

BIRKENHEAD: THE LAIRD ENTERPRISE TRUST

Inner-city anxieties: “On Your Bike”

In the early 1980s, rapid and profound changes took place across the country as a result of Prime Minister Margaret Thatcher’s free-market policies. In 1981, Norman Tebbit, then Secretary of State for Employment, made his notorious ‘on your bike’ speech to the Conservative Party Conference. With reference to inner-city riots which were linked to unemployment, Tebbit appealed to the memory of his father to exhort the unemployed to go and find work.



Margaret Thatcher in 1981. Wikimedia Commons, Marcel Antonisse / Anefo



Philly Latters and her Butty Bike—the orders are now rolling in

**Butties
bike is
a bread
winner!**

By John Thompson

BUSINESS is spreading fast for Birkenhead mum Philly Latters — the housewife who took the Tebbit test and got on her bike.

Her hunger for success has given rise to Britain's first "Butty Bike". Orders for her high-speed sandwich service are now coming in as fast as the delivery boy can pedal.

To date she is serving around 30 offices, shops and factories from her base in the old Birkenhead School of Art building in Park Road North.

Now she has been awarded a slice of royal praise after Prince Charles handed over a £1,000 cheque to the Laird Enterprise Trust of which Philly's service is a part.

Philly, of Exmouth Way, said: "I've been doing this for the past 18 months and it seems to have really caught on."

"At first people thought I was crackers but now they are not so sure. Workers are ringing up with their orders every day. We'll make any type of butty they want — even tuna fish and banana!"

Philly is working as a volunteer in her bread and butter business and ploughing all profits back into the building, which houses small workshops and is being used to encourage untapped talent.

Consultant to the Trust, Dr Tony Gibson, said: "Philly's sandwiches and quiches are our calling cards."

"People seem to love the food and the novelty of it being brought to them in a basket on the front of a bike."

THE HISTORIAN, ERIC HOBSBAWM ARGUED THAT THE “ON YOUR BIKE” PHRASE REPRESENTED

“the will to wage the class struggle against the workers and a contempt for those who need help, for human and social considerations in policy, combined with flag-waving: one might call it “I’m all right, Union Jack.”



The Birkenhead skyline, circa 1984, from the collection of Philly Latters.

**Bosses put
in the dock!**

Award Winning

To promote the Laird Enterprise Trust's winning of the Times/RIBA Community Enterprise Award, the Liverpool Echo published an article with the headline “Butties Bike is a Bread Winner”. The article directly refers to Tebbit’s phrase and to the story of Philly Latters’ Buttie Bike service - one of the trust’s small enterprises.

