

The Potteries Tile Trail Longton

The Potteries Tile Trail is a pilot project that aims to celebrate tiles and architectural ceramics to be found in locations across Stoke-on-Trent. It aims to promote the city's built environment as well as its internationally significant tile and architectural ceramic industry.

The collection has been created in partnership with a volunteer research team, the local community and a wider constituency of online contributors. The trails can either be accessed using this digital document (PDF) or via our dedicated Historypin channel using the website or smart phone app. The digital documents can be printed out if required.

We have created a series of six introductory 'tile trails' - one for each of Stoke-on-Trent's famous six towns (Tunstall, Burslem, Hanley, Stoke, Fenton and Longton). The trails are aimed at local residents and visitors alike. They offer a selection of varied and interesting examples of ceramics to be found in buildings and public spaces in each local area. We hope the trails encourage more people to explore and enjoy the city's wonderful 'in situ' ceramics. We also hope they contribute to the collection by adding comments and photographs to the Historypin collection.

The Potteries Tile Trail project has been led by the national **Tiles and Architectural Ceramics Society** (TACS) and funded by a grant from the **Heritage Lottery Fund** (HLF) All Our Stories initiative.

Further details about the project and trails can be found at:
www.thepotteriestiletrail.org



1 Foley Arms Hotel, Kings Street

As you would expect there are a number of fine examples of pub ceramics in The Potteries. The Foley Arms has a beautiful brown, green and buff door pediment and door surround. As mentioned elsewhere - the manufacturers of these facades are notoriously difficult to identify.



2 Crown Hotel, Times Square

Almost under the Railway Bridge in the centre of Longton is the Crown Hotel overlooking Times Square. The main entrance porch comprises impressive and colourful tiles that may have been made by Gibbons, Hinton & Co or could even be of American origin interestingly. The designs include vivid golden-yellow sunflowers (courtesy of TACS Gazetteer)

3 5, Market Street

Shop entrance floor mosaic including the building number. There are good examples of mosaic use in commercial settings across the city. Mosaic is an art form which uses small pieces of materials placed together to create a unified whole. The word mosaic is derived from the Greek 'mouseios' meaning belonging to the Muses, hence artistic.



4 Sydney Works, Sutherland Road

The building includes terracotta work that features the building's name and date. It also has subtle but interesting tile inlays as part of the decorative brick course above the windows. Tile inlays are a feature of The Potteries. These 'bands' use different colours and patterns to give a unique and distinctive style to commercial and residential properties throughout the area.



5 Gladstone Pottery Museum

The story of The Potteries in one unique experience - Gladstone Pottery Museum is Stoke-on-Trent's pre-eminent heritage asset. This working museum is housed in Gladstone China Works, now preserved as the last complete Victorian pottery works in the country.

Gladstone's Tile Gallery features one of the best decorative tile collections in the country. It was donated by H&R Johnson Tiles and celebrates the ways in which ceramic tiles made in Stoke-on-Trent - and across the world - have given beauty & colour to floors and walls over the centuries. You can find out how tiles were made and decorated and enjoy the 'art of the tile' from ancient past to present day.

Image note: Original 'Minton & Co Patent Stoke-upon-Trent' tile back stamp plate. Just one of the exhibits on display in the museum.

The Potteries Tile Trail Longton continued



6 191 Uttoxeter Road

Shop entrance mosaic including the proprietor's name. Decorative mosaics, tiles and faience schemes offered businesses an opportunity to promote their individual trading names. Bigger concerns such as Cooperative or Sainsbury's used ceramics to establish and reinforce identity and early brands.

Courtesy of Martin Snape who wrote: "This was my Dad's Grocers shop - Ron Snape - who owned Snape's Stores in Longton who retired in 1994, it was previously run by my Grandad Harry Snape who purchased it in the late 30s or early 40s from A. Allerton.



7 CoRE, Chelson Street

The white glazed bricks used in decorative patterns on various parts of the new CoRE building are interesting. The architects have clearly referenced Stanley Works on the other side of Chelson Street (formerly Bagnall Street). The upper floors feature white glazed brick. This was used to make maximum use of natural light by reflecting it into neighbouring properties. Reasonably good light was important to quality and productivity.



8 Commerce Street

Historical ceramic street names can be found embedded in walls throughout the city. Minton Hollins Tile Co. Ltd was a major producer of encaustic signs and related letters. Interestingly signs were often made up of two separate parts - the name and 'St' or 'Rd'. They are usually black base with white letters. Other colours and styles were made and 'exported', for example, blue with white lettering can be found throughout Devon.

These signs are distinctive and important. They are an expression of Stoke-on-Trent's identity. It is important to preserve them. It would also be interesting if the city and developers commissioned contemporary ceramic street signs to continue and develop this tradition.



9 George and Dragon, The Strand

This widely known local pub has simple but lovely decorative tile inlays at first floor level. There are also other fragments of tiles that have been saved and left exposed. There are also plain but attractive red, buff and black tile features at fascia level where the wall meets the roof.



10 Transport Lane

Turn right just before the market into Transport Lane. You will find a small block of 1970s public conveniences. They are faced with Carter's industrial tiling and made to stand out from the surroundings with a dark green geometric pattern on white ground. These relief tiles were designed by Ivor Kamlisch. (Courtesy of TACS Gazetteer).



11 Longton Market, The Strand (Shop)

Simple but exquisite entrance mosaics can be found in each individual shop doorway. Tesserae or mosaic pieces were made by many producers in the city. Unless specific archive material exists in relation to individual commissions - it is almost impossible to identify a manufacturer.



12 Longton Market, The Strand (Main Entrance)

Longton Market is a majestic piece of late 19th Century architecture. The main entrance is the crowning glory. Two distinctive towers incorporate fine stone detail and a lion's head arch above a stunning - probably encaustic - tile sign. The centrepiece is a crest dominated by a lion with a vase above. The design also features cornucopia. This is complimented by fine decorative patterns and an inscription which reads 'THIS MARKET HALL WAS ERECTED A.D. 1862'. It is a high quality bespoke production.

