

Admission as
Honorary Freeman of the Borough
of
Neville John (Noddy) Holder M.B.E.

Tuesday, 24 June 2014



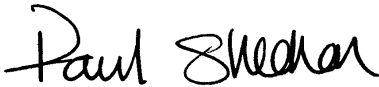
Walsall Council

Dear Councillor

You are hereby summoned to attend a meeting of the Council of the Metropolitan Borough of Walsall to be held on **TUESDAY, the TWENTY FOURTH day of JUNE 2014 at 6.00 pm** at the Council House, Walsall.

Dated this 13 day of June 2014.

Yours sincerely

A handwritten signature in black ink that reads "Paul Sheehan". The signature is written in a cursive, flowing style.

Chief Executive

The business to be transacted is as follows:

1. To elect a person to preside if the Mayor and Deputy Mayor are not present
2. Apologies
3. Mayor's Announcements; to extend a welcome to visitors
4. To agree the following motion:

"That in pursuance of Section 249(5) of the Local Government Act, 1972, in grateful recognition of the eminent service he has rendered to the entertainment and music industry for over 40 years, this Council do hereby admit **Neville John (Noddy) Holder M.B.E.** to be **Honorary Freeman of the Borough**".

***Presentation of
Silver Casket and Scroll***

to

Neville John (Noddy) Holder M.B.E.

Recording his admission as

Honorary Freeman of the Borough

Council House, Walsall

on

Tuesday, 24 June 2014

Following confirmation of the said motion by Council, the Roll of Freeman will be signed by Neville John (Noddy) Holder M.B.E. and witnessed by the Mayor and Chief Executive.

The Mayor and Chief Executive will sign the illuminated scroll of **Neville John (Noddy) Holder M.B.E.**

Mr Holder will have the opportunity to reply after which the Mayor will present him with a silver casket containing the illuminated scroll recording his admission as Honorary Freeman of the Borough and a bouquet will be presented to Mrs Holder.

The Mayor will declare the meeting of the Council and presentation ceremony closed.

Members, their guests and other visitors present in the Chamber are asked to remain in their seats whilst the Mayor and Neville John (Noddy) Holder M.B.E. leave the Chamber.

There will be a buffet reception in the Conference Room suite.



Neville John (Noddy) Holder M.B.E.

Image by Phil Brooks

Noddy was born 15th June 1946, Newhall Street, Calmore, Walsall in the Black Country to Dad Jack and Mum Leah. The family moved to the brand new Gypsy Lane Council Estate in 1953 renamed later Beechdale Estate.

Noddy went to Blue Coat Church of England Infants and Junior school in Walsall. Passing his 11 plus exam he moved to Elmore Green Grammar School, then that school's pupils were moved to T.P. Riley Comprehensive, both in Bloxwich.

Noddy made his singing debut on stage at Walsall Labour Working Men's Club, opposite the Cenotaph, aged seven. He carried on performing around the Midlands' clubs and was singing and playing guitar in local groups, The Rockin' Phantoms and The Memphis Cutouts, as a teenager.

He left T.P.Riley school at 16 to become a professional entertainer and, after working with Steve Brett and the Mavericks, Noddy eventually joined forces with Wolverhampton musicians Dave Hill, Don Powell and Jim Lea in a band called The N'Betweens. The group played shows regularly in the Walsall area, their first ever gig being The Town Hall in 1966. Other monthly venues included the George Hotel in the town centre, The Three Men in a Boat pub and Aldridge Community Centre. The band played all over Britain and had stints in Europe and the Bahamas playing a mixture of R&B/Soul/Tamla Motown and pop with a big rock sound. After changing their name to Ambrose Slade in the late sixties they released their first album 'Beginnings'.

SLADE:

In 1969 the band met up with ex-Animals bass player Chas Chandler who also produced and managed Jimi Hendrix. Shortening the band name to SLADE, throughout the 70s and 80s Noddy's rock vocals were the trademark of 40 hit singles in the UK alone including SIX number ones. They have released over 25 albums, four reaching the number one spot in UK. Slade achieved similar chart success worldwide and were the biggest selling UK singles group of the seventies.

Noddy is co-composer on almost all of Slade's songs – including the hugely successful 'Merry Xmas Everybody' which has become a standard in terms of record sales and cover versions for four decades. It is estimated that 3 billion people worldwide hear the song each year.

Slade's music has been used in a variety of adverts for TV and radio and also featured on several TV and film soundtracks. The back-catalogue continues to sell worldwide and a long list of artists have covered their songs, from Oasis and Quiet Riot to James Last, James Blunt and Girls Aloud!

Slade enjoyed sell-out tours all over the world throughout their career on the strength of a powerful stage performance, spearheaded by Noddy's unique showmanship.

In 1991 Noddy decided to channel this showmanship in other directions. He left the band. So this ended the original band line-up's 25 year career.

LIFE AFTER SLADE:

Into the new century the autobiography "Who's Crazee Now" was a top seller. The book, as well as detailing Noddy's personal rock'n'roll adventures shows how he has survived as that rare beast – a rock star who has found a new profile career after hanging up his tour jacket.

In sixty years of showbiz, fifty years professionally, Noddy has achieved success in a wide variety of areas. He has always been much in demand as a guest on all manner of TV and radio shows, too numerous to list.

Having had his own radio shows in Los Angeles and New York, Noddy broadcast for twelve years on Manchester's Piccadilly and Key 103 Radio which was syndicated around the UK. He moved on to four years on the Century FM and Capital Gold networks and then eight years as a contributor to the Mark Radcliffe Show on BBC Radio 2.

He has written and produced material for a variety of media projects and has been the voice behind adverts in the UK, the USA and Europe. Noddy has fronted TV/Cinema advertising campaigns, including the Midlands Brewery Banks' Beer, Asda Supermarkets, Cadburys Chocolate, Young's Fish, Sky Plus TV, the amusing Nobby's Nuts & Crisps and most recently voiced the new Typhoo Tea, Digital Radio and Heinz Salad Cream ads.

He twice guest hosted Top of the Pops in the 90s and was team captain on BBC 1's quiz series 'Question of Pop' alongside Suggs from Madness and question master Jamie Theakston. At the end of the 90s he also hosted his own long running TV mayhem pop music quiz 'Noddy's Electric Ladyland'.

Noddy presented two series of the Carlton TV show 'Rock Legends' – a history of the vast Midlands music scene since the 50's, winning a Royal Television Society Award for Documentary of the Year.

Acting highlights include three series of the ITV comedy-drama 'The Grimleys' alongside Brian Conley, Amanda Holden, James Bradshaw, Nigel Planer and Jan Ravens. The show gained Noddy rave reviews for his portrayal of an eccentric classical music teacher eventually promoted to school headmaster! He made a welcome return to comedy on TV in Peter Kay's 'Max and Paddy' series.

Noddy's first acting experience was back in 1975 when his band Slade made the now critically acclaimed fictional film 'Flame' which unexpectedly exposed much of the darker side of the music business. The movie is regularly voted in the Top 5 Rock Movies of all time.

AND ANOTHER THING!

- In 1996 Noddy was the 'victim' of 'This Is Your Life' – the programme was shown as the Christmas special.
- A career highlight for Noddy was when he appeared in the historic 40th Anniversary Coronation Street LIVE episode – the first celebrity to ever be invited on to the street for an acting role.
- Noddy received the MBE in the year 2000 Millennium New Years Honours List.
- Alongside his many awards, he was once voted one of the country's best dressed men (!!!!) and also won the accolade of top tie wearer of the year!
- One of Noddy's favourite roles was when he made an hilarious guest appearance in animated form as a character called Banger alongside Elton John in the first Bob the Builder full length feature film.
- In 2007 he was honoured with a paving stone on Birmingham's 'Walk Of Stars'.
- In 2008 Noddy was the first person to be inducted into Wolverhampton's Hall of Fame.

- Together with wife Suzan, Noddy won the jackpot of £30,000 on ITV's Celebrity Mr & Mrs which they donated to the NSPCC.
- Noddy does a lot of work for many charities and regularly hosts fund raisers for Marie Curie, Air Ambulance, Street Smart and CAFT, a farm providing respite care and holidays for disadvantaged and very ill children.

RECENTLY:

- Noddy sold out a UK theatre tour 'An Audience with...' aided by his long time pal Mark Radcliffe. He performed several songs acoustically much to the delight of the audience.
- He is currently the voice and animated head in the Sudafed adverts on TV.
- Noddy has acted in two BBC Radio 4 comedy drama series; 'The Richest Man in Britain' and 'Hobby Bobbies'.
- He hosts the 'Top 50 Xmas songs' annually on TV and did the voice over for Channel 5's 'Christmas Lights' in 2013.
- Noddy has been commissioned to write a book and is currently typing furiously.

Noddy has two grown-up daughters, Charisse and Jessica from his first marriage and a teenage son Django with his second wife Suzan. He has one granddaughter, Isabelle.

Noddy still thinks of Walsall as 'Home' and comes back regularly for the accent and a decent curry!! .. Ahhh- you can take the Boy out of the Black Country but ...



Walsall Council
