

Title: Derek Schiavon Interview

Creators: Rick & Julia Goldsmith

Project: 'Chewing the Cud: Memories from Hereford's Old Cattle Market'

Subject: Autobiography, Living and working around Hereford's Old Cattle Market, Heritage

Publisher: Catcher Media Social CIC

Tags: Chewing the Cud, oral history, heritage, PV, participatory film-making, community film, Herefordshire

---

Identifier: Derek-Schiavon

Interview Date: 2015/16, Hereford

Interviewee: Derek Schiavon (speaker, male)

Interviewer: Marsha O'Mahony & Julia Goldsmith (speaker, female)

Camera & Sound: Richard Goldsmith (male)

Producer: Julia Goldsmith

Language: English

---

Type: Video

Width: 1920 pixels

Height: 1080 pixels

Scan type: Progressive

Stereo/Mono: Stereo Mixdown

Duration: 16 min 00 seconds

---

Original copyright: Catcher Media Social CIC CC BY-NC

Holder: Catcher Media Social CIC

Transcript:

(00:00)

Derek describes the poultry market, located a little away from the livestock market selling mostly on Wednesdays. Recounting how monthly he would venture into the smoky office to check the ledgers and one popular day when Tom Jones appeared to buy ducks for his estate

(02:15)

Derek talks about access to the market, recalling which markets typically took place on which day of the week, there were many gates that were large enough to let the livestock lorries in to loading bays before moving on to the merton meadow car park that had a lorry wash that became a legal necessity for animal health regulations.

(03:30)

The multi-story carpark was built to facilitate the customers cars for the market, alongside the many open-air area's nearby. Farmers would often complain about having to pay for parking in the city council owned car parks as they felt that they were bringing trade and business into the city, so it was fairly often to see a farmer holding a parking ticket looking quite angry.

(04:30)

Occasionally disputes at the market would require being mediated, Jim Preece was the markets constable (a former Hereford city constable) was there for such occasions. The market was somewhat a melting pot where people from all walks of life would attend which made it quite unique.

(05:35)

Escaped animals weren't infrequent and were always a source of some panic in the market. If an animals did escape an alarm was triggered and all of the workers would run to their nearest gat and make sure it was contained - this wasn't always perfect though a bull would get out and run up wide marsh street, where there was in fact a china shop but they likely might never have made it that far.

(06:40)

Miners fortnight was two weeks in summer where the mines in south-Wales would shutdown and there would be an influx of people crossing the border to attend Hereford markets. This was also the case on some weekends throughout the year. This was potentially due to in some small part due to England's looser restrictions when it came to drinking than Wales at the time

At times during the fortnight the retail market could be so full that if someone fainted from the heat you would have to carry a chair high over everyone's heads and fight your way through the throng of people to reach them.

(08:37)

Talking about the market traders, Hereford was famous for its retail markets running on Wednesdays and then later Saturdays numbering about 130 permanent stalls. Some of the traders had licenses, having a regular spot each week, but others would show up early on market day and if one of the regulars couldn't show up they would jump into their place. Derek describes how it was his role to allocate the free stores to casual traders.

(09:30)

Part of the job was to make sure that the market was balanced correctly and to avoid the cardinal sin of putting two people too close to each other who sell the same kind of stuff - a sin Derek committed early in his career with two lingerie salesmen and very quickly learned not to repeat!

(10:47)

Hereford was very lucky being the confluence between Birmingham, South Wales and South West England which meant it got traders visiting from all three circuits.

(11:18)

Derek talks about the slang of market traders, explaining the terminology of a 'toby', 'pulling the edge', 'showing the forks' and 'twirling, ramping and batting'.

(13:19)

As market inspectors part of the job was to resolve customer and trader disputes, knowing

sales acts and being able to mediate a resolution between them. Which was sometimes rather difficult, as with the story of the teenage girl and the skirt.

(14:20)

Derek recalls extreme gales knocking over stalls the day before market day, even tearing the old corrugated roofs off and flinging them across the square. Yet everything was recovered and ready to go by market day!

---

This film was made by Catcher Media for the Hereford Cathedral Close project in association with In Our Age and supported by The National Lottery Heritage Fund.

Watch the video interviews on the vimeo showcase:  
<https://vimeo.com/showcase/7908663>