

Going good for the long haul

Hull's oldest **shipping company** leads the way for more than 170 years

JOHN Good & Sons Limited is one of the UK's leading family owned shipping and logistics providers and the oldest surviving shipping and travel company in Hull.

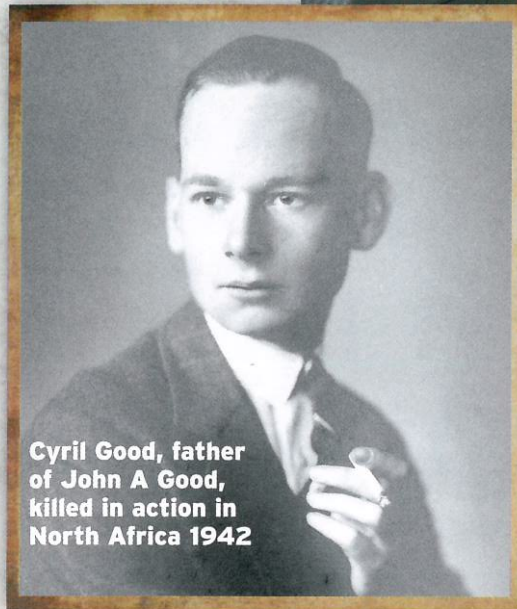
The company was founded in Salthouse Lane, Hull, in 1833 by John Good, the great, great grandfather of today's principal shareholder. He was born in Scarborough and had gone to sea aged 11, serving on several British sailing ships and achieved his first command aged 25.

When he set up his ship chandlery business in Hull, the city was growing rapidly and John Good could foresee a continuing expansion of its dock system.

John Good's connections with other ships' captains and owners helped him grow the business and he was able to move offices to High St and start ships' agency work, which he gradually developed. By the 1840s he had started to invest in shares in sailing ships.

John Good's sons, Joseph and Thomas were involved in the business by the 1860s and this allowed him to travel and devote his time to his keen interest of safety at sea.

His travels often took him to Finland where he had built connections during his days at sea. He was particularly involved in trying to help the Finns, who were suffering economically, by raising



Cyril Good, father of John A Good, killed in action in North Africa 1942

funds with Quaker colleagues to try and alleviate their distress.

The Quaker connection with the Reckitt family resulted in Francis and James Reckitt joining Joseph and Thomas Good to form a steamship owning partnership in 1870 called Good Bros & Co. The partnership only lasted 2 years due to the partial loss of two of their vessels, the Carolina and Mount Cenis, in the Atlantic.

The links John Good had with Finland became ever stronger in the 1860s and 1870s with the company being agents for regular sailings between Finland and Hull. In 1891, the vessels started carrying passengers and this coincided with vast

numbers of emigrants from Finland and Russia being carried, mostly on passage to North America, via Hull and then on to Liverpool or Southampton. John Good & Sons were very involved, arranging their onward journeys from Hull by rail.

A Blue Plaque commemorates this on their former offices, Maritime Buildings, opposite the Guildhall.

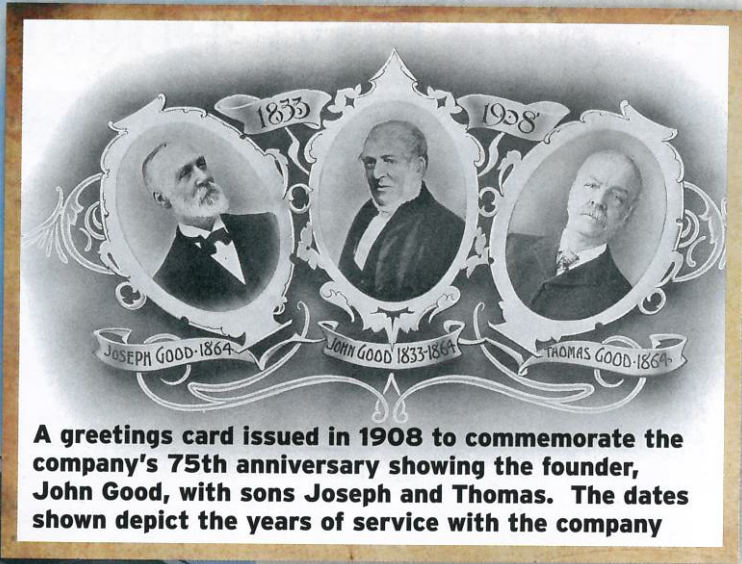
This was to be the start of the company's involvement in the travel industry, which is a very important part of the company's business today. The first "Tourist Programme" promoting tourism to Scandinavia and Finland was introduced in 1901 and was repeated annually under the slogan "Off the Beaten Track". Before the start of regular passenger flights, the accepted way of travelling to Finland was by steamer though Hull.

Between the two World Wars, apart from Finland, agencies for regular cargo liner services were developed to other Baltic States and post World War Two, further agencies were obtained for services to Germany, Mediterranean, South Africa and North and South America. Other offices were opened in London, Ipswich and Felixstowe to service these agencies and by the 1980s the company was one of the largest independent liner agencies in the UK.

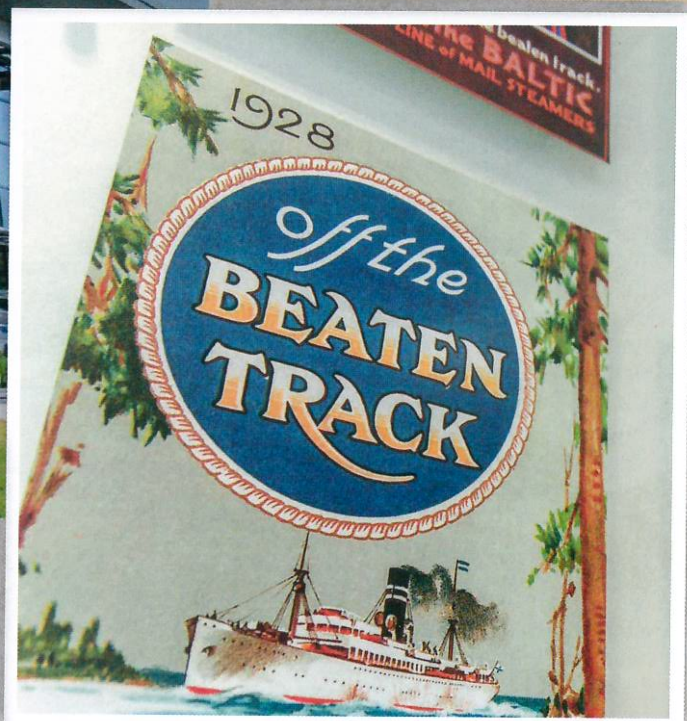
By the Millennium, it was clear that the

In 1974 the Company formed North Sea Trailers, an equal partnership with a Dutch company, to take advantage of new ro-ro services between the Humber and the Continent





A greetings card issued in 1908 to commemorate the company's 75th anniversary showing the founder, John Good, with sons Joseph and Thomas. The dates shown depict the years of service with the company



The travel brochure "Off the Beaten Track" was published by John Good and Sons from the early 1900s to 1939. It was one of the first packaged holidays to be offered in the UK



Offices and warehouse at 177 High Street, Hull seriously damaged by fire in 1909



future of the independent liner agency was limited due to containerisation and the merging of shipping lines. Diversification and expansion of the freight forwarding, warehousing (logistics) and the travel business, were necessary to ensure the future of the company.

The company's values, built on the same values of the founder, have helped guide the rapid growth of the business. The business has been built by providing a service to be proud of, encouraging teamwork, making long term business decisions, always seeking to improve, and being a responsible member of the community.

In 2011, the Matthew Good Foundation was established when the Good family and company directors decided that the company had more to offer society than its core commercial activities. The

company donates a percentage of profits to the Foundation every year to support employees and their immediate family in charitable and community work, fundraising and supporting positive projects in the community.

The Foundation was named after Matthew Good, joint managing director of the Group and a sixth generation

member of the Good family. Matthew tragically died while taking part in a charity half marathon. Matthew was passionate about the family business and his loss reinforced the commitment of the Good family to continuing the company as an independent family business. Tim Good, Matthew's brother is chairman of the foundation and has been a non executive director of the company since 2008.

The business has traded through world wars and economic crises. Over many decades it has adapted rapidly to new technologies.

The company continues to expand and develop and even though it is a national company with global links, it is immensely proud of its heritage and roots in Hull and the East Riding, which it's founder John Good worked so hard to develop 186 years ago.



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