

Welcome



Did you know that the very first M&S goods were sold in Leeds from a 6ft x 4ft trestle table? Your M&S Heritage Trail guides you through the city to our Marks in Time Exhibition revealing the unique story of Marks & Spencer. Discover how we developed from a humble open-air market stall to one of Britain's most successful retailers. There are now over 21 million visitors to our stores every week.

As you follow this trail, don't forget to look around. You'll pass many important buildings which are part of the story of Leeds. General areas of interest are shown on this side of the leaflet. Turn over to see the main trail route.

The whole trail will take you about one and a half hours. Starting at Kirkgate Market, the route is slightly uphill most of the way, but is fully accessible for those with pushchairs or wheelchairs. To help you find your way, Walk It signs are placed at various locations along the route.



Did You Know?

The smallest branch of M&S is in Grainger Market, Newcastle upon Tyne. It has been there since 1895, and its outer appearance still resembles the early Penny Bazaars!

M&S are the number one provider of womenswear and lingerie in the UK.

Our very first advertising slogan was 'Don't ask the price, it's a penny'.

The success of M&S was built on selling everyday objects....scrubbing brushes, buttons and candles!

The first foods we sold were packets of biscuits, sweets, flour and custard powder.

Sheet music was one of our most popular Penny Bazaar products, at a time when people loved to gather round the piano and sing songs and Christmas carols.

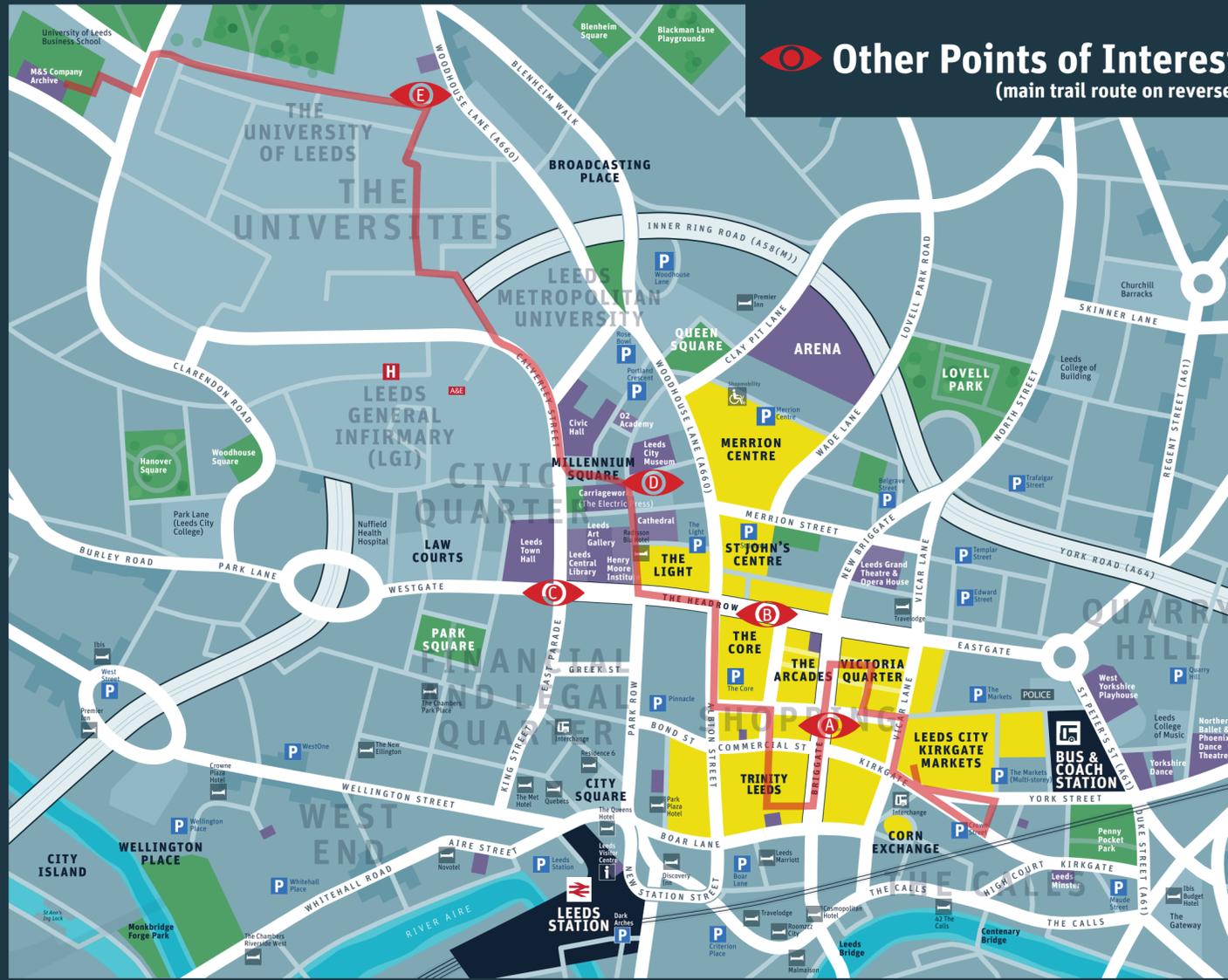
We sold our very first bra in 1926!

We started serving food to customers in 1927 – sandwiches, pastries and even ice cream to eat in store or take away.

Our world-famous 'St Michael' brand, a sign of good quality, was used from 1928 to 2000.

Key

- Main trail locations - on reverse
- Other points of interest
- Route



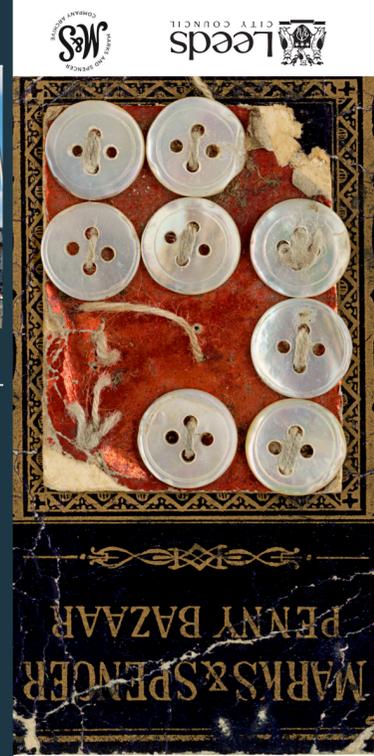
Other Points of Interest (main trail route on reverse)



The University of Leeds

The University of Leeds was established in 1904, when the Yorkshire College was granted a Royal Charter by King Edward VII. The M&S Company Archive is in the Michael Marks Building, on the Western campus. Other sites to look for include the Grade II listed art deco Parkinson Building (above), a prominent landmark in Leeds with its distinctive clock tower. Opened in 1951, it is home to the Stanley & Audrey Burton Art Gallery and the Brotherton Library, which houses Special Collections, including some of the UK's outstanding rare books and manuscripts.

One of the oldest features on campus is Clothworkers' Court, built in 1879. It was financed by the Worshipful Company of Clothworkers, who wanted to improve technical and scientific education in Britain. To the right of this is the Great Hall, which opened in 1894. Graduation ceremonies are held here and Simon Marks received an honorary Doctor of Laws degree in 1964. Both buildings were designed by Alfred Waterhouse.



Leeds Heritage Trail

Leeds
M&S
Walk It

Leeds is very compact and walkable, easily accessible by bus, train or car. Leeds Bradford International Airport is just half an hour from the city centre by bus. There are numerous car parks and ample Blue Badge car parking spaces in the city centre.

Leeds Visitor Centre

Friendly visitor information and ticket office conveniently located at Leeds Station, open 7 days a week.

0113 242 5242
www.visitleeds.co.uk

Leeds Travel Information

With up-to-the-minute information about car parking spaces, public transport and walking routes, travelling into and around Leeds has never been easier.

0113 242 5242
www.leedstravel.info
www.walkit.com

Leeds Bus Information

The Leeds City Bus provides fully accessible travel between key locations around the city centre.

For information about this and other bus and train services, call Metroline on 0113 2457676 or visit www.wymetro.com



How it all began in Leeds

Michael Marks arrived in Britain as a young man during the early 1880s, after leaving his birthplace in Poland to escape anti-Semitic discrimination. He came to Leeds, a growing industrial town with a population of over 160,000. He was attracted by its large Jewish community and job opportunities in the thriving clothing trade.

At the time Marks couldn't speak English and had no money or particular skills, but a chance meeting led to him setting up his own business and this would become the M&S you know today.

Briggate

You're standing on one of the oldest streets in Leeds. In 1207 permission was given for the building of a 'new town'. It was built along a particularly wide street that came to be known as Briggate, meaning 'the road to the bridge.'

The market was held here, and thirty plots of land were laid out on each side. For a small rent, people could live here and carry out a trade or a craft. In the nineteenth century, Briggate became a centre of entertainment as new shops, arcades and theatres were built. The layout of the modern shops with the famous arcades, pubs and yards follows the original layout of the street.

The first arcade was Thornton's, opened in 1877 by Charles Thornton. He also owned the Old White Swan Inn in Swan Street, where in 1865 he opened the music hall that is now the City Varieties Music Hall. In the 1990s Queen Victoria Street was covered over to make a new arcade, forming the Victoria Quarter along with the newly restored Cross and County Arcades.

M&S Memories - Sales assistant Ida Sparks remembered Saturday nights being her favourite time at the Penny Bazaar. It was at its busiest when customers visited after spending an evening at the theatre or opera.

The Headrow

In medieval Leeds this was the northern boundary at the 'head' of the town, with open fields beyond it. Originally a very narrow street of no more than 8 yards across, the Headrow was widened in the early 1930s.

M&S Memories - "I have many memories of working for M&S. They treated their staff fantastically. We had a doctor and a hairdresser on the premises. But the best was the coaches they put on to take the staff home! Oh happy days". - Christine

The Town Hall & Municipal Buildings

The magnificent Leeds Town Hall was designed by Cuthbert Brodrick as a symbol of the town's growing wealth and importance. In September 1858 it was opened with great ceremony by Queen Victoria, the first time a reigning monarch had visited Leeds.

The Town Hall still plays a central role in the cultural life of the city as an iconic venue for key civic events, concerts and conferences.

In 1884, the year Marks began his stall, the Municipal Buildings were opened to provide more administrative offices for the growing town. They are now home to Leeds Central Library and Leeds Art Gallery, linked by the grand Victorian Tiled Hall. Next door is the Henry Moore Institute.

Did You Know? - In December 2012 M&S gained its one millionth Facebook fan. To celebrate, we launched an app that gave each fan a penny to donate to one of four M&S supported charities.

Millennium Square

The Square was created to celebrate the year 2000 and is a popular outdoor events space. Look for the golden owls on the Civic Hall. Built in 1933, it houses the City Council and Lord Mayor's offices. Many surrounding buildings would have been familiar landmarks to Michael Marks and Tom Spencer.

Leeds City Museum was originally the Cuthbert Brodrick designed Mechanics Institute, built in 1860. The Leeds General Infirmary building dates from 1869. The Electric Press, now home to the Carriageworks Theatre, previously held the West Riding Carriage Manufactory and Chorley & Pickersgill's printing works.



M&S in Leeds: A Timeline

1851 – Tom Spencer is born in Sipton, North Yorkshire. He moves to Leeds by age 21.

1859 – Michael Marks is born in Poland.

Early 1880s – Michael Marks arrives in England. He starts trading as a pedlar.

1884 – Michael Marks opens his first stall in Kirkgate Market.



1886 – The stall moves to an indoor pitch.

1894 – Tom Spencer joins the expanding business.

1903 – They register their business as Marks & Spencer Ltd. Later this year Tom Spencer retires.

1904 – A Penny Bazaar is opened in the new Cross Arcade.

1907 – Michael Marks dies on 31 December.

1909 – An M&S store opens at 76 Briggate.

1916 – Simon Marks becomes Chairman. The following decades see M&S transform into a chain of 'superstores' with a distinctive style.

1951 – The Briggate store opens in its current location.

1984 – A clock is installed in the 1904 hall of Kirkgate Market, to commemorate 100 years of M&S.



2007 – The M&S eco and ethical Plan A is launched.

2009 – M&S celebrates 125 years.

2011 – Victoria Gardens is redeveloped.

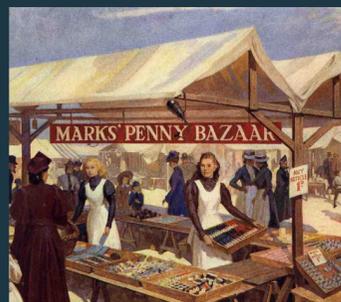
2012 – The Michael Marks building opens, housing the M&S Company Archive and the Marks in Time Exhibition.

2013 – M&S returns to Kirkgate Market.



Trail Route

(other points of interest on reverse)



1

Kirkgate Market

Visit the M&S Market Stall in the heart of the 1904 hall, to experience the early years of the business.

Michael Marks originally traded as a pedlar, but in 1884 he took an outdoor stall in Kirkgate Market, moving to an indoor pitch in 1886. Selling simple stock such as haberdashery and hardware goods, he adopted the slogan "Don't ask the price, it's a penny". This fixed price system and the open display of goods was very popular, and by 1890 Marks was running five Penny Bazaars.

Exit the Market and follow New York Street. Walk down Harper Street and find the Blue Plaque on the Dewhirst Building.

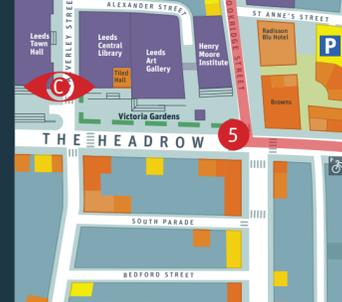


2

Dewhirst Building

This was once the warehouse of haberdasher Isaac Dewhirst. Walking down Kirkgate one day, Dewhirst was approached by a stranger asking for directions to the clothing manufacturer Barrans. This was Michael Marks, who was looking for work there. Dewhirst offered Marks a £5 loan on the spot, and so Marks was able to buy his first stock for peddling here. Dewhirst still supply M&S today.

It was at Dewhirst's warehouse that Marks met cashier Tom Spencer, who invested £300 for a half-share in the growing business in 1894. In 1903 they registered as Marks & Spencer Ltd, with a capital of 30,000 £1 shares.



3

M&S Memories

According to one customer, the Penny Bazaar in Kirkgate Market even sold wedding rings, which "looked exactly like normal wedding rings".

"I always bought my underwear in M&S - those lovely co-ordinated sets with matching camisoles and petticoats, and all made in the UK in those days!" – Anne

"I remember being dressed completely in M&S clothes at the age of 15, and of being extremely proud of the fact!" – Jill

"On Saturdays staff could get their hair done for 30p! We felt a million dollars as we marched into the shop to face the shoppers!" – Kathleen



3

Cross Arcade in the Victoria Quarter

Cross Arcade opened in 1904, by which time Spencer had retired. Marks leased eight units, opening a Penny Bazaar with departments for hardware, china ornaments, tin ware, toys, fancy goods, stationery, crockery and haberdashery. On the first day, Marks vowed not to close until takings reached £100. This was achieved by 4pm, reaching £175 by the time the doors closed at 8pm.

Just three years later, only a third of the sixty M&S stores were in market halls or arcades, as the business moved towards larger premises. Michael Marks died in December 1907 and his son Simon succeeded him as Chairman in 1916.

Follow Cross Arcade until you reach County Arcade. Turn left and exit onto Briggate.



4

Briggate Store

The first Briggate M&S store opened in 1909 at No.76, opposite County Arcade. At the lower end of Briggate, M&S opened in our current location in 1951. Designed by architect Robert Lutyns, it is an example of the new look he developed for M&S stores, which can still be seen on high streets around Britain.

During the first half of the twentieth century, M&S was transformed. Penny Bazaars were replaced by new 'superstores', with clothing and food at the forefront. Affordable quality remained a core company value, and M&S established itself as a high street institution.

On the way to the Headrow and Victoria Gardens, take a walk through Trinity Gardens.



5

Victoria Gardens

Victoria Gardens is an open paved area in front of the Art Gallery and Library. It was redeveloped in 2011 as the flagship project of the M&S Greener Living Spaces initiative, part of our eco and ethical programme Plan A. Funds were raised by the sale of our 5p carrier bags.

Michael Marks was known for his philanthropy. His obituary described him as "upright, well-disposed and kindly", showing "benevolence and large-heartedness to the needy". He took a personal interest in his employees' wellbeing. His son Simon continued this ethos, setting up the most comprehensive staff welfare system of its time.

Follow the trail across Millennium Square to the University of Leeds campus.



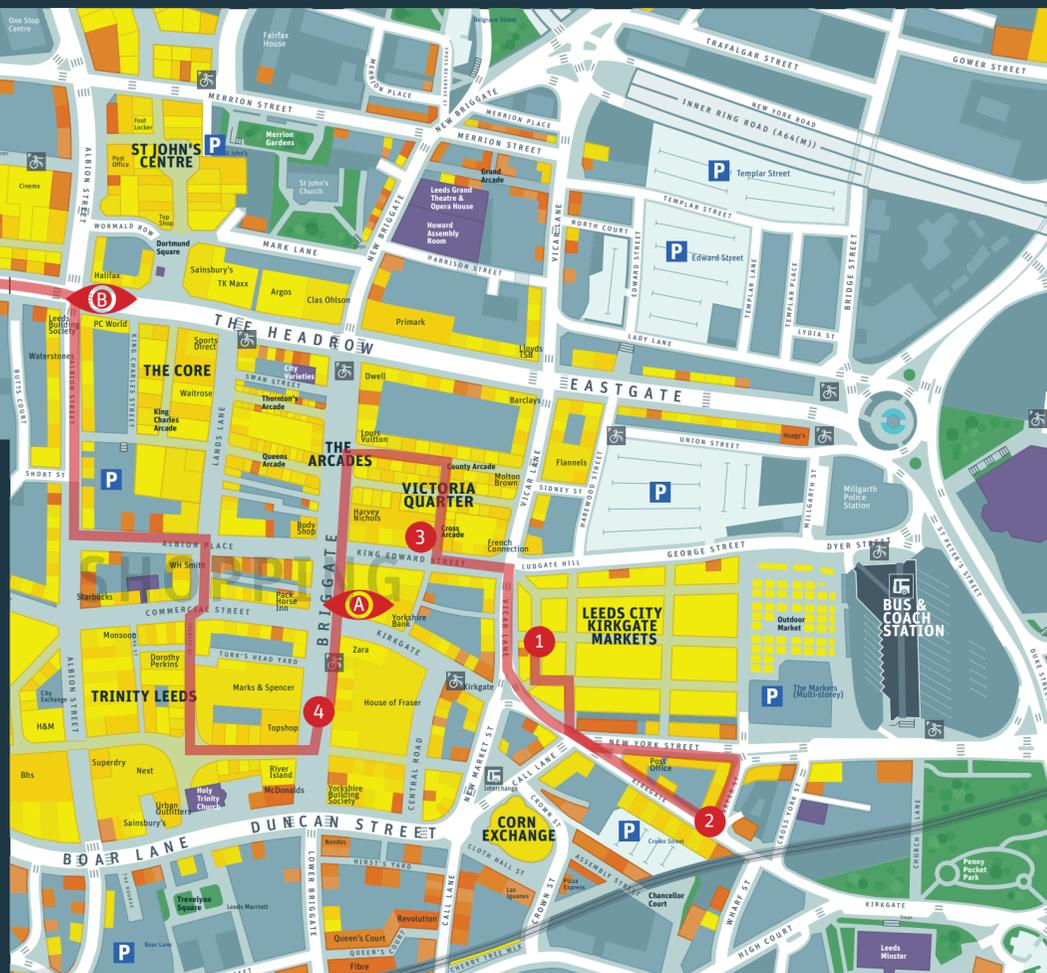
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Marks in Time Exhibition at The M&S Company Archive

Now follow the signs for Clothworkers' Centenary Concert Hall until you see the signs for the M&S Company Archive.

We invite you to explore the impact that iconic British retailer M&S has had on the shopping habits and social history of Britain. From boardroom battles to staff welfare, from puddings to pants, the exhibition explores how M&S has led the way in innovation, quality and service since 1884. You can even cash up using an original Penny Bazaar till. There's also a Children's Zone with dressing up, games and toys.

With over 70,000 items in our world class collection, there's always something to see at the Marks in Time Exhibition. Admission is free.



Location:
M&S Company Archive
Michael Marks Building
University of Leeds
Western Campus, off Clarendon Road
LS2 9JT (LS2 9LZ for Sat Nav)

Transport links: 56 Bus Route

Our building is fully accessible for wheelchairs, and parking spaces are available for Blue Badge holders.

Opening Hours:
Monday - Saturday: 10:00am - 5:00pm
Sundays & Bank Holidays: Closed

Contact us:
0208 7182800
companyarchive@marks-and-spencer.com

