

gateway collective.

A NATIONAL LOTTERY FUNDED HERITAGE PROJECT



It is more important than ever to get real goodness and nourishment for every penny you spend. Hartley's Jam is made from the pick of the season's fruits and with the finest pure white sugar. It has the delicious satisfying taste of real, recognisable fruits, and you can see for yourself the good deep orchard tones through the glass of the pots. Hartley's Jam is the finest jam value you can get, the best jam for a housewife to buy to-day.

A PROMISE

PEACE may be quick or slow in coming, but you will always be able to rely on the name 'HARTLEY'S' for Jams at the lowest price at which jam as good as Hartley's can possibly be sold. Hartley's give you their word that they will keep QUALITY UP and PRICES DOWN as long as is honestly possible. That is our determined policy.

HARTLEY'S

the greatest name in jam-making

THE
BOOTLE JAM FACTORY

Hartley growing up

William was born in Colne on February 23, 1846 to John Hartley and Margret Pickles. It was quite usual for children to be taken from school and sent to work at a very early age.



But his parents, recognising his exceptional qualities, gave him an unusually good education for boys of his class. He was sent to the British School till he was thirteen and then for a year to the Grammar School.

His own wish, on leaving school at the age of fourteen, was to become a chemist. But there was no opening in Colne, so he began work by helping his mother in the grocery shop which she kept. He had an instinct for business greater than his family, at 16 persuaded his family to take on bigger premises with the help of a family friend.

It was through an accident that Sir Hartley started making jam. A local jam producer did not fulfill his shipment requests and sent product not up to Hartley's standards. He decided to cut the contract and to manufacture jam on his own.

Boottle factory

The materials he used were of the best, he watched every detail of manufacture and insisted that the whole process must follow perfect cleanliness. People were quick to recognise the quality of his product; and as it was sold at a reasonable price the business rapidly developed.

Outgrowing his manufaturing space in Colne, Hartley knew he must move to grow his business, especially as it was desirable to lessen the cost of the carriage of fruit and sugar. He finally decided to leave Colne and build a jam factory at Bootle in 1874

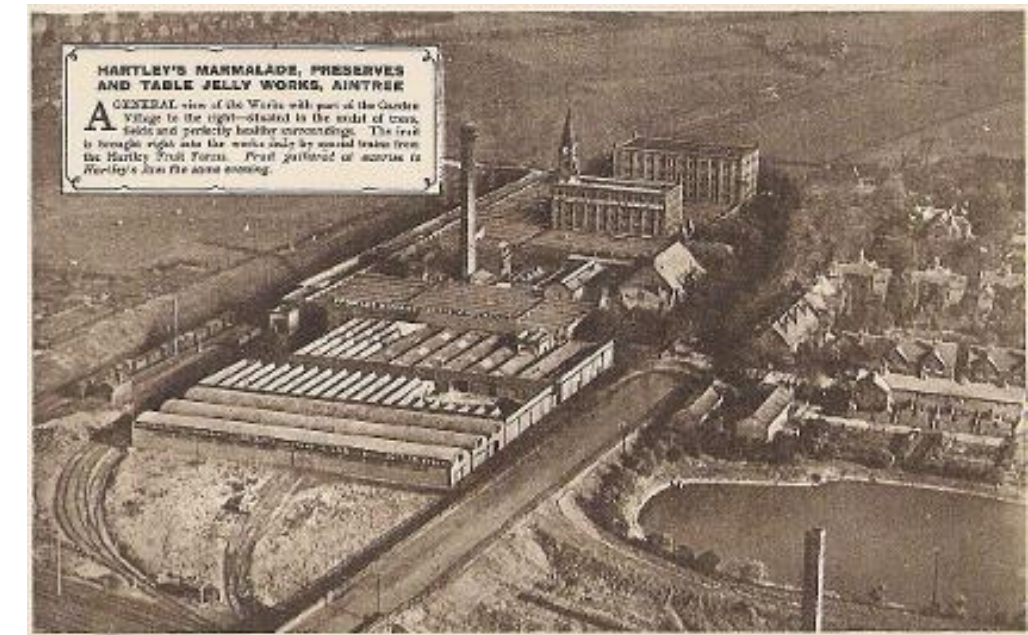
The move to Bootle was difficult, He had sunk the whole of his capital in the new building and nothing was left for fruit or sugar. He was relying on money which had been lent to him.



Move to Aintree

Luckily, The quality of his manufactures became more and more widely known and the works he had built at Bootle proved too small. Extension became necessary. In due course a second enlargement was required, and once more the volume of business outgrew the capacity of the building. It was once again time to move.

Hartley dreamed of creating a space where he could have a bigger factory and space for his vision of a village for employees following in the footsteps of other innovative businessmen of his time (George Cadbury, Joseph Rowntree, William Lever). The cost was enormous and for several years no profit at all was made.



Success and reputation

Not only did Hartley's jam have a good reputation with customers, he also had an extremely positive reputation as an employer. It was almost unheard of to treat staff as well as Hartley did. Both men and women were treated equally, given health care benefits and paid a fair wage for their working hours. Hartley himself said at a Young Mens Class –

“I pay 20 per cent. to 40 per cent. more for female labour than the general payment by my competitors or others in Liverpool and neighbourhood’

“In July, 1903, I voluntarily increased the wages of all my workpeople both male and

female. I had not a single complaint from any person, but being desirous to crush selfishness in some measure, I voluntarily increased the wages, and this cost me at the rate of £2,000 a year. This is the third time that I have made a voluntary increase in the past ten or twelve years.’



Philanthropy

Hartley would not be half the man he was without his strong faith. Hartley was a Primitive Methodist and attended church throughout his entire life.

Hartley's philanthropic desire to improve the life of as many people as possible was most clear in his pursuit of funding as well as building hospitals and sanitariums

He generally gave his money away to individuals,, medicine and healthcare and the Methodist Church It's estimated that he gave away one million pounds in his lifetime which would be worth just under £155,000,000 today.

In 1893 he was appointed a Justice of the Peace for the county of Lancaster, and sat at the Courts in the Kirkdale division of Lancashire. From 1895 to 1898 he was a member of the Liverpool City Council even serving a year on the Health Committee.



Death & Hartley's after William

Hartley worked tirelessly for his community and employees until he passed away on 25th October 1922 aged 76. The funeral service was held on October 28 at Church Street, Southport and was extremely well attended.

Hartley's jam continues to be a mainstay in the British jam market, selling most recently to Hain Celestial for £200 million in October 2012.

The village in Aintree is unfortunately in a limbo state. Currently cared for by the Friends Of Hartley's Village, a team of committed volunteers who wish to protect its rich heritage. They fight to keep the site in good condition to preserve its history for years to come. In December 2011, the village was designated 'A Conservation Area'.





Gateway Collective works to see thriving people and communities in Bootle. We increase well-being and create lasting social connections using the tool of community gardening.

Our home is North Park Community Garden. In every session we grow and eat together, cooking with what we grow, as this builds relationships and quickly builds personal connections. We share food, produce and recipes to promote healthy eating. Everyone who attends our sessions takes home a share of the produce at harvest.

Our Bootle Jam Factory Heritage Project will be running until January 2025.

**Visit us in person at North Park
Community Garden, L20 5HF, Bootle**



X @gateway_coll

@thegatewaycollective

gatewaycollective.co.uk

hello@gatewaycollective.co.uk

