



## **'New Look' Estate Gets New Name**

Crowdy's Hill, will be officially renamed Kembrey Park on July 1.

Sun Alliance, which is redeveloping the Swindon Industrial estate had hoped to make the change-over this spring.

But the date has been put back to give existing firms in the area to change all their stationery. There is due to be an official renaming ceremony on September 30 and this is timed to coincide with the completion of phase one of the new estate.

The name is being changed because it is felt many Swindon people do not know where Crowdy's Hill is.

A spokesman for J. P. Sturge said: "The name Kembrey Park reflects the history of this industrial location on Kembrey Street and the new impression of spaciousness by careful design of buildings and their surroundings.

**Evening Advertiser, 25 February 1981**

## **Enterprising Mr. Kembrey Found Swindon on the Move**

Crowdy's Hill industrial estate is getting a new name.

It's being renamed Kembrey Park because it is felt many people don't know where Crowdy's Hill is.

"The new name reflects the history of this industrial location on Kembrey Street" say J. P. Sturge, joint letting agents for Sun Alliance, which is redeveloping the area.

I'm sure they're right but I wond4er how many know how Kembrey Street got it's name.

One man who does is Bob Wheeler of Cricklade Road.

It's named after my grandfather, George Kembrey, who had the first houses built there and sold them for £80 to £100," he said.

Mr. Kembrey, who lived in nearby Khartoum Villa, Cricklade Road, was one of Swindon's most enterprising businessmen of his day, with a finger in a lot of pies.

"He'd been in the Argentine, living the sort of life where he slept with a gun under his pillow and he could hold his own with anyone," said Bob.

The land he rented in the Pinehurst and Gorse Hill districts, where grazed cattle and made hay, were known as Kembrey's Fields

Before the trams were introduced, this early entrepreneur ran "Kembrey's penny all the way" brakes and wagonettes into town from Gorse Hill and Rodbourne and bred the horses to them. On Sundays they were for hire to take parties to spots like Lechlade.

“Passengers had to walk down hill if the gradient was too steep for the horse,” said Bob.

His interest in haulage wasn't confined to horse transport. He was one of the first in the town to own a steam engine used for removals and used the slogan 'Keep on Moving'.

“We hear a lot these days about containers as if they were something new, but grandfather had one. How he got it into the steam wagon I don't know.”

Clearly Grandfather Kembrey was alive to the advantages of knowing what was going to happen in Swindon and, indeed in shaping its course. He got himself elected to the council to.

**Evening Advertiser, 1981 in response to the renaming article**