

“A big thank you to George and Pam Ives from their friends and family the Old Camdenians”

“In short George and Pam are the heart of both the Club and the School; Respected by all if, with apologies, at times taken for granted, our George remains the epitome of dedication; George continued to serve both the Club and the School with great distinction, whilst still retaining the same commitment, good humour and, above all, friendship that he showed during his playing days; A term of service to club and school that covers decades; George and I seem to be like ships in the night; I suspect with all that going on he never got a mouthful of food and certainly no 'drink' until the day after! If all that was not enough you tell me he is THE MAN doing the 50+ club; I would obviously wish to be associated with the high praise bestowed upon this consistently dedicated pair; I wish we had more guests like them! They are so lovely to all our staff, full of great banter and understanding; I will always remember their generosity, hospitality, and love – thank you both; They are such stars!”

(Some of the tributes to George and Pam Ives from friends and family the Old Camdenians)



74 years of supporting the Old Camdenians

Alan Streeter

I would also like to thank George and Pam for their dedication to the OCC over the years. This newsletter is a fitting tribute to their service and commitment over the years. Thank you both.

Martin Hodgson

My tribute to George starts with his massive commitment to the school as a Governor. This was the role in which I first met George. During this time George always prioritised the pupils of the school and passionately supported any scheme that would benefit them.

He always showed a real understanding of how the pupils were very different from those of his own time at the school, facing very different challenges and disadvantages.

As always Pam was there to support him in the background, lovingly correcting him if he ever got anything wrong!

In his role with the Old Camdenians George has always been the link between school and the club. He has generously invited staff and students to the Dinner, to which he and Pam are the life and soul.

On a personal level both George and Pam have been both genuine and caring. I have seen George struggle to mediate in disagreements within the club and with the school. In these times he has remained generous towards those he did not agree with, never moaning or complaining about his own situation. In short George and Pam are the heart of both the Club and the School.

Ken Ranson

I wish to pay tribute to George and Pam Ives who have always been there and served me well. The 50+ Club and the excellent Annual Dinners and Lunches. I look forward to seeing you all on 4th June 2021

Alan Meyer

Like many others, my introduction to the Old Camdenians came via the Football Club, where George was one of the first to make me feel welcome. Playing alongside him, it did not take long to become infected by his enthusiastic, whole-hearted approach, and by the tremendous team spirit this created. With George 'between the sticks' there was never a dull moment, as he clearly believed that, even for goalkeepers, 'attack is the best form of defence'.

Not content with mere goal line duties, he would often be found diving at opponents' feet, on the edge of the penalty area, to keep the enemy at bay. Injuries inevitably occurred, and Pam's Saturdays were, no doubt, spent wondering how many broken bones or dislocated fingers he would bring home next.

One of the proudest moments in George's playing career was keeping a clean sheet when the 3rd XI won the LOB Minor Cup, 4-0, in 1959.

After that, George continued to serve both the Club and the School with great distinction, whilst still retaining the same commitment, good humour and, above all, friendship that he showed during his playing days. Long may that continue, but not forgetting our debt of thanks to Pam for all her invaluable support.

PS "They are such stars!" Lesley Meyer

Dennis Warwick

George and Pam have been married 64 years. Most of us will not live long enough to claim such a momentous time span, but we can all still acknowledge the love that obviously has cemented their lives together. Some achievement, particularly when you consider that, for some forty years of their marriage, Pam shared the additional personal working strains as his PA and Office Manager. And, as if that is not enough, for decades George, well supported by Pam, has given considerable time, effort, and expertise to a diverse range of functions within the school Old Boys and Girls.

Age has not wilted his services to the OCC, as shown by the recent return of the 50+ Club to the original concept of 50 plus members. Respected by all if, with apologies, at times taken for granted, our George remains the epitome of dedication.

John Maskell

I meet with George and Pam at Committee Meetings and functions. Pam invariably took the minutes at meetings while George spoke. Over 40 years ago I played in the same football team on a few occasions before he packed up. Whilst not being the tallest goalkeeper, he leapt about to make saves.

Alan Shearn

My fleeting recollections of George are as a goalkeeper at Burton Hole Lane in 1972 for the opening match, and then 10 years earlier as master of ceremonies at the OC 1962 Dinner at the Connaught Rooms.

My return to the UK in 2016 saw me join the OC committee and who was there? Those same old faces including George. A term of service to club and school that covers decades. But not just as an honorary figure, rather a key worker still organising the Reunion event and now the 50/50 Club. And by his side was Pam, active and passionate about the OC's.

Pete Joseph

Good to hear from you. I've had a good think about this since I got your email and I really don't think I can help you. George and I have swapped a number of emails over the years, but they are essentially him sending material for the website and me telling him that it's been posted. We never met and have never spoken; I have never been in contact with Pam at all. I am sorry to disappoint but George and I seem to be like ships in the night.

John Fitch

As I have got older and found myself organising similar 'events' for all sorts of clubs, (*but not the OCC*), I began to realise the kind of behemoth that organising and running even a small 'do' becomes. Each time you arrange 'A bit of a Do' you say "*never again and certainly not next year*" but there is Dear George doing 'it' as long as I can recall be it '*The Arsenal*', *Burton Hole Lane*, *The Gatehouse*, or the '*New Hall*' at *Hilldrop Crescent* ~ Pam and George have been there organising the seating, the menus, the raffle, the food, the service, sales of OC ties and then he does a mean turn as the 'MC/Toastmaster' keeping, what can be a rowdy crowd in good order. I suspect with all that going on he never got a mouthful of food and certainly no 'drink' until the day after! If all that was not enough you tell me he is *THE MAN* doing the *50+ club*.

Eric Heliczer

I am indeed a contemporary of George but have no recollection of him other than when becoming an OC member around 2012/13. I can only endorse your sentiments in relation to both Pam and George as a couple of souls dedicated to the fastidious management and best interests of the OC. As I am sure you will, I would obviously wish to be associated with the high praise bestowed upon this consistently dedicated pair. Let us all hope 2021 provides the anticipated 'Shot in the Arm' for a return to as near normal as possible, not least the annual dinner.

Slawek Osika

On behalf of the Danesfield House team, it is undoubtedly an absolute pleasure to continue to welcome Mr & Mrs Ives back to the hotel year after year. For the past 12 years ago, I have had the pleasure of welcoming them and their family on countless occasions. I wish we had more guests like them! They are so lovely to all our staff, full of great banter and understanding (even on the one occasion when we accidentally sent their luggage to London) No stress whatsoever! We all wish them all the best and hope to welcome them back for many many years to come.

Judy Nickless

Most people know George and Pam to be most generous in the financial sense; the 'Big Issue' sellers come to mind; holidays with my family in Bandol and at Danesfield Hotel in Marlow. George buys books mostly on military history from second-hand book shops. Once read, he returns them to be sold again. Did you know that George is a keen gardener and that he grows plants to be sold at the Paul Strickland Scanner Centre Annual Plant Sale at Mount Vernon Hospital, Northwood? A charity that I, too, support. He also helps at car boot sales during the year.

In 1996, I was fortunate to go on a golfing holiday in the USA; having lost my husband two years earlier. Initially I had a great time but had an accident on the golf course suffering multiple fractures and injuries. I returned home from the US after 6 weeks in hospital completely unable to cope on my own. My son and daughter were unable to take care of me because of their family commitments. Pam and George came to my rescue and were most generous in looking after me. I stayed with them for two years. I will always remember their generosity, hospitality, and love – thank you both.

Ann Tennant

Most people attending the OCC's annual dinners and luncheons over the years are very grateful to George and his team for making it a success, however, some people I feel do not appreciate the amount of organisational skill that goes into making each one a pleasure to attend. From going to France with Jeremy to collect the wine each year to planning the table settings George and Pam always gave of their time, knowledge, skills, and experience. They are pleasure to work with and I have learnt many of George's secrets; such as being able to accommodate OCs that have not booked. George and Pam organised everything on the table; candelabra, cutlery, plates, place names; the raffle prizes; George as 'Master of Ceremonies' whilst Pam and Judy ran the reception; OCC sales; handed out members name plates and ran the raffle. I can not think of a better way to celebrate their 74 years of dedication to the OCC. See you all on 4th June 2021.

A tradition ‘*Dinning in the President*’



A rare occasion; George and Pam sitting down with Committee members to welcome Alan Streeter as our new President – 26th June 2018

A big thank you to George and Pam Ives from their friends and family the Old Camdenians for supporting us these past seventy-four years

The Old Camdenians owes a great debt of gratitude to George and Pam for their inspiration, wisdom, sense of humour, love of life and caring nature. Their legacy and place in history needs to be documented. So, what do we really know about our two super stars?

On the 29th May 1933, Pamela Audrey Driscoll, a two-and-a-half-year-old, living in Kingsbury, was blissfully unaware that George William Ives, was born to a family of Licensed Victuallers, at the ‘*New Copenhagen*’ public house, 274, York Way, London, N7. That their paths would collide in the early 1950s, at a St. Valentine’s Day dance in London and, that their partnership for life would touch so many people.

Pam’s father owned and managed a motor garage in Camden Mews. Pam’s brother Arthur and sister June were seven years younger than Pam and they too would become part of the partnership. Pam had a phenomenally successful career as a Secretary and Personal Assistant to the CEO of Carreras, in no small measure of her ability to write Pitman Shorthand Verbatim. A skill that she can perform today – well done Pam!

During the Blitz, in World War Two, George went to live with relatives outside London. I believe Loughborough. In 1946, George came to Holloway School where he enjoyed his sport and boxed for Great Britain. Some would say that he never left his beloved Holloway School, coming back to support the Old Camdenians Club for over seventy-four years.

In 1951, George was offered a scholarship at Leicester University, but like so many others, National Service put pay to that. George served with the Royal Electrical and Mechanical Engineers (REME) spending a lot of time on Salisbury Plain. Also, four months in Devon on an Officer Selection Course. George passed with flying colours, however, at the final interview he truthfully answered that he was a publican's son. The glass ceiling was evident – "*What could a publican's son bring to the Officers' Mess*". His Captain was furious and put George up for another four-month course. Our tenacious George completed it and yes, the same people interviewed him again.

George had grown up with parents and grandparent involved in the 'Trade', who were great supporters of the Trade Charities. George's grandfather served on the Society of Licensed Victuallers and the Licensed Victuallers' School Board of Management and, George's father became Chairman and then President of the Beer & Wine Trade Benevolent Society.

George still had a Scholarship to go to Leicester University, but thought he would like to be a journalist. He had a couple of reports published in the '*Morning Advertiser*' but was not making any progress towards a full-time career.

George's father was on the Committee of the Licensed Victuallers' Lighter Fuel Benevolent Association. One evening he came home from a meeting of that Association and announced that he had given the services of George and the car to the Association for a month, to help distribute the Lighter Fuel boxes. George duly reported to the Office and started to drive all over London and the Home Counties delivering the boxes. After a month, George was offered the role of Assistant Secretary of the Lighter Fuel at the princely sum of £4 per week. George decided to take it on, very much aware that his girlfriend, Pam, was Secretary to the Managing Director of Carreras, earning £21 per week.

George and Pam's courting days were spent travelling to various pubs installing the boxes and then having to revisit them again to fit the modification required to make the pump work more efficiently. George was the one who came up with the idea of the circlip, which made the device airtight. Also, they gained an enormous amount of experience about the Trade and the characters who made up the charitable movement.

George employed a student, namely Judy Driscoll, to assemble the boxes. This involved inserting the advert, putting the circlip around the pump and, in some case, fitting a bottle of fuel into the receptacle. For this she was paid 1d. a box. Later she married, became Judy Nickless and many years afterwards was appointed Secretary to the LVNH Chairmen.

George's father was now the Chairman of the Beer and Wine Trade Benevolent Society, but the Secretary resigned, and George told his father that he would like to try for the post. He categorically ruled it out and denied George the right to apply. Six months later the new appointee left, and George's father's Term of Office had been concluded. George applied and was successful but found out later that his father had supplied the Selection Committee with a list of everything in which George had failed, without any indication of those at which George had been successful. George vividly remembers his first morning, when departing from home, his father uttering "*you have exactly the same name as me and if you bring it into disrepute, I will swing for you!*"

So, started seven years of exciting and rewarding employment and it meant that George could marry his fiancée, Pam.

On 23rd June 1956, George and Pam were married at the church of '*Holy Innocents*' in Kingsbury and, yes, you guessed it the wedding reception was held at the '*Earl Russell*' his parent's public house, at 2, Pancras Road, London, NW1. George and Pam eventually acquired a house in Enfield and set to work decorating and furnishing it.

In 1961. Len Frampton, Chairman of the Licensed Victuallers' National Homes (LVNH) asked George if he would be interested in becoming General Manager of the LVNH. George thought that he would have no chance since he had antagonised 'Uncle' Arthur Hobart, however, Arthur would second the appointment.

George had achieved, what he thought at that time, the pinnacle of his ambition. George remembers bumping into an old school friend, Alf Mortimer, and dragging him into a local hostelry to celebrate his success in getting George's dream job.

In his book, "*The History of The Licensed Victuallers' National Homes*" George describes how Licensed Victuallers came to set up a welfare system a hundred years before the Government; life at Denham and some '*Magic Moments*'. George states "*I started my appointment on 1st May 1961 – I always joked appropriately – because that is Labour Day and that was my destiny!*".

From General Manager, George would later become National Secretary, Chief Executive and finally the Director General.

George was unable to recruit a shorthand typist replacement, Pam – always known in the office as 'Matilda' – came to help out as a Secretary. Pam slowly became a permanent fixture, although for many years she worked voluntarily and received no salary. Eventually, Pam became Head of the Office Staff and George says, "*was most competent and indeed trusted by all the staff, despite being married to me*".

It was always a tradition in the 'Ives' family that the mother would be known as 'Matilda'; George's grandmother, mother and now Pam would all be called '*Matilda*'. According to Google it means '*Mighty in battle*'. Most useful in handling customers in those difficult pubs. George and Pam worked 8am to 8pm most days at Denham. George remembers that he once took a phone call for Mrs Matilda Ives.

George's '*bete noire*', was the Housing Corporation, who would lecture him about staff contracts. "*They said that we had to be more precise and describe very accurately the duties of each staff member. I asked them what description they would give a person who was expected to sweep up, lay tables, stock bars etc. Their reply was "a Catering Assistant". My response was that I called them shorthand typists!*"

George has a chapter on the '*Magic Moments*'; such as when the Duke of Edinburgh visited Denham and someone stated, "*It was the only Old Peoples' Home in the world where everyone, patients, staff, residents and Board Members all laugh!*"

During those seventy-four years the schoolboy from Holloway would share his time as Chair of School Governors; Secretary of the Old Camdenians; raising funds at numerous events, such as:- sport equipment for the school gymnasium; student bursaries; Duke of Edinburgh Award Scheme; the Beacon High school choir; the Chromebook Fund; and as a Trustee of '*The Bill and*

Nora Wraight Old Camdenians Memorial Fund'. Then of course there are the legendary Annual Dinners and Luncheons, not to mention the Centenary Dinner in 2009! George and Pam have meticulously planned and executed each event. Assisted by Ann Tennant and her team they have been providing the meals for Old Camdenians' events for over twenty years.

On the 8th April 2014 George sent this message out to all OCs via his Secretary's Note 2014-2:

"It is with many regrets, that I announce my impending retirement as your Secretary. I have been in office for over 20 years and have enjoyed much of the work, particularly being in touch with so many of you, assisting where possible to trace other O.C.'s; connecting old school friends, organising the Dinner, the 50+ Club and compiling the Secretary's Notes which I know from so many comments are very welcome. I am in the process of handing over to Raymond Rowe who will be more than capable. Many of you will know him from his present role as School Liaison Officer, in which he has had so much success".

As 2020 draws to an end, George and Pam are still going strong despite 'retiring' six years ago. They are currently planning a fabulous OCC Annual Reunion Luncheon on 4th June 2021. So, let us join them then and show our appreciation. A big thank you to George and Pam Ives from their friends and family the Old Camdenians for supporting us these past seventy-four years.

Ray

Dr Raymond Rowe, Honorary Secretary Old Camdenians Club.

Some extracts from George Ives' book, " *The History of The Licensed Victuallers' National Homes*";-

1. *" It is a tribute to the 'Society' that so many dedicated men wished to serve their fellow licensees by devoting their time to the Board of the LVNH. I used to liken the Chairman's duties to that of a Mayor of a Borough, except that the Chairman's Borough was the British Isles."*
2. *"I always maintained that the only 'product' we could give in return for money was a thoughtful and, above all, sincere thanks. This policy greatly enhanced the reputation of the LVNH, and I can say was the envy of members of the sister Charities. Much of this reputation was garnered by Judy Nickless who brought much credit to the organisation".*
3. George explains how the Homes' fully-fledged 'mini market', specializing in small portions, was his brainchild. He had seen a resident buying an arrow-root biscuit at the bar.
4. An attempted robbery at the Home where 'some local villains were planning to stage a hold-up and steal the LVA's takings - £100,000'. Fortunately, it was foiled.

If you would like an e-copy of George Ives' book, " *The History of The Licensed Victuallers' National Homes*" please email admin@oldcamdenians.info.

There now follows some photographs that I have taken of George and Pam at work supporting us.



George behind Ken Ranson (Chairman) with Bob Hamlyn (Past President) and Head Boy



Pam awaiting the arrival of OC members for the Annual Reunion Lunch 2018



Top table at the Annual Reunion Lunch 2018



Sharing a table at the Annual Reunion Lunch 2018



New OCs sharing a table at the Annual Reunion Lunch 2018



Sharing a table at the Annual Reunion Lunch 2018



Sharing a table at the Annual Reunion Lunch 2018



Toasts and the school song at the Annual Reunion Lunch 2018