

BMC – Leyland Australia Heritage Group

ORAL HISTORY PROGRAM

INTERVIEWEE : Norman Prescott **TAPE NUMBERS :**

INTERVIEWER : Jennifer Cornwall **BMCLA JC 15**
BMCLA JC 16

INTERVIEW DATE : 22 Sept 2001 **NUMBER OF TAPES :** 2

RESTRICTIONS ON USE: (as stated on release form)

INTERVIEW TAPE LOG

This interview took place at: Norm Prescott's home in Nth. Turramurra, Sydney

on : September 22 2001

This log was prepared using a Yamaha KX - W202 recorder

This interview is part of the Oral History Project of the BMC – Leyland Australia Heritage Group.

Tape Log

Tape : BMCLA : JC15 , Side A		
COUNT	SUBJECT	NAMES & KEYWORDS
	Background. Born Mersdeyside 1922. Apprenticeship with Austin Longbridge 1939 - 1943. Herbert Austin signed indentures.	Background Apprenticeship Longbridge
40	At end of apprenticeship war still on so joined Blue Funnel Line as ship's engineer. Four voyages to Australia as war service. Sir William Morris passenger on first voyage. Met wife in Sydney.	Blue Funnel Line
65	Back to Longbridge in 1947 - Works Engineering Dept. Laying out production line for A40. Had married during visit to Australia and wife had travelled to England. Now decided to migrate to Australia	Works Engineering A40
100	Arrived Australia 1948. Had met Clayton Neave (MD of Larke Hoskins) in England. Contacted him here and got job in L.H. Service Dept. in Palmer St.	Clayton Neave Larke Hoskins
115	Austin using Ruskin in Melbourne to assemble from body panels. Arthur Rook factory Service Rep there. Had worked with him during apprenticeship. Kept in touch with contacts but no jobs available. Spent next few years with Mobil, NRMA and Dept. Road Transport - Sydney buses.	Ruskin Arthur Rook Mobil NRMA Dept. Motor Transport
153	While with NRMA met people building Pressed Metal assembly plant for Larke Hoskins	Pressed Metal
161	Became Secretary Sydney branch of Inst. Mech Engineers. Arranged lecture by Tom Poole - Nuffield Service Mgr at Victoria Park. Nuffield building assembly plant at Victoria Park. Austin had bought 100 acres at Rydalmere for a factory. 1954 - Austin Morris merger.	Tom Poole Victoria Park Rydalmere Austin factory site Merger
198	Sir Leonard Lord MD of Austin had become MD of BMC in UK. He visited Australia in 1954. Brought to Sydney from Melbourne office by Wyndham Woodgate - Aust. Sales Mgr. and also ex Austin apprentice. Lord visited all sites, met George Lloyd - Mgr. Nuffield Australia. Decided to develop Victoria Park for all manufacturing requirements.	Sir Leonard Lord Wyndham Woodgate George Lloyd Victoria Park
217	Jobs now available. Started Xmas 1954. Tom Poole as Service Mgr. Ex Nuffield man. Austin addition welcomed to balance team.	Tom Poole Service
230	Explanation of role of Service Department	Service
240	Growth of organisastion under George Lloyd. Position now Asst. Service Manager Gradual merging of Austin and Morris functions	George Lloyd
260	Austin now building a mechanical manufacturing plant at Victoria Park. Up till then only CKD. Explanation of CKD	Manufacturing Vs CKD
284	Shortage of skills. 1957 - seconded to Unit Plant as QC during equipment installation. John Buckley anecdote	Unit Factory John Buckley anecdote Charles Wilkins
318	1958 - QC in CAB. Morris Major and Austin Lancer production. Plants all on one site. Austin Vs Morris manufacturing philosophy. Local content	CAB - QC Local content

Tape : BMCLA : JC15 , Side A (cont.)		
COUNT	SUBJECT	NAMES & KEYWORDS
352	Anecdote: shop floor participation by managers - QC Vs Manufacturing - rejects out of paint machine.	Bert Bushell
375	Sept. 1958 - Service fully merged. Returned to Service as Asst. Service Mgr. BMC. Dealer business management development. Merging of dealerships.	Service
395	Customer satisfaction concept. Passport to service.	Warranty Customer satisfaction
406	1961 - Appointed Service Manager when Tom Poole returned to UK. Service now reporting to Commercial Manager Norm Lawrence. Benefits of being independent from Sales and Engineering. Product improvement process.	Norm Lawrence Bill Abbott Product improvement
421	End of side A. Continued on tape 15 side B.	

Tape : BMCLA : JC15 , Side B		
COUNT	SUBJECT	NAMES & KEYWORDS
471	Freeway. Model release at Trocadero. Ian Milbank's showmanship. Change of General Manager - Buckley - Lloyd - Graves. Reason for Buckley dismissal. George Lloyd anecdote.	Freeway Ian Milbank Joe Graves George Lloyd anecdote Buckley
566	Mini arrival. Lindsay Shimmin sales forecast underestimate. Surprise success. Mini Cooper Bathurst race successes. New market established. At one point 18% of market.	Mini Mini Cooper Bathurst Lindsay Shimmin
609	Mini on top of Opera House. Advertisement showing photo of Federal Parliament. Millbank and Abbott called before bar of Parliament for "purge of contempt"	Mini Controversial advertisements
640	Attended World Service Conference in UK 1967. Australia praised for service successes.	UK visit Service
668	Anecdote: difficulties of dealing with UK factory on urgent 1275 engine problem	UK visit Anecdote
704	1968 Leyland merger - Jack Plane appointed Chairman. Leyland merger, B model (P76) decision and new Govt. Industry plans all happened at same time. Competitors able to take advantage of new low volume, lower content plans.	Jack Plane Bill Abbott P76 Government plans Dave Beech
740	Origins of P76.	P76
770	Approval of P76 by Lord Stokes. Anecdote about testing trucks in Australia	P76 Anecdote - testing
784	Peter North joins company. Marketing plans. Inadequate funding for Marketing and Service before Peter North. Development of advanced customer satisfaction plans.	Peter North Marketing Customer satisfaction plans
820	Release of P76. Service problems. Big effort to fix problems. UK company cash crisis. Lack of Leyland Finance company to match competitors.	P76 Finance
850	General questions: Service identification of changes required. Field engineers, technical section, reporting system. Classification of need for change. Warranty statistics. Product improvement meetings. Very high warranty cost on some vehicles.	Modifications Service technical Warranty
922	Safety related problems. Recall campaign system. Was representative on industry committee. Voluntary recall code. Faults caused by different operating conditions.	Recall campaign system
980	B six engine origins and development	B six engine
	End of side B (Continued on Tape JC16, side A)	

Tape :

Tape : BMCLA :JC16 , Side A		
COUNT	SUBJECT	NAMES & KEYWORDS
20	(Continued from JC15 side B) Transfer machine manufacturing system. Description of system. Our transfer machine was a used one surplus to UK requirements and happened to be B series. Also suitable size for our market.	Transfer machine B series engine
100	Reasons for Leyland merger. Situation in Australia not necessarily same as in UK.	Leyland merger
130	Were BMC cars old fashioned ? - debatable	Products
146	Constraints of being outpost of UK company	Relations with UK
155	Reasons for decline in Australia. Bad management, lack of planning and finance, luck.	Decline
169	Assessment of working for BMC in Australia. Liberal human resources policies. Employment of migrants, disabled, ex-prisoners.	Human resources policies
192	Government car plans not entirely successful. Big commitments made to conform to plans, then plans changed - low volume plans suited other companies. Description of badge engineering.	Govt. Car plans Badge engineering
230	Summary of company leaders over the years	Managing Directors
252	End of side A End of tape End of interview	