



ARCHAEOLOGICAL RECORDING
REPORT

Northern Archaeological Associates Ltd

Marwood House
Harmire Enterprise Park
Barnard Castle
Co. Durham
DL12 8BN

t: 01833 690800

e: kt@naaheritage.com

w: www.naaheritage.com

FORMER BURTON'S BISCUIT
FACTORY, PASTURE ROAD,
MORETON, MERSEYSIDE

prepared for

Bellway Homes Limited (North West)

Project No.: 1489

Text: Karl Taylor

Illustrations: Cath Chisman

NAA 19/20
April 2019

NAA Document Authorisation

Project name		Former Burton's Biscuit Factory, Moreton		Project number	
Report title		Former Burtons Biscuit Factory, Pasture Road, Moreton, Merseyside: Archaeological Recording Report		1489	
Report No.		19/13			
Revision	Date	Filename	1489_Rpt_19-20_Building_Survey.pdf		
v.1	03/04/2019	Description	Archaeological Building Survey and Landscape Survey		
v.2	12/04/2019				
		Prepared by	Edited by	Approved by	
		Name	Karl Taylor	Matt Town	Frederick Foulds

This document has been approved for release by:



FORMER BURTON'S BISCUIT FACTORY, PASTURE ROAD, MORETON, MERSEYSIDE
ARCHAEOLOGICAL RECORDING

TABLE OF CONTENTS

Summary		
1.0	Introduction	1
2.0	Methodology	2
3.0	Background information	4
4.0	Historic background	6
6.0	Level 1 Building Recording Results	9
7.0	Summary of Landscape Survey	11
8.0	Discussion	12
	References	16
	Plates	19
	Appendix A: Gazetteer of heritage assets	43

LIST OF FIGURES

- Figure 1: Burtons Biscuits: site location
Figure 2: Burtons Biscuits: surveyed features
Figure 3: Burton's Biscuits: photograph location plan

LIST OF PLATES

- Plate 1: Block A: saw-tooth roof, west elevation facing east*
Plate 2: Block A: flat-roofed office block, facing south-east
Plate 3: Block A: flat-roofed block with loading bay
Plate 4: Block A: interior view, facing south-west
Plate 5: Block A: interior view, facing north-west
Plate 6: Block B: northern end Block Facing south-west
Plate 7: Block B: interior view, facing south-west
Plate 8: Block C: north-west corner, facing south-east
Plate 9: Block C: north-east corner, facing south-west

- Plate 10: Block C: south-east corner, facing north-west*
- Plate 11: Block F: facing north-east*
- Plate 12: Block F: barrel-vaulted roofs, facing west*
- Plate 13: Block G1: south side, facing north-west*
- Plate 14: Block G2: south side, facing north-west*
- Plate 15: Block G2: north side, facing south-east*
- Plate 16: Block G3: north side, facing south*
- Plate 17: Block G3: south-east corner, facing north-west*
- Plate 18: the 'Jellicoe Weir' (1), facing north*
- Plate 19: the 'Jellicoe Weir' (1) empty level, facing south*
- Plate 20: the 'Jellicoe Weir' (1), facing north*
- Plate 21: walkway allowing access to Moreton Station, facing south*
- Plate 22: terminal end of walk way to the west of the 'Jellicoe Weir' (1), facing east*
- Plate 23: Bowling Green (2) at the northern end of the Site, facing north*
- Plate 24: edging of the Bowling Green (2)*
- Plate 25: mound at the east end of the playing field (3), facing south-east*
- Plate 26: concrete building platform (4) to the east of Block F, facing east*
- Plate 27: 1952 layout plan of the Site*
- Plate 28: 1952 landscaping layout, west side of factory*
- Plate 29: 1952 landscaping canal details*
- Plate 30: undated photograph of the Weir by Susan Jellicoe*
- Plate 31: undated photograph of the Weir by Susan Jellicoe*
- Plate 32: undated photograph of the Weir by Susan Jellicoe*
- Plate 33: undated photograph of the Weir by Susan Jellicoe*
- Plate 34: undated photograph of the Weir by Susan Jellicoe*
- Plate 35: undated photograph of Block A by Susan Jellicoe*
- Plate 36: extract from 1:2500 1954 Ordnance Survey Map*
- Plate 37: extract from 1:2500 1965 Ordnance Survey map*

FORMER BURTON'S BISCUIT FACTORY, PASTURE ROAD, MORETON, MERSEYSIDE
ARCHAEOLOGICAL RECORDING

Executive Summary

Northern Archaeological Associates Ltd was commissioned by Bellway Homes Limited (North West) to undertake a programme of archaeological recording at the former Burton's Biscuit Factory, Pasture Road, Moreton, Merseyside (NGR: SJ 2617 9080). Prior to being the Burton's Biscuit Factory, the site was owned and operated by Cadbury's. Outline planning permission was granted in 2018 by Wirral Council for residential development, as well as the demolition of existing buildings (Planning Ref.: APP/16/00180). A reserved matters application is proposed for residential development, access and landscaping in line with the approved outline parameters.

The original planning application was subject to Environmental Impact Assessment (EIA) (GVA 2016), which included an Environmental Statement (ES) chapter based on a desk-based assessment concerning the Historic Environment. This recommended a Historic Building Recording and a Level 2 Landscape Survey to mitigate impacts to the setting of designed landscape features and preserve the buildings through record. A Sir Geoffrey Jellicoe design, the Site contains a water feature in the form of a weir, with viewing platforms, fluted rills and earthworks.

The factory buildings within the Site were designed by Cadbury's in-house architect C. J. Wilkinson, and are proposed for demolition, with two of the buildings having already been demolished. The Jellicoe Weir will be retained within the proposed landscaping. Lanpro Archaeology + Heritage was commissioned by Bellway Homes Limited (North West) to undertake consultation with Merseyside Environment Advisory Service on their behalf, and subsequently issued a written scheme of investigation in February 2019 outlining the requirement for archaeological work.

Both the building and landscape surveys have revealed that the buildings and the designed landscape within the proposed development boundary have survived relatively intact and unaltered from the designs of C. J. Wilkinson and Sir Geoffrey Jellicoe. Moreton is Jellicoe's first design (to be constructed) using water to combine his theories and has been described as a surviving example of a rare Modernist landscape. Designed at the time when Jellicoe was also creating other works, the weirs' significance lies in its association with Jellicoe and its place in his future designs.

1.0 INTRODUCTION

- 1.1 Northern Archaeological Associates Ltd was commissioned by Bellway Homes Limited (North West) (hereafter the 'Client') to undertake a programme of archaeological recording at the former Burton's Biscuit Factory, Pasture Road, Moreton, Merseyside (NGR: SJ 2617 9080; Fig. 1) (hereafter the 'Site').
- 1.2 Outline planning permission was granted in 2018 by Wirral Council for residential development, as well as the demolition of existing buildings (Planning Ref.: APP/16/00180). A reserved matters application is proposed for residential development, access and landscaping in line with the approved outline parameters.
- 1.3 The original planning application was subject to Environmental Impact Assessment (EIA) (GVA 2016), which included an Environmental Statement (ES) chapter based on a desk-based assessment (Waterman 2015) concerning the Historic Environment that recommended *"Historic Building Recording and a Level 2 Landscape Survey to mitigate impacts to the setting of designed landscape features and preserve the buildings through record. Further mitigation is proposed in the form of palaeoenvironmental sampling to mitigate adverse effect to palaeoenvironmental remains relating to the Birket"*
- 1.4 The Site is described by Historic England thus: *"A Sir Geoffrey Jellicoe design, it is a precursor in design and detail to his work at Hemel Water Gardens, with viewing platforms, fluted rills and earthworks. The Landscape Institute archive at the University of Reading has a number of the design drawings and also Susan Jellicoe's photographs of the project."*
- 1.5 The factory buildings within the Site, which was previously owned and operated by Cadbury's and were designed by their in-house architect C. J. Wilkinson (Bennis 2008), are proposed for demolition, with two of the buildings having already been demolished, whilst the Jellicoe Weir will be retained within the proposed landscaping.
- 1.6 On this basis, a condition to secure the mitigation work was advised during the predetermination process, although planning permission was granted with the omission of an archaeological condition. Nevertheless, Bellway Homes seek to implement the recommendations made with regards to the archaeological mitigation in consultation with the Merseyside Environment Advisory Service (MEAS).

1.7 Lanpro Archaeology + Heritage was commissioned by Bellway Homes Limited (North West) to undertake consultation with MEAS on their behalf, and subsequently issued a written scheme of investigation (WSI) in February 2019 outlining the requirement (Lanpro 2019).

Aims and objectives

1.8 The primary aims, as outlined in the WSI, are to provide a photographic record of the buildings equivalent to Level 1 guidance (Historic England 2016) and a landscape survey of the designed landscape equivalent to Level 2 guidance (Historic England 2017), to mitigate against any subsequent loss of heritage significance resulting from the proposed development.

1.9 In achieving this aim the following objectives were identified and met:

- a photographic record of the buildings to be demolished;
- a landscape survey of the designed landscape prior to any site work commencing;
- the preparation of a comprehensive report on the combined results of the investigations to preserve the setting of the designed landscape in the context of the post-war factory buildings and provide an understanding of the significance of the Jellicoe design; and
- to prepare a suitably labelled and catalogued digital photographic and report archive to be entered onto the Merseyside Historic Environment Record (HER).

2.0 METHODOLOGY

Documentary evidence

2.1 A rapid survey of all readily available documentary and cartographic material was made in order to inform an understanding of the development and history of the Site. Readily available online national and regional sources were consulted along with historic ordnance survey maps.

2.2 The following principal sources were used to inform this report:

- the Geoffrey Jellicoe Collection held at the Museum of English Rural Life, University of Reading;
- the Susan Jellicoe Photography Collection held at the Museum of English Rural Life, University of Reading; and
- any previous published and unpublished historical and archaeological reports.

Photographic building recording

- 2.3 The building recording was undertaken on 12th February 2019. The weather was generally overcast and mild.
- 2.4 Existing drawings supplied by the Client were used as a basis for the photographic location plans (Fig. 2). Photographic locations and directions were annotated on site. Drawings supplied by the Client were not checked for dimensional accuracy and no additional survey (other than as part of the landscape survey) was required or carried out.
- 2.5 A general exterior digital photographic record was compiled of each of the buildings within the wider surrounding landscape. Oblique views were also captured of most elevations (where accessible).
- 2.6 Some internal views of the earliest phase of structures (**Blocks A and B**) were compiled.
- 2.7 The photographic archive was produced using a Canon 5d digital SLR camera with a 'full-frame' 12.8-megapixel sensor using a selection of lenses, including wide-angle lenses and perspective control or 'shift' lenses. The images were recorded on site as .CR2 files (Canon's proprietary RAW format) and converted to .JPG (for inclusion in the report) and 8-bit .TIFF files for archive purposes.

Landscape survey

- 2.8 The landscape survey was undertaken concurrently with the building survey on 12th February 2019.
- 2.9 In common with the building survey, existing drawings supplied by the Client were used as a basis for the photographic locations. Existing drawings supplied by the Client were also used as a basis for the landscape survey. All features were checked and any additional landscape features or alterations to the designed landscape were surveyed using a Topcon survey-grade Real Time Kinematic (RTK) Global Positioning System (GPS). The survey was tied in to National Grid coordinates and all heights were established with respect to Ordnance Datum.
- 2.10 A descriptive account in line with Historic England (2017) guidance for a Level 2 survey was compiled.

Limitations to survey

- 2.11 Enabling works contractors (Cara Group) were already on site at the time of the survey and were preparing for the construction of a new service road, as well as demolition of the existing structures. On the day of the survey, asbestos removal was being carried out in several locations within the complex, including: removal of pipe lagging from overhead pipes between **Blocks G2** and **G3**; removal of asbestos from the interior of **Block C**; and ground works to remove trees, hedges and bushes from the areas around the bowling green and tennis courts at the north end of the site. Therefore, there was no access to the areas of asbestos removal, but the area around the bowling green and tennis courts was intermittently accessible.
- 2.12 There was no access to the area immediately to the south of **Blocks A, B** and **C**, which resulted in there being no photographic record of the south elevations of these blocks. Other than **Blocks A** and **B**, there was no access to any of the interiors of the buildings.
- 2.13 All the work was carried out in accordance with accepted best practice and national guidance (CifA 2014a; 2014b; Historic England 2015a; 2015b; 2016; 2017).

3.0 BACKGROUND INFORMATION

Location

- 3.1 The Site is located to the north-west of the town of Moreton, Merseyside, on land to the east of Pasture Road (centred on NGR: SJ 2617 9080; Fig. 1). The Site is occupied by the vacant buildings of the former Burton's Biscuit factory with open landscaping to the west (Fig. 2). The east side of the complex houses the remaining working operations of Burton's Biscuits (chocolate manufacture), as well as the Typhoo Tea facility. The Site and the remaining operational areas are jointly accessed via the main entrance at the west end, which leads to an east/west spine road.
- 3.2 The Site is bound to the north by 'The Birkett' a canalised stream, to the east by the operational site, to the south by the Hoylake Railway line and to the west by Pasture Road.

Geology and building materials

- 3.3 The solid geology is mapped as the Sidmouth Mudstone Formation, laid down approximately 228 to 250 million years ago. The superficial deposits comprise Devensian till in the south and west parts of the Site and tidal flat deposits in the north and east (BGS 2019).

3.4 The soils on the northern half of the Site are classified as loamy and clayey floodplain soils with naturally high ground water, whilst those within the southern half are classified as slowly permeable seasonally wet slightly acidic but base-rich loamy and clayey soils (Cranfield University 2019).

3.5 All the buildings outlined for demolition within the Site are constructed from red brick with concrete structural elements and roof structures. There are also some steel sheds outlined for demolition.

Topography and land use

3.6 The Site slopes gently from the north-east (approximately 6.5m above Ordnance Datum [aOD]) to the south-west (approximately 4m aOD). Land use around the site mainly comprises housing to the north and south with light industrial to the west and east.

Designations

3.7 There are no designated heritage assets (Scheduled Monuments, Conservation Areas or Listed Buildings) within the Site boundary. Designated heritage assets closest to the Site include (in order of ascending distance and accompanied by their National Heritage List for England Entry Number): the Scheduled Monument of the church and churchyard at Overchurch (1015602) (1.7km to the south); the Conservation Area at Saughall Massey (1.9km to the south-east); the Listed Building of Leasowe Lighthouse (Grade II Listed) (1259738), (0.73km to the north-west); the Listed Building of Christchurch (Grade II Listed) (1366011) (0.84km to the south); the Listed Building of Leasowe Castle (Grade II*) (1273527) (0.9k to the north); the Listed Building of Solar Campus, formerly St Mary's Buildings (Grade II) (1246185) (2km to the north-east); and the Registered Garden of Flaybrick Memorial Garden (1001564) (2.7km to the south-east).

Previous work

3.8 As part of the planning application, Environmental Impact Assessment (EIA) was carried out by GVA (2016). As part of the EIA, an Historic Environment Desk-Based Assessment (DBA) outlining the baseline summary of the Site and a radius of 2km around it was produced by Waterman (2015). This discussed and assessed known heritage assets together with assessment for the potential for unknown heritage assets and impacts upon these. The desk-based assessment was incorporated in the Environmental Statement (ES) (Volume 1) as Chapter 13. Details of previous investigations are detailed in that document.

4.0 HISTORIC BACKGROUND

4.1 The following section aims to place the Site within its historic context in order to inform the work carried out. The following is a precis of the DBA produced by Waterman (2015); however, the DBA and subsequent ES chapter should be read in conjunction with this document.

Prehistoric (to AD42)

4.2 The Site lies just to the south of the North Wirral Coastal Park, which includes the eroded Meols' sand dunes. The dunes contain extensive archaeological material recovered during the 19th and 20th centuries. Assemblages of Palaeolithic and Mesolithic remains have been found extending south beyond the coast and may be preserved within peat deposits in the hinterland (Waterman 2015). The sole known representative of this period in the area is a silver Tetradrachm of Tigranes II of Armenia, King of the Selucid Empire of Syria, dated to between 83BC and 69BC. This was found c.1987, 600m to the north of the Site.

Roman (AD43 to AD410)

4.3 The eroding coastline to the north of the Site at Meols has yielded thousands of finds from the Roman period onwards. The only known Romano-British human remains found in Merseyside, 'Leasowe Man', were found in c.1864 'under the Leasowe shore in Wirral'. Five Roman coins were also found within 1km radius of the Site. The finds are a testament to the Roman activity within the Wirral peninsular associated with the substantial port at Meols (Crosby 1996). However, there is no known settlement or other significant Roman remains within the Site or surrounding 1km radius.

Early Medieval (AD410 to AD1066)

4.4 There are no heritage assets dating to this period within the Site boundary or a 1km radius recorded on the Merseyside HER. There are, however, over 100 known finds catalogued from the eroding coastline at Meols.

4.5 The name of Moreton derives from the Anglo-Saxon 'More' or 'Mere' and 'Ton', thus Lake or Mere Town. The original name for the town, Moreton-cum-Lingham ('Lyng Holm' or 'Heather Island') was used prior to the current embankment being constructed. Place name evidence thus suggests the area was a marshy or waterlogged landscape during this period.

Medieval (AD1066 to AD1540)

- 4.6 Moreton is not recorded specifically in the Domesday survey of AD1086, though it was part of the parish of Eastham. The town is not mentioned by name until the 12th and 13th centuries. The Site lies outside of the historic core of Moreton and there are no assets of this date within the boundaries. There are several assets within a 1km radius of the Site, including a medieval boundary ditch and a corn drying kiln at the possible site of a medieval chapel.

Post-medieval and Industrial (AD1540 to AD1900)

- 4.7 Historic mapping suggests that the area within the Site boundary was used for agricultural purposes right up until the mid-20th century. Only slight changes within the Site, including removal of field boundaries, a small structure adjacent to Pasture Lane, and the creation of what appear to be allotments in the south-west corner, are recorded on historic mapping. There are several assets recorded on the Merseyside HER within a 1km radius of the Site, as well as ridge and furrow cultivation within the Site boundary (built upon in the 20th century). The Hoylake Railway was opened in 1863 and forms the south boundary of the site. Moreton Station followed in 1866 and was rebuilt in 1938.
- 4.8 In 1794, a 'slope wall or pavement' was constructed 0.7km to the north of the Site, which was known as the 'old embankment'. A 'new embankment' followed in 1829. The Wallasey Embankment was then constructed in several stages in 1941, 1973 and 1981.

Modern (after AD1901)

- 4.9 There are several modern period assets recorded within the Merseyside HER, many of which are buildings and other structures. There are also several assets recorded by Historic England dating to the Second World War (none of which survive).

The Burton's Biscuits Site

- 4.10 In 1953, the first phases of the then Cadbury factory at Moreton were constructed, including a large factory building and ancillary buildings together with a security lodge and weighbridge. The original factory building was designed by Cadbury's in-house architect, C. J. Wilkinson, and the landscape was designed in 1952 by Geoffrey Jellicoe, the landscape architect who also designed the Grade II listed Water Gardens at Hemel Hempstead. The Site was expanded rapidly through the 1950s and 1960s and incorporated the designed landscape, including playing fields, grassland and a water feature known as the 'Jellicoe Weir'.

- 4.11 To the north of the Site, a stream called 'The Birket' was canalised in the 20th century when the factory was constructed, and to the north of this an area of woodland called 'The Serpent' was planted to provide a backdrop to the factory.

5.0 GEOFFREY JELlicOE

- 5.1 Sir Geoffrey Alan Jellicoe (1900–1996), was a founder member of the Institute of Landscape Architects (now the Landscape Institute; University of Reading 2019). He was an architect, town planner, landscape architect and writer (*ibid.*). Although a trained architect, he had always included landscape and garden design as part of his portfolio of work (*ibid.*).
- 5.2 He attended the Architectural Association School of Architecture in Bloomsbury from 1919 until 1923 (Moggridge 2019). After this he went to Italy with Jock Shepherd, a fellow student, where they collected material for the book *Italian Gardens of The Renaissance* (1925) (*ibid.*). Jellicoe published several further books in the following years. He taught at the Architectural Association between 1929 and 1934, following which he designed the glass roofed Cheddar Gorge Caveman Restaurant in 1934. He had several private clients, for whom he designed landscapes including the Duke and Duchess of York at the Royal Lodge, Windsor, and extensive new formal gardens at Ditchley Park (*ibid.*).
- 5.3 In 1936, he married Ursula Pares (Ursula (Susan) Jellicoe) who was the daughter of Professor Sir Bernard Pares (historian). Susan was born in Liverpool, moved to the Wirral, and went to St Paul's Girls' School in London (*ibid.*). She was an accomplished figure in landscape architecture in her own right, published several books and photographed most of Jellicoe's work and the Museum of English Rural Life at the University of Reading holds records for over 5000 of her images of both Jellicoe's work and historic landscapes.
- 5.4 Jellicoe ran a practice until 1973, and 83 works are attributed to him between 1943 and 1973, including several in Northern Rhodesia. His ideas of landscape design included those that later became widely accepted practice, including restoration of industrial landscapes. Jellicoe worked on several water gardens, including a rooftop café and water garden at Harvey's department store in Guildford (1956–7) and a water garden at Hemel Hempstead (1959) (Moggridge 2019). Jellicoe was asked to prepare proposals for Hemel Hempstead New Town as early as 1947 and in 1957 he started work on the new town centre park, which became the water gardens (Dacorum Borough Council 2019). The gardens are one of his most intact schemes and contain many similarities to the design of the Jellicoe Weir. Hemel Hempstead

Water Gardens are an important example of 20th-century urban design and are a Grade II Listed Park and Garden (List Entry Number 1001710).

- 5.5 Jellicoe received several medals and awards during his career and was appointed CBE in 1961 and knighted in 1979 (*ibid.*).

6.0 LEVEL 1 BUILDING RECORDING RESULTS

Layout

- 6.1 The buildings to be demolished, and therefore subject to recording, are: **Blocks G1; G2; G3; Block A; Block B; Block C;** and **Block F**. Also, to be removed are the remains of the former tennis courts and bowling green. The locations of the buildings together with locations and directions of the photographic record are presented in Figure 2.

- 6.2 The buildings are all aligned perpendicular to the access road, which is aligned roughly east–west (84.6 degrees) (Fig. 2). The following section briefly describes each building in turn, commencing with **Block A**.

Block A

- 6.3 **Block A** lies at the south-west corner of the complex and formed part of the first phase of structures to be constructed. It comprised an eleven-bay central range, single-storey factory area with distinctive, curved, saw-tooth, north light roof (Plate 1). The west elevation was fenestrated along the whole length, only interrupted by vertical concrete projections, which are a continuation of the roof overhangs. To the north of the saw-tooth section, a plain two-storey, flat-roofed office block was present (Plate 2). The southern end was occupied by a further two-storey, flat roofed block with a loading bay (Plate 3).

- 6.4 Internally, **Block A** consisted of a single open space (the saw-tooth section) (Plate 4) with offices to the north and south (Plate 5). The curved roof was reflected internally and was supported by regularly spaced concrete columns. The floor was concrete with numerous scars, indicating the former locations of machinery. There was limited access to the interior due to ongoing asbestos removal at the time of the survey.

Block B

- 6.5 **Block B** was physically attached to **Block A** and was of the same fabric. The central factory section was the same as **Block A** but there were an additional two bays at the north end. There was a three-storey block attached to the north end of similar construction to that

attached to **Block A** (Plate 6). Although there was no access to the south end of **Block B**, the two-storey block attached to **Block A** appeared to continue. **Block B** was approximately twice as wide as **Block A** and there was a small enclosed 'courtyard' between the two.

- 6.6 The interior of **Block B** was very similar to **Block A** (Plate 7), albeit obviously twice as wide with more columns.

Block C

- 6.7 **Block C** lay to the east of **Block B** and access to and from it was available via a corridor at the north end and a continuation of the two-storey block at the south end. The main factory body of this block was of identical construction to **Blocks A** and **B** with a two-storey flat-roofed block at the north-west corner (Plate 8). There were 14 bays of north light roof (Plate 9), the northern four being shorter than the others due to the flat roofed block. A further flat-roofed block, which is a continuation of that from **Block B**, was attached to the south end (Plate 10). There was also a large steel shed at the south end that appears to be a later phase.

Block F

- 6.8 **Block F** lay to the north of **Block A** and was a multi-phase structure, mostly single-storey and of the same general fabric as those structures already described (Plate 11). **Block F** formed the canteen and a sports pavilion. Much of **Block F** was flat-roofed but the north and west parts had distinctive barrel-vaulted roofs with large overhangs (Plate 12).

Block G1

- 6.9 **Block G1** lay immediately to the east of **Block F** and was four bays wide. Again, the fabric was similar to those blocks already described (Plate 13). Each bay had a barrel-vaulted roof wider than those within **Block F**. All the bays had flat rooflights, the northern three bays also had monitor roof lights at regular intervals. The structure had wide concertina doors on the south elevation and appeared to have last been some sort of maintenance building.

Block G2

- 6.10 The smallest structure on Site, this building was two storeys high and was of the same fabric as those already described. It had a barrel-vaulted roof (shapelier than the others on Site) with a flat roofed extension on the west elevation and a corrugated lean-to on the north elevation (Plates 14 and 15). There was no access close to this building due to ongoing asbestos removal works.

Block G3

- 6.11 **Block G3** consisted of two main areas/spaces, a four-bay section lying on a north/south axis and a two-bay section to the south lying on an east/west axis (Plates 16 and 17). Both blocks were single-storey, but the north block was higher. The core of the building was of the same fabric as the buildings already described and both parts had barrel vaulted roofs. Some infilling and rebuilding had been carried out on both blocks with obviously different brick, which was very similar to brick used to construct a flat-roofed extension attached to the south elevation (Plate 17). At the time of the survey, **Block G3** was in the process of being demolished.

7.0 SUMMARY OF LANDSCAPE SURVEY

- 7.1 The landscape survey identified and recorded a total of four assets (nos **1–4**) associated and potentially associated with the designed landscape within the development boundary (Fig. 3; Appendix A). The assets all date to the mid- to late 20th century, following the construction of the factory.
- 7.2 The most obvious feature identified during the survey was the Geoffrey Jellicoe designed water feature called the 'Jellicoe Weir' (**1**), situated on the edge of the complex at the south-west corner (Plates 18, 19 and 20). The feature comprises a series of weirs creating ten separate levels of shallow water (one of which was empty; Plate 19), dropping down gradually from the south to the north.
- 7.3 In plan, the feature is reminiscent of the saw-tooth roof profiles of **Blocks A, B and C**; however, most of the lines are straight (see Section 9.3), except for four curved 'viewing platforms' on the western side and a curved section at the south end. The weir is, for the most part, sunk into the ground and there are nine square planters at the east point of each level. The dam of each weir is concrete, and the levels are lined with concrete. There is a retaining wall on the west side (of similar brick as the structures already described), topped by low cast stone copings with a low wrought iron hand rail. The empty level revealed an iron valve that controlled/pumped water from one level to the next.
- 7.4 The east wall forms the perimeter wall of the factory, beyond which is a publicly accessible walkway that allows access to Moreton Station (Plate 21). This is paved either side of a tarmac drive, which terminates in a circular area just outside the station (Plate 22). Set in to a steep bank that forms the approach to the railway bridge, are four recesses that formerly contained benches.

- 7.5 The structure has obviously been neglected and is showing signs of deterioration. There are several levels choked with vegetation and much of the planting (some of which may be part of the original scheme), is overgrown.
- 7.6 A former bowling green (**2**) was recorded to the north of **Blocks F and G1**. This was heavily overgrown at the time of the survey but the outline of the feature, together with perimeter tarmac walkway, was still visible (Plates 23 and 24). There was a concrete building platform in between the bowling green and northern perimeter fence, which appeared to have once carried a structure of unknown design.
- 7.7 Approximately 10m to the north-west of **Block F**, at the east end of the playing field, a low mound was present (**3**; Plate 25). This was circular in appearance and had no distinguishing features. It was around 1m high at the highest point. This appeared to coincide with a feature labelled as 'Terraces' on the 1965 Ordnance Survey map (Plate 37). This was probably a viewing platform truncated by the later access road.
- 7.8 Within the area of the playing fields, several cricket squares were visible, all of which were aligned north-south. The only other visible feature (**4**), was a possible concrete building platform (Plate 26).
- 7.9 Other than the above recorded features, no other features either associated with the designed landscape, or any earlier landscape features were present. There was no evidence for any former field boundaries or other features illustrated on historic mapping prior to the erection of the factory.

8.0 DISCUSSION

- 8.1 The archaeological investigations have revealed that, for the most part, the core of the upstanding fabric and the designed landscape of the former Burton's Biscuit factory, previously the Cadbury Bros factory at Moreton, remains relatively well preserved.
- 8.2 The rapid inspection of the buildings designed by C. J. Wilkinson showed that, despite later expansion, alterations and extensions, the essential structure and design of the earliest phase of the main factory buildings (**Block A**) illustrated on the 1954 Ordnance Survey map (Plate 35), still existed. **Block A** (labelled 'Factory') is illustrated on a 1952 landscaping and layout plan (AR JEL DO1/C1/1) produced by Jellicoe (Plate 27), along with two blocks to the north (labelled 'Canteen' and 'Garages'), which fall within the footprint of the current **Block F**. There was also a small block to the east that survived. A proposed extension to the

'Canteen' is labelled as 'Future Sports Pavilion'. The 'Weighbridge' and 'Lodge & Meter House' are shown on the Jellicoe plan.

- 8.3 The two blocks to the north of the 'Factory' and the 'Lodge & Meter House' are not shown on the 1954 map (Plate 36) and the next available mapping in 1965 (Plate 37) shows **Block F** fully formed and more or less in its final and current footprint along with a building in the location of the 'Lodge and Meter House'. This differs from the 1952 Jellicoe plans and it is possible that the 'Canteen', 'Garages' and 'Lodge & Meter House' were never constructed in their proposed form. The Site rapidly expanded, and the 1965 mapping (Plate 37) shows the complex in its final and current form. This probably accounts for the similarity between the buildings and, although not illustrated on the 1952 Jellicoe plan, the style had been established. Most of the complex therefore dates to between 1954 and 1965.
- 8.4 The Jellicoe designed landscape is shown on three plans (AR JEL DO1/C1/1, AR JEL DO1 C1/2, AR JEL DO1/C1/3) dating to 1952, and six undated photographs (P JEL PH1/2736–2741) contained within the Susan and Geoffrey Jellicoe Collection at the Museum of English Rural Life / Landscape Institute (Plates 27–35). The photographs are part of an archive of the photographs of Susan Jellicoe, secretary and later wife (in 1936) of Geoffrey Jellicoe. She was a photographer in her own right and captured images not only of her husband's work but many landscapes and historic houses all over the world. The plans and photographs are focused on the main landscape element of the Weir, no other plans were available or may not have been produced.
- 8.5 The Jellicoe Weir (**1**), whilst showing obvious signs of neglect and is overgrown, appears to have survived relatively intact, its current form being the same as that shown in the 1952 plans and the (undated) photographs. Although damaged, the retaining walls and handrails are original and the planting scheme, although very overgrown, appears to have survived. Trees shown on the plans within the grassed areas illustrated as 'Undulating Grassland', as well as on top of the ramp to the bridge, are not on the photographs and are not present on Site. These may never have been planted. The Jellicoe Weir is first illustrated in its entirety on the 1965 Ordnance Survey map (Plate 37), although the beginnings of construction appear to be shown on the 1954 map (Plate 36).
- 8.6 As already mentioned, other than an image of the west elevation of **Block A**, within which it appears to be identical to its current form (Plate 35), there are no plans or images of the designed landscape other than the weir.

8.7 The remains of the Bowling Green (2), although overgrown, are present in situ in the same location as when first illustrated on the 1965 Ordnance Survey map (Plate 37). The adjacent tennis courts do not survive. To the south of the tennis courts, the small mound (3), appears to be the surviving remnants of a 'Terrace' first illustrated on the 1965 Ordnance Survey map. This feature is probably a spectator viewing area facing the playing fields. This was truncated when the current access road was inserted, in the 1990s. No. 4 may be the remains of a building footprint and is probably recent.

9.0 CONCLUSIONS AND SIGNIFICANCE

9.1 Both the building and landscape surveys have revealed that the buildings designed by C. J. Wilkinson and the designed landscape by Geoffrey Jellicoe within the proposed development boundary have survived relatively intact and unaltered.

9.2 The most important element within the Site boundary is the weir. Situated as it is, it was designed to act as a fence or barrier to the factory complex along the walk to work by commuters from Moreton station, and was described by Jellicoe as acting as a 'cattle moat' to deter casual intruders to the factory grounds (Bennis 2008). It is unknown how much discussion and collaboration there was between Wilkinson (whose designs for the buildings were themselves ultra-modern at the time) and Jellicoe, the profile of the saw-tooth roofline not being entirely reflected in the Weir. Indeed, the design may not have intended to be reflective of the roof, instead using off-set angles and tapering outlines to create a sense of increased space and distance making it impossible to read it as a single piece of water (Bennis 2008). There is no evidence to suggest, other than some buildings being shown on Jellicoe's plan of 1952, that Jellicoe had any involvement or took any inspiration from the design of the buildings or indeed vice versa.

9.3 The Site at Moreton is often described as a precursor to his designs at Hemel Hempstead, completed in 1962 (Dacorum Borough Council 2019). Indeed, both designs feature serpents, although 'The Serpent' at Moreton was only described as such by Jellicoe about 10 years after its construction (Thompson 1994; Bennis 2008). Jellicoe prepared a plan for the new town at Hemel Hempstead as early as 1947, based on the idea of a town within a park (Dacorum Borough Council 2019). Ultimately, in 1949, Hemel Hempstead District Town Council's plans were chosen (broadly similar but with smaller housing neighbourhoods and a different design for the town centre) (*ibid.*). His 1947 proposals already contained designs

for the 'seven water gardens of the Gade', and in 1957 he was approached to develop new proposals for a Town Centre Park, which culminated in the 1962 Water Gardens.

- 9.4 Therefore, it is possible that the Site at Moreton was developed as a result of pre-existing ideas for the Hemel Hempstead gardens and a testing ground for the much larger scale works at Hemel Hempstead to come. Moreton is Jellicoe's first design (to be constructed) using water to combine his theories and has been described as a surviving example of a rare Modernist landscape (Bennis 2008).
- 9.5 Ultimately, the significance of the Site lies in its association with Geoffrey Jellicoe and its place in the developments of his future designs. There are no records explaining why Jellicoe was commissioned, neither is there evidence or record of any design brief to suggest that the Site was intended to be as elaborate as other designed factory complexes, for example at Bourneville or Port Sunlight. In Jellicoe's own words, the purpose of the Weir was simply to act as a barrier preventing casual access to the site from the access road from Moreton Station, which as described by Jellicoe, 'in modern society, should be decorative in appearance' (*ibid.*).

REFERENCES

- Bennis, E. (2008) *The Cadbury Factory: A Pivotal Modern Landscape by Sir Geoffrey Jellicoe* [Online] Available at: https://tclf.org/content/cadbury-factory-pivotal-modern-landscape-sir-geoffrey-jellicoe?fbclid=IwAR3ieV-ligXl_fvixY0Pof-gHSTXFsLnPyjiN9sYf81El8EV1WquyAHYpXE (accessed on 28/03/19)
- British Geological Survey (2019) *Geology of Britain Viewer*. [Online] Available at: <http://mapapps.bgs.ac.uk/geologyofbritain/home.html> (accessed on 05/03/2019)
- Chartered Institute for Archaeologists (CifA) (2014a) *Code of Conduct*. Reading: Chartered Institute for Archaeologists.
- Chartered Institute for Archaeologists (CifA) (2014b) *Standard and Guidance for the Archaeological Recording of Standing Buildings or Structures*. Reading: Chartered Institute for Archaeologists.
- Cranfield University (2019) *Cranfield Soil and Agrifood Institute Soilscales*. [Online] Available at: <http://www.landis.org.uk/soilscales/> (accessed on 05/03/2019)
- Crosby, A. 1996 *A History of Cheshire*. London: Phillimore and Co.
- Dacorum Borough Council, 2019 *History of the Water Gardens* [Online] Available at: <https://www.dacorum.gov.uk/home%5Cregeneration/hemel-evolution/jellicoe-water-gardens/history-of-the-water-gardens> (accessed on 28/03/2019)
- GVA (2016) *Burton's Biscuit Company: Environmental Statement. Volume 1*. Unpublished report.
- Historic England (2015a) *Management of Research Projects in the Historic Environment: The MORPHE Project Manager's Guide*. Swindon: Historic England.
- Historic England (2015b) *Digital Image Capture and File Storage: Guidelines for Best Practice*. Swindon: Historic England.
- Historic England (2016) *Understanding Historic Buildings: A Guide to Good Recording Practice*. Swindon: Historic England.

Historic England (2017) *Understanding the Archaeology of Landscapes*. Second edition. Swindon: Historic England.

Lanpro (2019) *Archaeological Recording: Former Burton's Biscuit Factory, Pasture Road, Moreton Merseyside*. Unpublished report.

Moggridge, H. (2019) *Oxford Dictionary of National Biography: Jellicoe, Sir Geoffrey Alan* [Online] Available at: <http://www.oxforddnb.com/view/10.1093/ref:odnb/9780198614128.001.0001/odnb-9780198614128-e-40519?rskey=7vfl2r&result=2> (accessed on 28/03/2019)

Thompson, I. (1994) *Can a Landscape be a Work of Art? An appraisal of Sir Geoffrey Jellicoe's theory of landscape aesthetics*. School of Architecture, Planning & Landscape Global Urban Research Unit, University of Newcastle upon Tyne, Electronic Working Paper No. 6. Newcastle: Newcastle University. [Online] Available at: <https://www.ncl.ac.uk/media/wwwnclacuk/globalurbanresearchunit/files/electronicworkingpapers/ewp6.pdf> (accessed on 28/03/2019)

University of Reading (2019) *The Museum of English Rural Life: The Geoffrey Jellicoe Collection* [Online] Available at: https://www.reading.ac.uk/merl/collections/Archives_A_to_Z/merl-AR_JEL.aspx (accessed on 28/03/2019)

Waterman (2015) *Burton's Biscuit Company; Land at Pasture Road: Historic Environment Desk-Based Assessment*. Unpublished report.

Maps and Plans

Ordnance Survey 1:2500 map, 1954 Edition

Ordnance Survey 1:2500 map, 1965 Edition

1952 layout plan of the Site, AR JEL DO1/C1/1 (Image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections)

1952 Landscaping layout, west side of factory, AR JEL DO1/C1/2 (Image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections)

1952 Landscaping canal details, AR JEL DO1/C1/3 (Image courtesy of Museum of English Rural Life /
Landscape Institute / Susan & Geoffrey Jellicoe Collections)

PLATES



Plate 1: Block A: saw-tooth roof, west elevation facing east.



Plate 2: Block A: flat-roofed office block, facing south-east.



Plate 3: Block A: flat-roofed block with loading bay.



Plate 4: Block A: interior view, facing south-west.



Plate 5: Block A: interior view, facing north-west.



Plate 6: Block B: northern end Block Facing south-west.

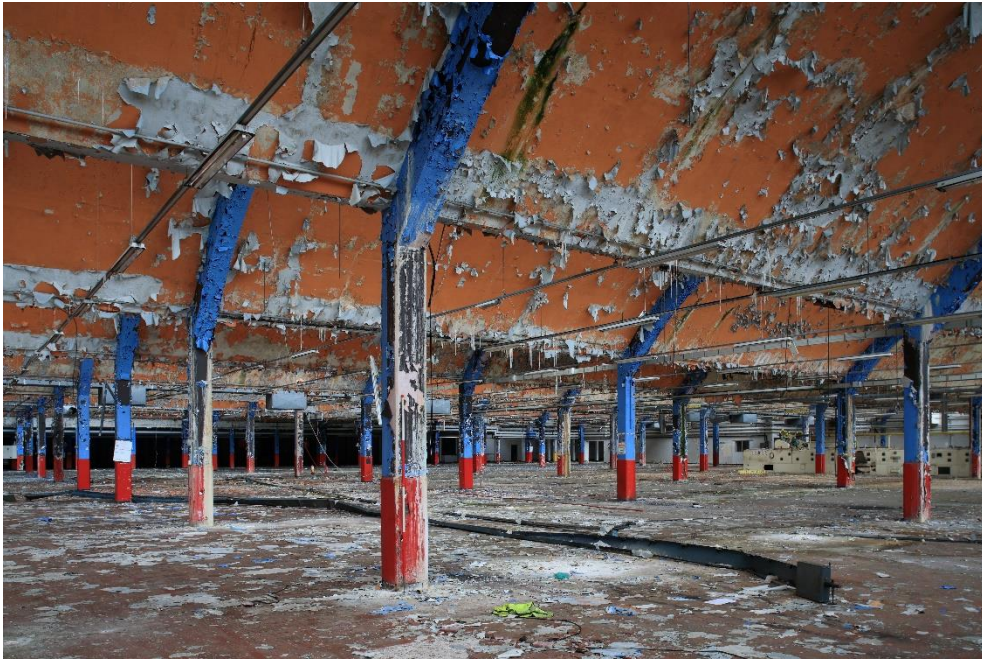


Plate 7: Block B: interior view, facing south-west.



Plate 8: Block C: north-west corner, facing south-east.



Plate 9: Block C: north-east corner, facing south-west.



Plate 10: Block C; south-east corner, facing north-west.



Plate 11: Block F: facing north-east.



Plate 12: Block F: barrel-vaulted roofs, facing west.



Plate 13: Block G1: south side, facing north-west.



Plate 14: Block G2: south side, facing north-west.



Plate 15: Block G2: north side, facing south-east.



Plate 16: Block G3: north side, facing south.



Plate 17: Block G3: south-east corner, facing north-west.



Plate 18: the 'Jellicoe Weir' (1), facing north.



Plate 19: the 'Jellicoe Weir' (1) empty level, facing south.



Plate 20: the 'Jellicoe Weir' (1), facing north.



Plate 21: walkway allowing access to Moreton Station, facing south.



Plate 22: terminal end of walk way to the west of the 'Jellicoe Weir' (1), facing east.



Plate 23: Bowling Green (2) at the northern end of the Site, facing north.



Plate 24: edging of the Bowling Green (2).



Plate 25: mound at the east end of the playing field (3), facing south-east.



Plate 26: concrete building platform (4) to the east of Block F, facing east.

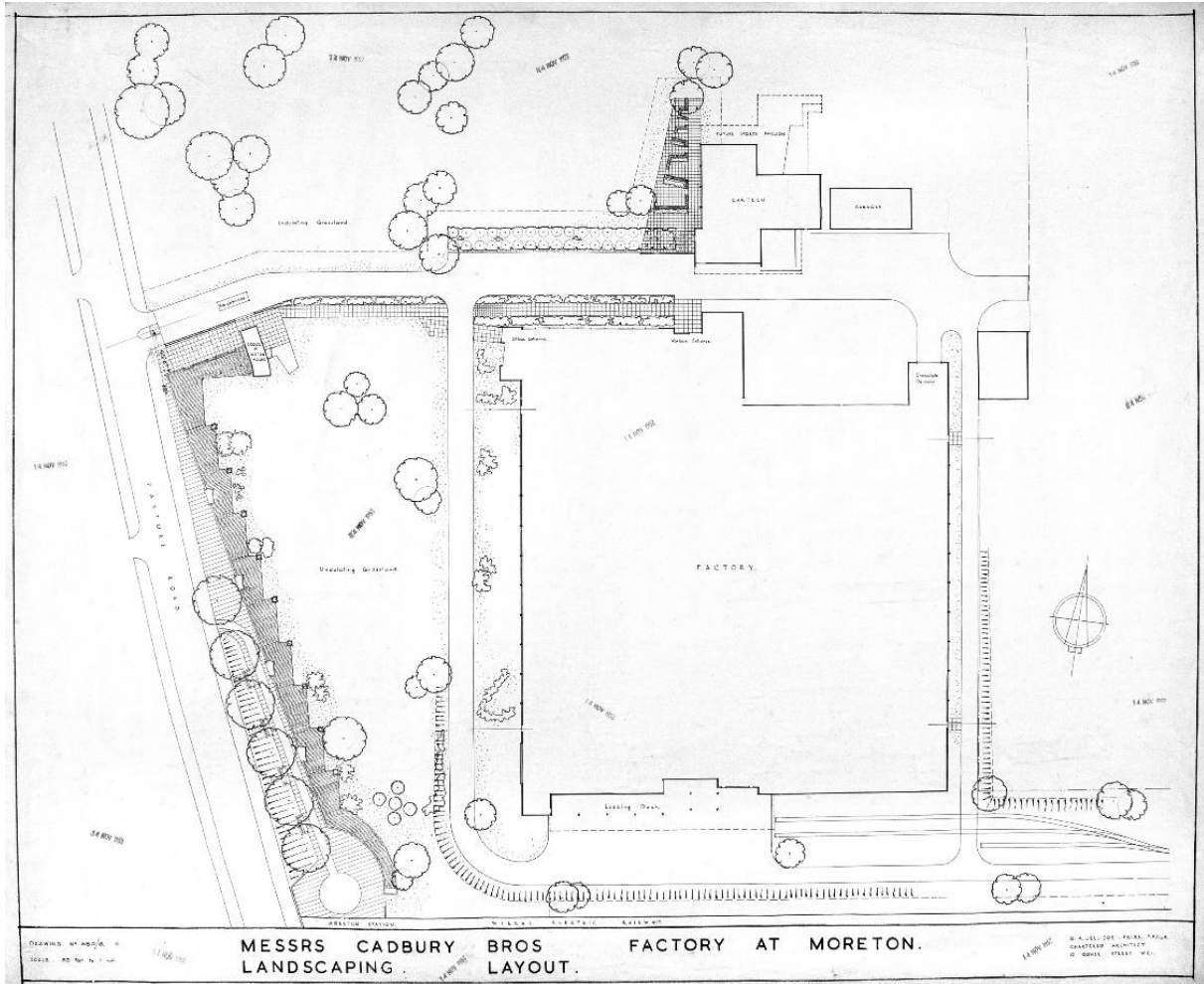


Plate 27: 1952 layout plan of the Site, AR JEL DO1/C1/1 (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).

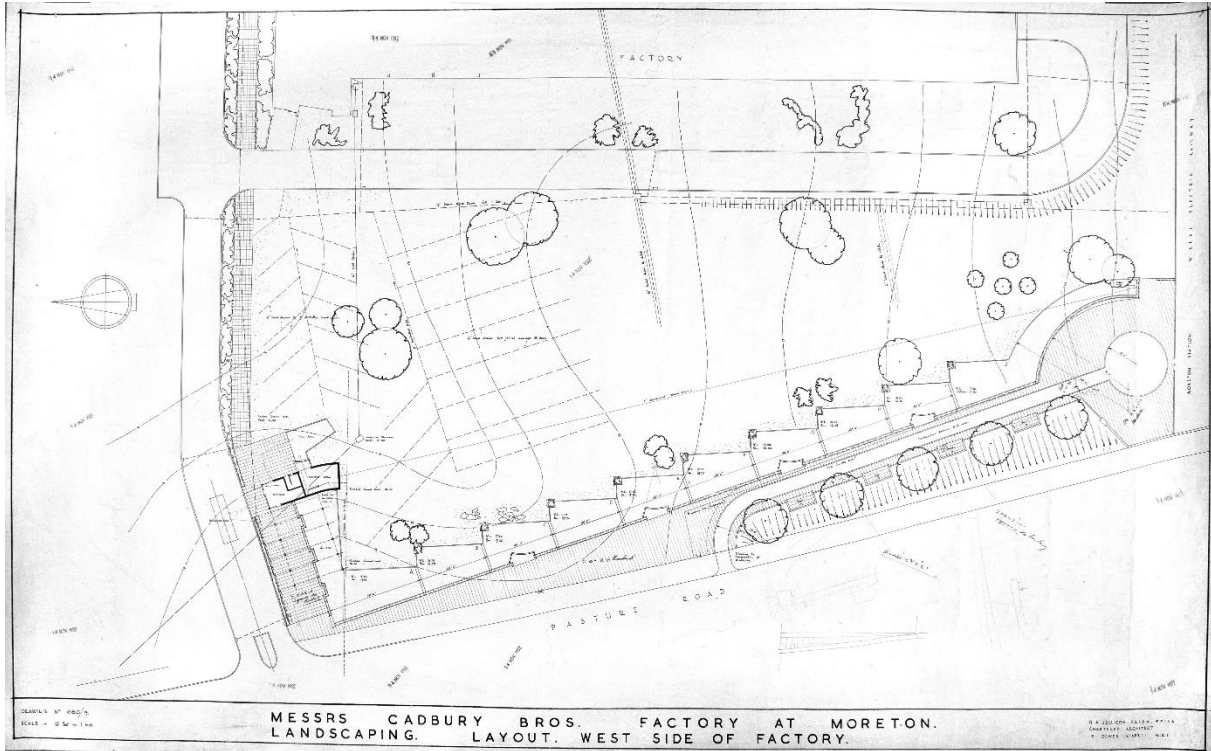


Plate 28: 1952 landscaping layout, west side of factory, AR JEL DO1/C1/2 (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections),



Plate 30: undated photograph of the weir by Susan Jellicoe, P JEL PH1/2736 (facing south) (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).



Plate 31: undated photograph of the weir by Susan Jellicoe, P JEL PH1/2737 (facing south) (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).



Plate 32: undated photograph of the weir by Susan Jellicoe, P JEL PH1/2738 (facing south) (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).



Plate 33: undated photograph of the weir by Susan Jellicoe, P JEL PH1/2739 (facing north) (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).



Plate 34: undated photograph of the weir by Susan Jellicoe, P JEL PH1/2740 (facing north) (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).



Plate 35: undated photograph of Block A by Susan Jellicoe, P JEL PH1/2740 (facing south) (image courtesy of Museum of English Rural Life / Landscape Institute / Susan & Geoffrey Jellicoe Collections).

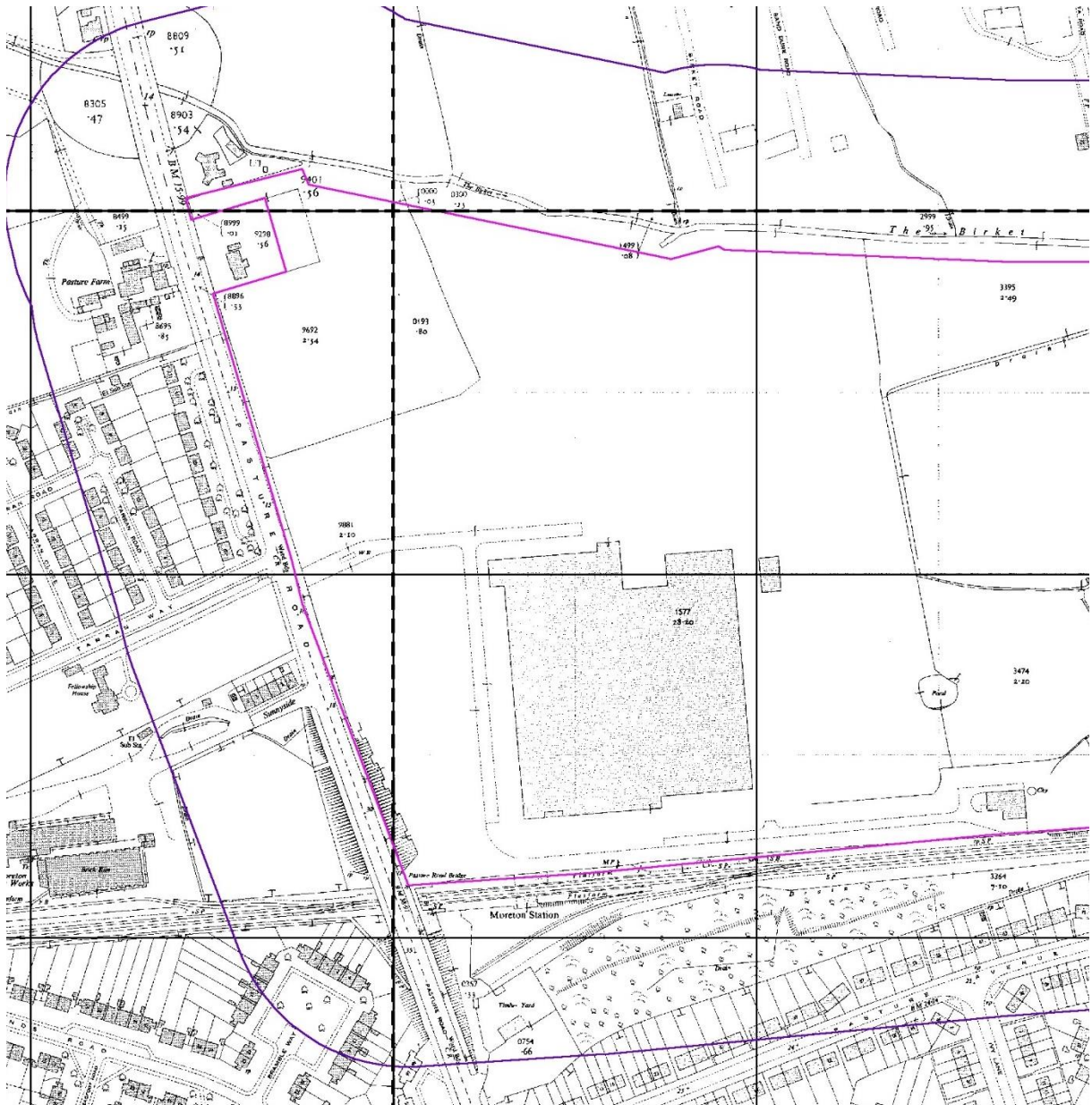


Plate 36: extract from 1:2500 1954 Ordnance Survey Map (reproduced after Waterman 2015). ©





Crown copyright 2019 AL 10005557.

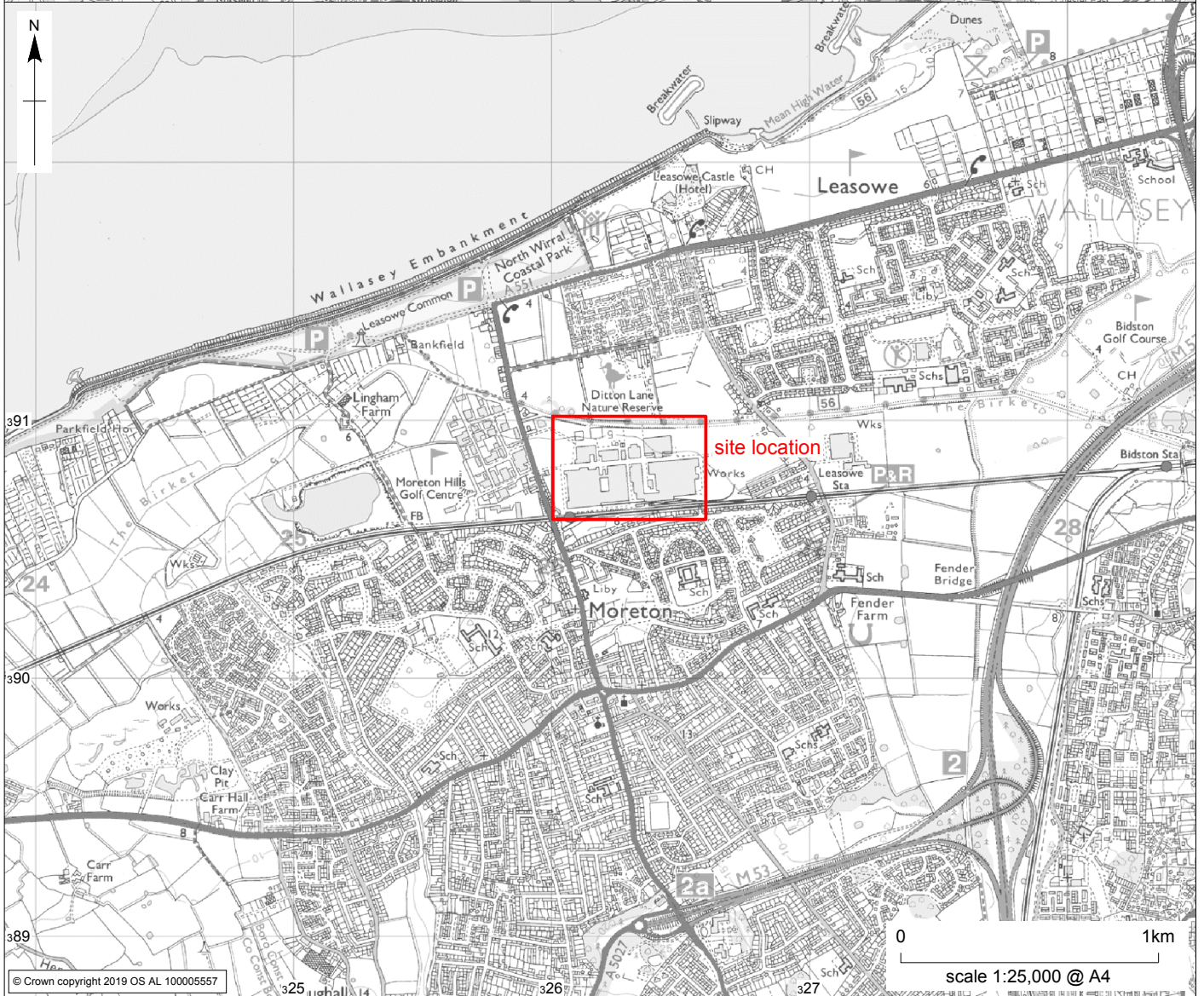


Plate 37: Extract from 1:2500 1965 Ordnance Survey map (reproduced after Waterman 2015).

©Crown copyright 2019 AL 10005557.

APPENDIX A: GAZETTEER OF HERITAGE ASSETS

Record no.	HER	Description	Period	NGR	Image
1	N/A	Weir designed by Sir Geoffrey Jellicoe in 1952 and constructed in 1953, forming part of the designed landscape of the former Messrs Cadbury Bros site	Modern, 1953	SJ 25992 90713	
2	N/A	Bowling Green adjacent to the north boundary of the former Burton's Biscuit factory.	Modern, c.1965	SJ 26180 90956	
3	N/A	Mound representing the remaining parts of a sports viewing terrace, first illustrated on the 1965 Ordnance Survey map. Truncated by later access road	Modern, c.1965	SJ 26088 90928	
4	N/A	Concrete pad/building platform, possibly former sports building associated with playing fields.	Modern/unknown	SJ 26079 90890	

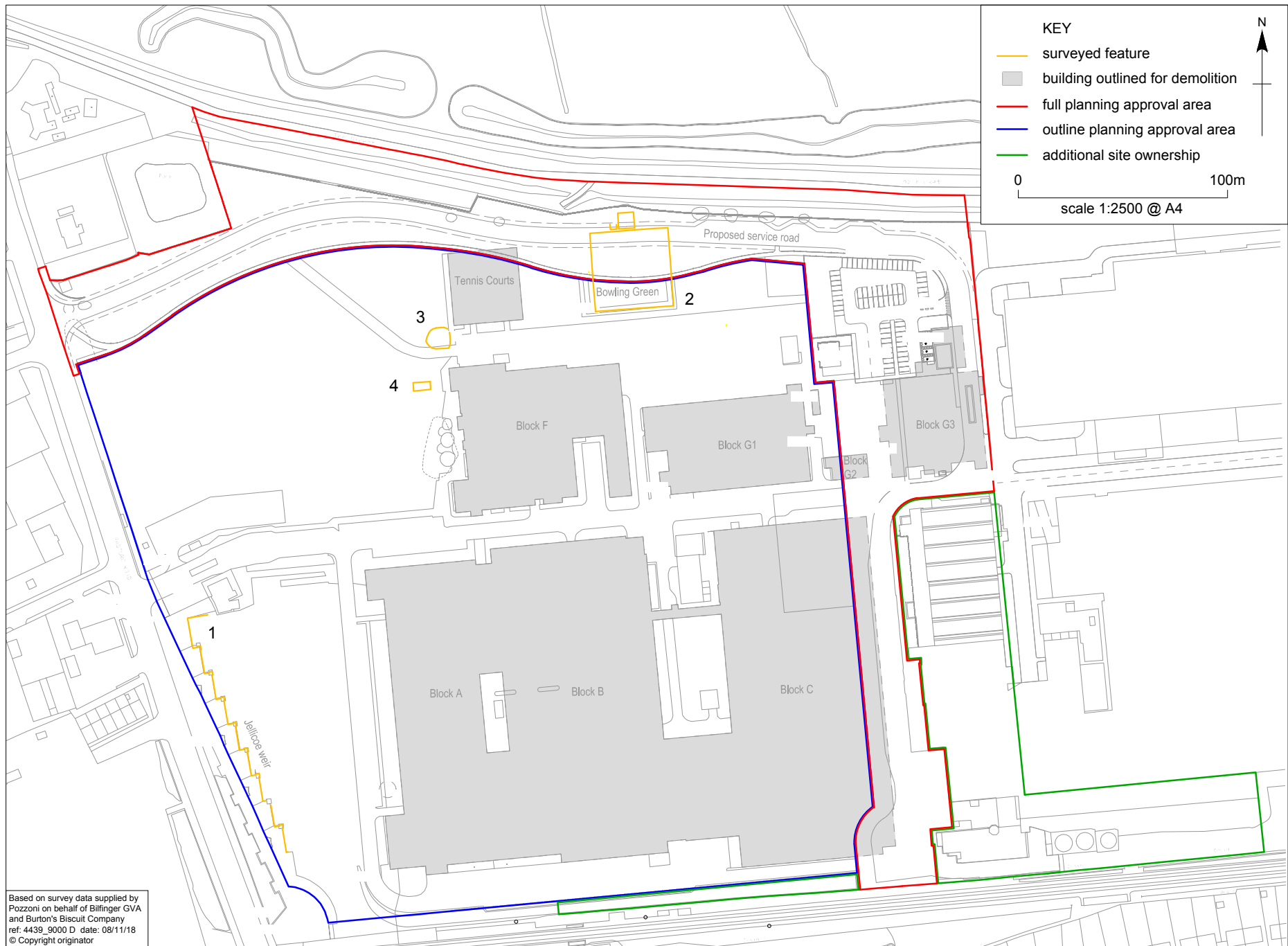


© Crown copyright 2019 OS AL 10000557

©NAA 2019

Burton's Biscuits: site location

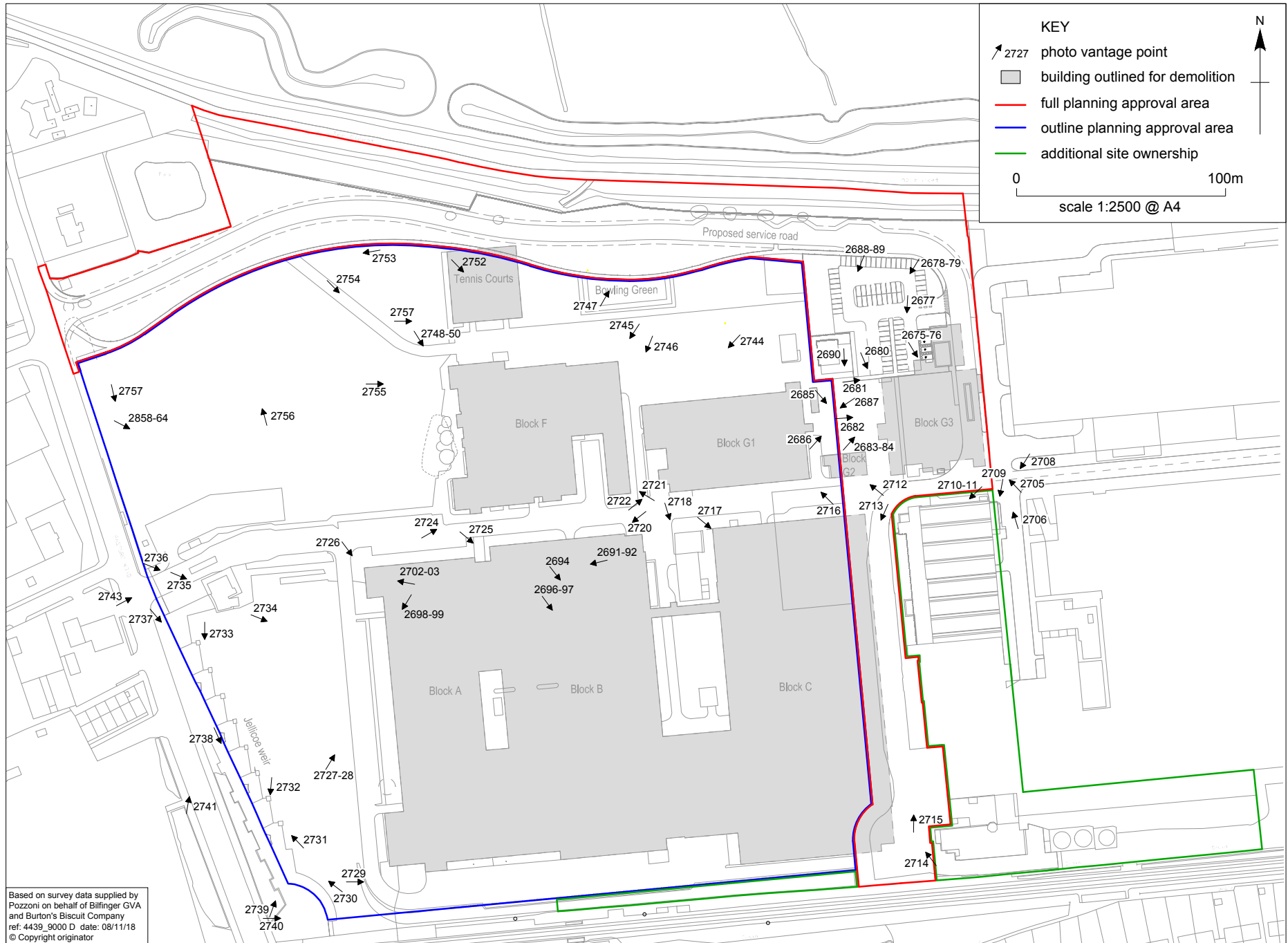
Figure 1



Based on survey data supplied by Pozzoni on behalf of Bilfinger GVA and Burton's Biscuit Company ref: 4439_9000 D date: 08/11/18 © Copyright originator © NAA 2019

Burtons Biscuits: surveyed features

Figure 2



Based on survey data supplied by Pozzoni on behalf of Bilfinger GVA and Burton's Biscuit Company ref: 4439_9000 D date: 08/11/18 © Copyright originator © NAA 2019

Burtons Biscuits: photograph location plan

Figure 3