

— OBITUARY —

JAMES RICHARD LLOYD, CBE

13th October 1920 – 15th October 2012

It is with great sadness that we report the death of James Richard Lloyd – who with his wife Olga founded the Burton upon Trent Civic Society in 1962.

Representatives of the Burton Civic Society attended the celebration of his life at Cambridge Crematorium on Tuesday 13th November 2012. He leaves a daughter, Diana, who with her partner Clive attended the Civic Society's 50th Jubilee Dinner in February 2012.



Jim – as he was best known to us all – or Mr Lloyd, or, by his former employees - Sir, was a great man and did so much for Burton: his stature was genuinely recognised throughout the town. At the time of his retirement he was Vice Chairman of the former Bass plc and masterminded the transfer of Bass' London headquarters to Burton. He was Chairman of the Burton Daily Mail Ltd when it was owned by the brewers and Clifford Gothard Trust, and was instrumental in setting up the Bass Museum, now the National Brewery Centre; in establishing the Brewhouse Arts Centre, then as an independent charity; and in commissioning the sculpture The Burton Cooper that now stands in the Coopers Square Shopping Centre. He was co-founder of the Midlands Amenity Societies Association (MESA) and was its first President. He was President of the Burton Civic Society from 1979 until his retirement from ill health in 2006. He was inspirational, resolute and plain speaking – and had a great sense of fun. No-one who had met him could fail to be captivated by his enthusiasm for everything he put his considerable talents to – whether it be his work in the brewing industry across Europe (for which he was awarded the CBE), his civic society work, his gardening or the love of travel he and Olga had.

Jim was brought up in Southport, and graduated from Cambridge University with a double first in Mathematics and Law. As with Burton, his love of Cambridge always remained with him – and his daughter says it was as if he had “come home” when he moved there, near his daughter, after his health became too fragile for him to remain living alone in Burton.

Very soon after graduating Jim enlisted in the army and rose to the rank of Brigadier, fighting in India and Burma. It was whilst stationed in India, convalescing after a war wound, that he met the woman who was to become his much loved wife, Olga.

At the end of war, Jim entered legal practice within local government in Southport, but soon joined Bass in Burton, first managing the legal aspects of

their Property Department, joining the Bass Board in the early 1970's, becoming Managing Director of Bass UK in the mid 1970's and Vice Chairman in the late 1970's, a position he held until his retirement, subsequent to which he was made Chairman of the Bass Pension Fund.

He and Olga established The J&O Lloyd Charitable Trust in 1981, which Charity has made considerable grants over the subsequent 30 years to worthy causes in Burton upon Trent: this Charity continues to be managed by Burton-based Trustees and his daughter Diana, and so his name will live on – remembered by all.