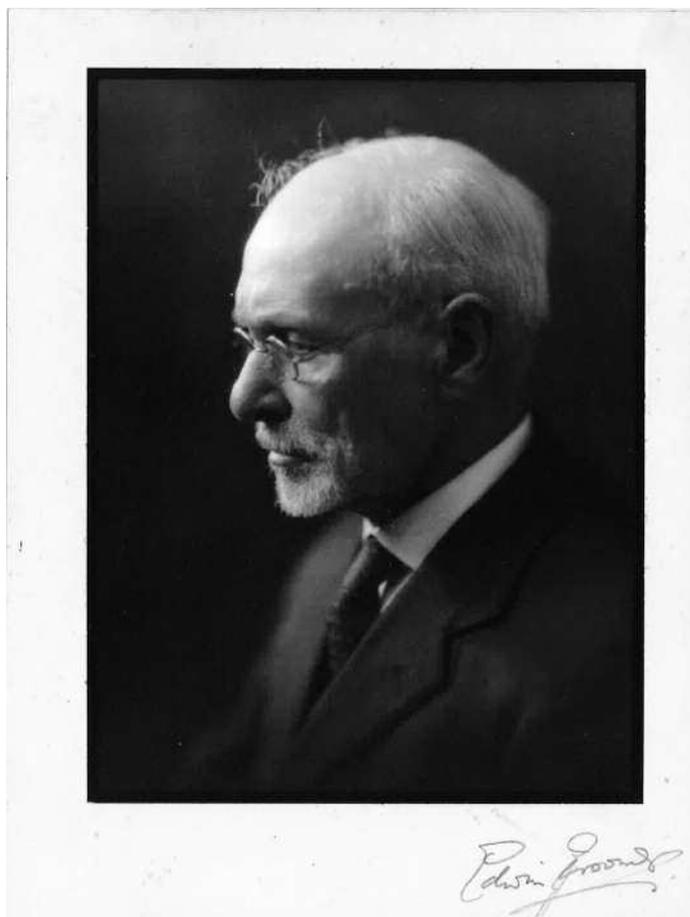
Mark.	Packages.	MARGARINE.	Cwts. qrs. lbs.	Price.	£	s.	d.
W T & S	1/28	Box 1/2 lb rolls	1 - ✓	56/-	-	14	✓
*/1	1/28	Box 1 lb do	1 - ✓	56/-	-	14	✓
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Recd May 14

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WE GUARANTEE THESE GOODS TO COMPLY WITH THE VARIOUS ACTS RELATING TO MARGARINE, AND NOT TO CONTAIN MORE THAN 10% OF WATER. OTTO MØNSTED LTD. NO COMPLAINTS CAN BE ENTERTAINED UNLESS MADE WITHIN SEVEN DAYS OF RECEIPT OF INVOICE.

A Mønsted billhead from the collection of Rosemary Conely, Open University History Society



A photograph of John Broomer taken by his son Edwin in 1921, courtesy of Anthony Broomer

Overtures for friendly co-operation were made to Mønsted by Anton Jürgens, but came to nothing. One factor accounting for the success of Godley and Southall, to the concern of the Dutch makers, was ready access to retail outlets. John Broomer had introduced Mønsted to Watson Brothers, owners of the Maypole Dairy Company. Maypole provided sales through their extensive chain of stores in return for keen prices. The association between the two firms concluded with Maypole taking over the manufacture of margarine at both factories.

Finally, and through a circuitous route, the Southall factory came under Jürgens. It was closed and offered for sale in 1929, the same year that Jürgens, Van den Bergh and Lever Brothers merged their interests as Unilever Ltd and Unilever NV.

The Godley plant closed even before this, in 1921. Lever Brothers, who were invited by the Government to enter the margarine business during World War One, acquired the facility as a quick fix. A new location at Bromborough gave Levers economies of scale and the Olive Tree Works, possibly the first dedicated margarine factory in England, ceased operations.

The editor of this newsletter is Alan Gall. The next issue will appear in Spring 2013. Prospective copy should be sent to Alan Gall, Tel: 0161 745 7029 (daytime) 01706 344429 (evening) Fax: 0161 745 9649 email: alangall@hotmail.com Post: c/o SDA Electronics Ltd, Unit 30, Willan Industrial Estate, Eccles New Road, Salford M50 2GR.

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