

Tinned food & jam making in the Vale of Evesham

Canning factories



Smedley's – Worcester Street in Evesham

The factory opened in 1931 and ran until 1973. Smedley's was one of the largest canning companies in Britain, with factories across the country. The Evesham factory employed over 400 people and could fill 35,000 cans and 10,000 bottles with fruit and vegetables each day.



Phipp's – Wyre Piddle, near Pershore

This factory was started by Harry Phipps, a local man, in the early 1930s and employed many people living nearby, especially women. After WWII, the factory continued to run for several more decades.



Cadbury's – Blackminster, near Evesham

Built by the Cadbury's chocolate family in 1917, towards the end of WWI. The factory was set up to dry fruit and vegetables, as well as packing them into cans. However, the factory was only open for a few years, as it closed in 1919. The buildings were taken over by a market gardening co-operative (group run by members) called the Littleton & Badsey Growers, or LBG for short.



Deakin's – outside of the Vale at Norton, by Worcester, and Toddington

Deakin's started off as jam makers and later ran two canning factories just outside the Vale of Evesham, at Toddington and Norton, south of Worcester. They also owned lots of land around Pershore, Stoulton and Hampton where they grew fruit for their factories. In 1916, Deakin's employed 300 women to pick fruit in the Pershore area.

Jam factories



Beach's - Church Street in Evesham

This jam factory was built around 1907 by T. W. Beach. Jam made here during WWII was sent to soldiers fighting on the front lines. The factory continued to make jam until the 1960s or 1970s.



Croome Estate Jam Company - Pershore railway station

Locally grown fruit sometimes rotted before it could be sold or made into jam, as there were no factories nearby. To solve this problem, a new jam factory was built by Pershore railway station in 1890. The factory was first run by William Beach (whose half-brother later built a jam factory in Evesham), then changed owners several times. From 1915 until the 1920s, the factory was used to pulp fruit by the Huddersfield Fruit Preserving Company.



Pomona Jam Factory - Pershore High Street

Opened in 1889 by The Vale of Evesham Fruit Preserving and Pickling Company - such a long name! Locally, it was called the 'Pomona jam factory'. In 1914, the site also became Pershore Central Market.