CHELTINE FOODS AT
THE OLD BAKERY
CHELTENHAM

By Roger Beacham

NOW THE LOCAL STUDIES
DEPARTMENT OF
CHELTENHAM LIBRARY

Since the Autumn of 1975 Cheltenham Library's Local Studies Depart-
ment 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 Glouces-
tershire 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 com-
prising 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 pro-
posed 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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