

CHELTINE FOODS AT
THE OLD BAKERY
CHELTENHAM

By Roger Beacham

NOW THE LOCAL STUDIES
DEPARTMENT OF
CHELTENHAM LIBRARY



EXTERIOR OF WORKS.

Since the Autumn of 1975 Cheltenham Library's Local Studies Department has been housed in the Old Bakery, the former works of Cheltine Foods Ltd. situated in Chester Walk, immediately behind the Central Library. The collection of circa 10,000 items covers North Gloucestershire and the Cotswolds with a special emphasis on Cheltenham. There are also small sections on South Gloucestershire and the Forest of Dean.

Besides books the collection includes maps, prints and photographs. Local newspapers are still housed in the main building, access being gained through the Reference Department,

Among items of special note are the sites card index of the Gloucester and District Archaeological Research Group; Cheltenham guide books from 1781 and directories from 1837 and county directories from 1820.

The Old Bakery is first listed in directories in 1901. In that year Cheltine Foods exhibited at the British Medical Association Conference at the Winter Garden in Cheltenham's Promenade, their products comprising diabetic flour, bread, biscuits, rusks, cocoa, jam and marmalade. By the mid fifties the upper rooms of the bakery were occupied by Priestley's Studios, advertising contractors and silk screen printers, with Cheltine on the ground floor. Early in 1970 the bakery was vacated by both firms, the building having been bought a few years earlier by the Borough Council as the site for the proposed new library. The upper story became the home of the library's school loans department in the rooms now occupied by Local Studies, with part also being used by the Museum for storage and workshops. The ground floor, where two large bread ovens supplied by Werner, Pfleiderer and Perkins of Peterborough are still in situ, has been used for lectures, record recitals (the first being given on April 16th 1970), by local societies including the Young Arts Centre and for rehearsals by the Everyman Theatre Company.

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