



GLOUCESTER.

THE METROPOLIS OF GLOUCESTERSHIRE

OFFERS GREAT ADVANTAGES FOR THE ESTABLISHMENT AND OPERATION
OF NEARLY EVERY FORM OF INDUSTRY.



SITUATION.—Gloucester is the most inland port in England, situated on the Severn river and at the terminus of the great Gloucester and Berkeley Ship Canal (floating vessels of 1,000 tons burden), and on the main lines of the Great Western and Midland Railways, 114 miles west from London, 56 miles south-west from Birmingham, and 34 miles north-east from Bristol. Its Docks, wharfage, warehouses, railway sidings and goods depôts are unsurpassed, and steamers carrying general cargoes run twice a week between Gloucester and Hamburg, and other ports.

NATURAL WEALTH.—Within a few miles of Gloucester are the extensive Forest of Dean coal fields, containing an almost inexhaustible supply. In the immediate vicinity are also excellent clays suitable for brick and tile making and shaped ware, the finest building stones, and large forest reserves of oak, elm, beech, ash and other timber.

PROPERTY VALUATION.—During the ten years 1891-1901 the population of Gloucester increased from 41,303 to 47,955, or 16.1 per cent.; during the same period the rateable value of the property in the City rose from £142,562 to £205,319, or 44.02 per cent. The growth in property valuation has been continuous, and at a steadily increasing ratio.

RATES AND TAXES.—Owing to a large revenue accruing to the Corporation from ancient Fairs, Markets, and Corporate Estates, and from the Waterworks undertaking, rates are unusually low.

BUILDING SITES.—The Corporation owns splendid building sites for factory purposes, immediately adjoining the railways. Special terms for sale or lease will be offered manufacturers desiring to use these sites.

CHEAP MOTIVE POWER.—The Corporation also provides cheap electric motive power to manufacturers in the City.

LABOUR.—Gloucester possesses an abundance of labour skilled in all kinds of engineering, coach and wagon making, wood working, milling, slate enamelling, pin making, shirt making, brush making, printing and bookbinding, and nearly every form of industry.

ENVIRONMENT.—In no city of the same size in the kingdom do operatives live and labour in better environment. The City's tenements with fewer than five rooms are but 21.1 per cent. of the entire number of tenements—a remarkably small proportion as compared with that of most other cities of the same size.

WATER SUPPLY.—Gloucester has an excellent supply of pure water derived from three sources—Witcombe, Newent, and Robins Wood Hill. Of these, Witcombe and Newent are five and eight miles from the City respectively.

HEALTH.—Gloucester's sanitation is of the most modern and approved character, and the City now ranks as one of the healthiest in Great Britain, last year's death rate being but 12.1 per 1,000, as compared with an average death rate for England and Wales of 15.4 per 1,000.

RESIDENTIAL ATTRACTIONS.—Gloucester has an excellent electric tram system just completed, clean and well-lighted streets, spacious park, pleasure grounds, and open squares, numerous churches and public and private schools, and a most delightful and picturesque surrounding country.

In short, no city affords superior inducements for the profitable investment of capital, the employment of intelligence or skill, or the establishment of a home. Those who contemplate removing from the overcrowded industrial centres are invited to investigate the opportunities Gloucester offers.



ALL COMMUNICATIONS ADDRESSED TO THE TOWN CLERK, GLOUCESTER,
WILL BE PROMPTLY ACKNOWLEDGED.



Greater Gloucester.



GREATER GLOUCESTER.

A Brief Reference to Recent and Prospective Building Improvements.

(By Edmund J. Cullis, A.M.I.C.E., Southgate Chambers, Gloucester.)

IT will be generally agreed by those who have taken an interest in Gloucester's development that the City has for a number of years been making the most gratifying progress, and that, despite occasional lulls, the improvement has been fairly continuous. If, as the Metropolis of Gloucestershire, the City accurately reflects the changes that have taken place in the county at large, one cannot help feeling that material conditions have, on the whole, been very greatly improved during the past two decades.

In the past fifteen years, indeed, the appearance of the City has been almost entirely changed. During that period nearly all of our more notable public buildings—including the Guildhall (with its fine Concert Room), Free Library, the Baths (with Turkish, Swimming, and Private Baths and Gymnasium), Lloyds Bank, and the National Provincial and Wilts and Dorset Banks, all first-class buildings, have been erected, and the Capital and Counties Bank re-modelled, and many fine shops have been built in the principal streets. At the same time the suburbs and residential sections have been correspondingly extended and improved. In this connection it is interesting to note that, according to the last published census, the dwellings of the masses have shown a particularly gratifying improvement, as in the ten years from 1890 to 1900 the proportion of tenements having fewer than five rooms declined from 45 per cent. to 36.1 per cent. of the whole number of tenements, while those having more than five rooms increased from 55 per cent. to 63.9 per cent. Further, the number of separate tenements has shown an increase of 9.9 per cent., while the population shows an increase of but 8.2 per cent. Thus both the number of new dwellings and their character have more than kept pace with the growth in population.

Many will, no doubt, be astonished to learn how large a sum has been expended during this time by local concerns—both companies and private firms—in the establishment of entirely new, or in the extension of old, businesses. The exact amount is, of course, very difficult to ascertain, but from particulars which have been gathered, and at a conservative estimate, it is certain that in that period not less than £800,000 have been so invested. Nearly all of the new undertakings which have been established are being successfully carried on. For a City of but 50,000 the above is a very creditable record.

Among the new industries established in the City within the past few years are Toy and Game Works, Pin Works, Shirt and Collar Works, Patent Stone Works, Works for making Cement Slab buildings, Cycle Works, Ice and Cold Storage Plant, etc. Among the older established industries for which entirely new works or considerable extensions have been

made are saw mills, cabinet works, railway carriage and wagon works, engineering works, slate and marble works, match works, flour mills, chemical works, dye works, and brewers' maltings.

That this progress is being maintained is shown by the fact that several firms are now about to invest additional capital in enlarged or new premises. A manufacturing company have arranged to add to their already huge premises; a firm at the docks are extending their works because of increasing business; and a firm of engineers manufacturing high speed engines for electric light works, launches, etc., have arranged to build entirely new works outside the City, their present premises being too small and inconvenient for their constantly extending business. Co-incident with the enlargement of factory buildings has been a commensurate improvement in mechanical equipment, and in the conditions under which operatives labour. Improved lighting and ventilation, the provision of suitable mess-rooms and proper sanitary arrangements, and greater attention to all the details that in any way affect the health and comfort of workpeople, are noticeable in almost all of our factories and workshops.

Both the Midland and Great Western Railways have in recent years expended large sums of money in Gloucester and the district. The Midland Railway has laid down a new branch at the Docks, and sidings at Bristol Road, and has erected a new, and greatly needed, passenger station. The Great Western has erected large sheds and shops, removing to this City their sheet works at the Docks, and repair shops at the Horton Road crossing.

The latter Company, to accommodate the sugar trade, which has grown to such large proportions, have built transit sheds and provided steam cranes at the Docks, and have taken over and are occupying two of the large grain warehouses near Llanthony Bridge, these warehouses usually being filled on all floors.

By the way, Gloucester's trade with Antwerp and Rotterdam was commenced in 1886, one steamer arriving about each fortnight. There are now several steamers—each larger than the original one—trading principally to Hamburg, and they are now discharging at intervals of not more than seven days, it very frequently happening that two are in port at the same time.

The City Authorities established a very complete electricity supply works in 1900, and the number of consumers for trade, business or private use is large and continually increasing, and a considerable extension of street lighting is now being carried out.

Gloucester has just expended a large sum in the laying down of an up-to-date system of electric traction, comprising 15 miles of track in 9 miles of route. This undertaking which was carried out and will be controlled by the municipality, will unquestionably be fully justified by the event, as it not only adds greatly to the convenience of the population—enabling them to get about the City quickly and cheaply, and out into the country—but favourably advertises the progressive character of the Corporation and the

citizens. In connection with the new Light Railway the Corporation maintain a splendid electric power station, which, in addition to running the cars, furnishes cheap, efficient and convenient power for manufacturers in any part of the City.

No "Garden City" has as yet been arranged for Gloucester or the County, but already several firms have gone—and other firms are preparing to follow their example—in the direction marked out by the Garden City Association, viz., from the crowded centres to rural districts. Some of the largest and most prosperous manufacturing concerns in the County have been removed here from congested centres, and in every case they have immeasurably benefited by the change.

It is difficult, indeed, to overestimate the advantages derived from the establishment of manufacturing concerns in a County such as Gloucestershire, where land is cheap, and where a sufficient area may be obtained for further requirements as well as present needs. At the same time manufacturers are enabled to lay out their premises to the best advantage.

Another, and a very important, advantage following their removals into less crowded districts is the greater personal comfort of the workpeople. In these days of cycles and rapid transit it is possible in districts such as Gloucester and the surrounding country, for employees to live near their work under greatly improved conditions. They may, in short, move back to the land, for while they may not become agricultural labourers, it is possible that some of their boys may do so. They will themselves be able to possess a good garden, the cultivation of which will provide their families with a considerable proportion of their food, and the time now spent in the public-house or the street will be passed in healthful employment in the fresh air. This change cannot but act favourably upon the physique of the workpeople.

Gloucester and the neighbourhood offer many attractions to manufacturers and merchants who may be carrying on business in crowded towns with no adequate means of providing for necessary extensions as business increases. In addition to a very large area of suitable building land with excellent road and water facilities, the City is a capital railway centre, lines radiating in six directions. Works requiring considerable quantities of water in or for their manufactures—such as for boilers, condensers, testing purposes, etc.—can obtain a practically unlimited supply at a comparatively small cost from the Canal or the River Severn, or from streams tributary to the latter. There is a large artisan population, including those who are skilled in almost every form of production, providing a supply of labour for the requirements of all classes of work, and wages and the local rates are lower than in towns in the North or Midlands. Supplies of raw material—timber, coal, iron, etc.—can be brought at low cost practically to the door by water, either over sea, from other English ports, or by inland navigation, and exports of the manufactured goods can be despatched cheaply by the same means.



BARKWORTH · AND · SPALDIN, &

GLOUCESTER,

FOREIGN TIMBER IMPORTERS.