

G.W.LAMB score a CENTURY!...



George Lamb's father in the driving seat with his grandfather, standing. A fleet of Lambs' familiar red and yellow removal vans was pictured in Bilford Road, Worcester, in 1949.

100 years and four generations in the successful business of removals

GW Lamb is a family business which has been in the heart of the Faithful City for 100 years. It has passed through four generations and is now run by George William Lamb and his sister Margaret, who are joint owners.

As the family mark this special anniversary, we look back at how the company has changed over the years. It all began with Mr Lamb's great-grandfather. He was a blacksmith who also transported bodies to the cemetery with a pony and dray.

Mr Lamb's grandfather was more of a "wheeler dealer", with two second-hand furniture shops in New Street, Worcester.

But he went bankrupt and battled to repay his debts by starting the removals business.

Things ran smoothly until the outbreak of the Second World War,

when Mr Lamb's father, who was in the Territorial Army, was called to serve his country, rising through the ranks of Bombardier to Sergeant Major.

The government seized the company's vehicles for the war effort allowing the opposition to take advantage of their rival's absence.

Mr Lamb said: "During the war Worcester was looked upon as a safe haven for storing furniture, because it was not really industrial it never got bombed.

"The opposition had a good war." After getting his licence back, his father started up again, but faced more hurdles.

He had to "fight tooth and nail" to get vans on the road, because the rival firms objected to licence applications.

In 1968 new laws were introduced forcing companies to have MoTs and services for vehicles.

Mr Lamb said: "It meant that two-thirds of our vehicles didn't come under the scope of the new regulations, so we had to buy three removal vans in the same year."

Overnight, licences were scrapped and anyone could start a removals business.

The company battled on and Mr Lamb joined his father at his Mealcheapen Street premises.

They met some unusual requests over the years, transporting everything from ponies, chickens and human ashes to hot school meals.

The firm even delivered furniture to Buckingham Palace.

In 1974 the family bought a warehouse in Sansome Walk, Worcester, and expanded into storage.

Sadly Mr Lamb's father died in 1987, aged 79. This year would have marked his 100th birthday.

KATE YATES



Geoffrey Bromage began working for Lamb's in 1957 and retired only recently. This picture of him was taken in Claines Lane, Worcester, in about 1961.

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G.W.LAMB score a CENTURY!...



Moving with the times to become a giant of storage

WORCESTER'S best-known removals firm Lamb's moved to its current base in April 2005.

Joint owner George Lamb said: "Storage is growing well and that tends to be our core product now."

"We are the now the largest household storage company in Worcester."

"From the early days when we started up storing at a skittle alley at The Plough in St Martin's Gate, where we could perhaps only store a couple of houses worth of furniture, we now have a massive 30,000 square feet of storage space."

The firm stores everything from furniture to archive material, from one week to long term. The premises are fully alarmed against intruders and fire, so customers can rest assured their belongings are safe.

GW Lamb uses modern storage methods, taking wooden containers to the customer, who can watch expert staff carefully pack their belongings away, before making an inventory and returning containers to the stores, until the customer wants them back.

This way the items are only handled twice, virtually eliminating the risk of damage.

The removal side of the business is still thriving and it



George Lamb and his sister Margaret Sayers are the joint owners of Lambs Removals. Picture by John Anyon. 21042506

offers customers transportation for anything from one piece of furniture to a house full.

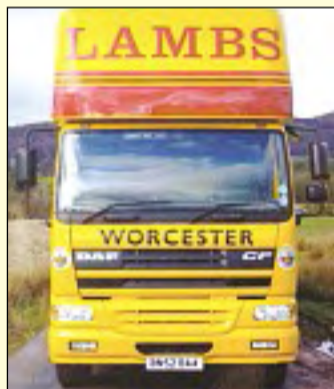
Up-to-date packing and removal methods are used and staff are fully-trained to British Association of Removers standards.

Whether customers want to move locally, nationally or internationally, GW Lamb will cater for any request.

Mr Lamb said he feels proud to be the fourth generation of this traditional business.

He said: "The Lamb family is looking forward to the next 100 years in business."

KATE YATES



This Lamb's removals van has an appropriate number plate.



Lamb's is the largest household storage company in Worcester. 21042501/21042505



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