



Newsletter

ST JAMES'S CONSERVATION TRUST



VIEW OF ST JAMES'S PALACE TIME OF QUEEN ANNE. (From an Old Engraving)

JANUARY - JUNE 2011

Edition No.14



Purposes of the Trust

1. To promote high standards of planning and architecture in, or affecting, the area.
2. To secure the preservation, protection, development and improvement of features of historic or public interest in the area.
3. To maintain the character and atmosphere of the area, with its social fabric, collection of ancient shops and private members clubs.
4. To educate the public in the geography, history, natural history and architecture of the area.

Diary of Events

19th January 2011	The Trust held a reception at the William Kent House, The Ritz Hotel.
5th April 2011	A meeting of prominent businessmen and residents of St James's and the Metropolitan Police was held to discuss the security implications to the area as a result of the disturbances in Piccadilly associated with TUC rally on 26th March 2011. Subsequently, Mr John Beveridge QC, who chaired this meeting, wrote to the Home Secretary to request she review measures for effective policing during major rallies. See article on page 10.
23rd May 2011	A presentation on the two-way traffic scheme in St James's was held at the Royal Over-Seas League. The principal speaker was Mr Martin Low CEng, MICE, MIHT, Westminster City Commissioner of Transportation.
30th June 2011	Viscount Linley gave a luncheon at Christies International for guests of the Trust. These included Lord Kalms, Sir Edward Lister, Deputy Mayor of London for the Built Environment, Mrs Kate Hobhouse, Chairman of Fortnum & Mason and Mr Howard Barclay, Ellerman Investments Limited.

Letters to the Editor

The Trustees would welcome letters from readers concerning the history, architecture, commerce and social life of St James's, for inclusion in future Newsletters.

Letters (*which would not be used in the News Letters*) containing evidence which could be used by the Trust to support future planning and licensing objections to Westminster City Council, would also be welcomed.

Contact: Mr. Brian Woodham, The Administrator to the St James's Conservation Trust, 5 Twycross Road, Charterhouse, Godalming, Surrey GU7 2HH Tel: 01483 230 875 Email: bw565@btinternet.com

Nicholas J Turner New trustee

Nicholas Turner has resided in St James's for 40 years. He is active in business as a director of various companies and is a trustee of several family trusts.

He is involved in the local affairs of the core area of St James's and has served on the Mayfair & St James's Metropolitan Police Safer Neighbourhood Panel since its inception. He is a longstanding member of the Turf Club and his interests cover architecture, conservation and property related activities.



Nicholas J Turner - New trustee.

Christopher Fenwick retires from the Trust

Christopher Fenwick, who served for six years as a Trustee of the St James's Conservation Trust, retired in June 2011. During this time, he was closely involved in the enhancement of St James's Square and acted as the Trust's point of contact with Westminster City Council's Department of Transportation and with The Rose Foundation which has pledged £40,000 towards this work.

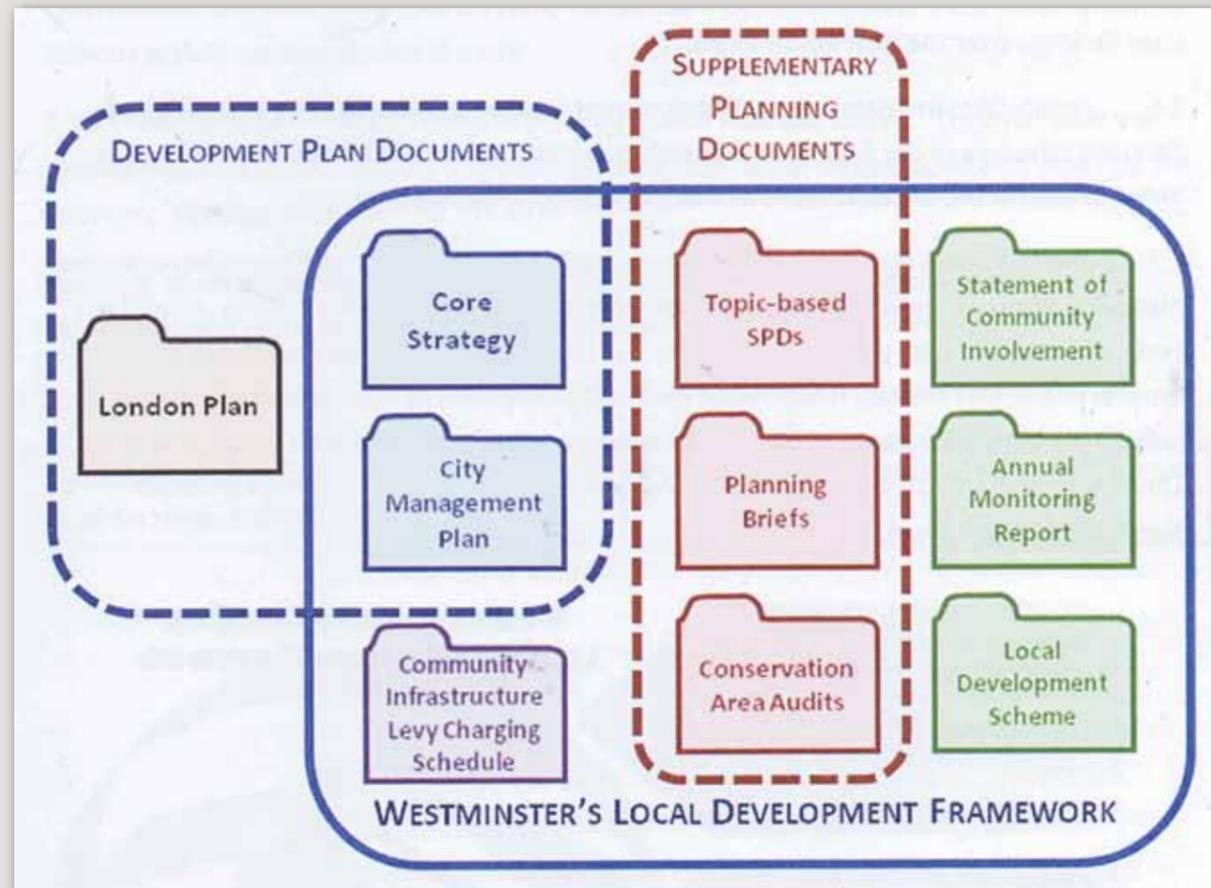
Christopher Fenwick is a well known figure in St James's. He was the principal sponsor of the statue of Beau Brummell (1778-1840) in Jermyn Street, which was formally unveiled by HRH Princess Michael of Kent in November 2002, and is an active member of the Carlton Club.

Mr. Fenwick's business experience, gained as a longstanding director of Fenwick's chain of family stores which were founded in Newcastle upon Tyne in 1882, was a significant resource for the Trust. He leaves with the warm thanks and best wishes of all his fellow Trustees.

Westminster City Council

Local Development Framework

Over the past two years, the St James's Conservation Trust has been involved in Westminster City Council's consultations for formulating policies contained in its new Local Development Framework (LDF); the LDF will replace the Unitary Development Plan (UDP) upon final adoption by the Secretary of State. The consultations concerned the Core Strategy which was ratified by the City Council on 26th January 2011, and the City Management Plan (CMP) which, it is intended, will be completed later in 2011. Set out below is a diagram showing the relationship of the Core Strategy and the CMP within the LDF.



Westminster's Policy Framework.

The City Management Plan is the second development plan document in the City Council's Local Development Framework and sets out the policies for managing Westminster. In March 2011, the Trust commented on 28 of the 59 sections of the City Management Plan; 18 of these sections, such as design, heritage assets, planning obligations, public realm and traffic, required expert planning responses from a qualified town planner and which were provided by Peter Heath RIBA MRTPI, consultant to the Trust.

The following 10 sections which affect the daily lives of St James's residents and businesses were drafted in reliance on local knowledge within the Trust (or in one case by an expert):-

- Air Quality- By Professor Frank Kelly, Environmental Research Group, King's College. London.
- Biodiversity
- Carbon targets
- Entertainment uses
- Noise and vibration
- Over-heating
- Public art
- Social and community facilities
- St James – Special Policy Area (See separate article)
- Tourism, Arts and Culture

The Trust considers that there is an inter-relationship between air quality, biodiversity, carbon targets, noise, vibration and heat islands and this is particularly true in the core area of St James's. Noise is a particular problem in St James's, from air conditioning equipment and from vehicle traffic and, for several years it has promoted with the City Council, as yet with no success, for the adoption of Noise Abatement Zones to control noise from mechanical plant, including air conditioning equipment, and in addition, the improved management of vehicle traffic as well as rowdy behaviour associated with refreshment premises and by those leaving the area late at night.



Plant & AC equipment.

This picture (left) of plant and air conditioning equipment in the centre of St James's shows the industrial scale of machinery that is contributing to noise, air pollution, carbon dioxide and the heat island.



The Green Park.

The Core area of St James's is fortunate that it is located adjacent to large areas of parkland which act as the 'lungs' of the area, generates biodiversity and provide a refuge from noise and poor air quality. These are St James's Park to its south and The Green Park to its west. In addition, St James's Square gardens is an important 'sanctuary' providing peace from the nearby heavy vehicle traffic.

The draft City Management Plan also proposes the provision of special protection for St James's from the effects of the night time entertainment industry.

St James's has been designated a *Special Policy Area*

On 26th January 2011, Westminster City Council adopted its new Core Strategy when historic St James's was designated a Special Policy Area (SPA) to promote its private members' clubs, art galleries and niche retail. The need for a St James's SPA was included within the recommendation of the St James's Conservation Trust's seminal study "*Conserving Historic St James's*" 1999 and is a major achievement for the Trust.

The City Council has long protected and encouraged specialist uses in defined SPAs throughout Westminster and these areas are recognised for their special local distinctiveness, particularly relating to their land uses. Defining SPAs can help ensure that unique clusters of activity are not lost to other commercial uses and in many cases SPAs enhance London's global reputation. In the event of conflict between an SPA provision and the Core Strategy, the SPA shall take precedence provided the general goals and objectives of the Core Strategy are maintained.

The map (Left) shows that the St James's SPA covers historic St James's and is similar to the Area of Benefit of the St James's Conservation Trust. The balance of existing uses in St James's closely relates to the area's historic functions and high quality shops and by maintaining this range of uses, it will protect the special character of the area. It includes many famous historic members' clubs, focused around St James's Street, Pall Mall and St James's Square and has a visual rich townscape with grand formal buildings including private mansions, formal open spaces and one of the most influential townscape examples of an early West End square. This diverse range of functions covers a number of streets including internationally renowned specialist retailers providing luxury goods related to the prestigious character of the area. These include Berry Bros & Rudd - ancient royal wine merchants, John Lobb - boot makers, and Lock & Co - hatters in St James's Street and Floris, perfumers in Jermyn Street, as well as numerous art galleries distributed within the SPA.

The Private Members' Clubs

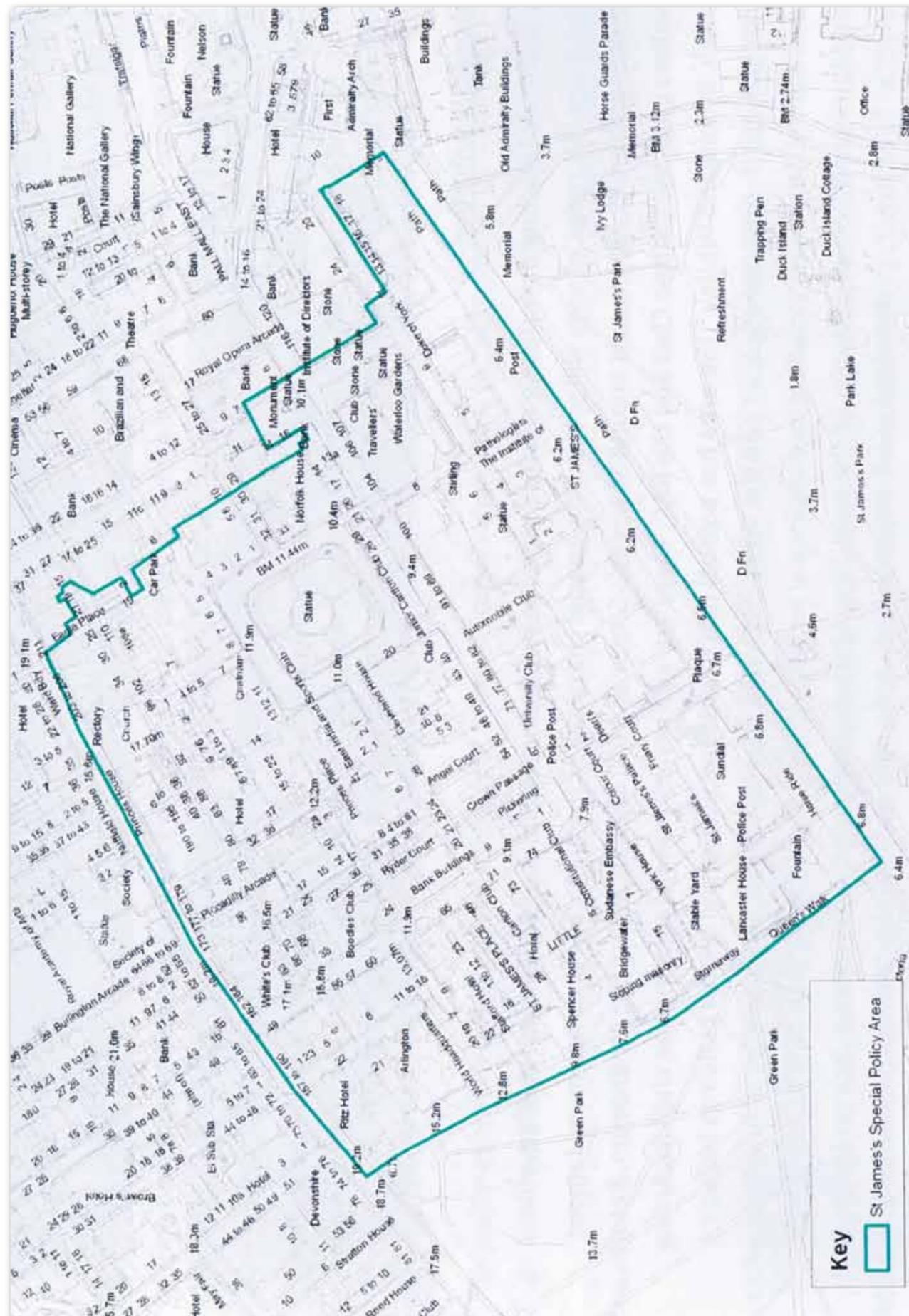
There are sixteen Private Members' Clubs in St James's. Below are two fine examples of them.



Boodle's Club. 28 St James's Street.
Grade I. 1775-1776 by J Crunden for the Savoir
Vivre Club.



The Reform Club 104 Pall Mall.
Grade I 1837-41 by Charles Barry.



St James's Special Policy Area.



*Christies International,
8 King Street.*

The Art Galleries

As well as Christies Auctioneers, there are over 50 art galleries in the core area of St James's which are to be found clustered mainly around Christies, especially in Duke Street St James's, Bury Street and King Street.

The Niche Retailers

There are retailers in St James's that were founded more than 300 years ago when they served the needs of royalty and their attendant aristocrats. Set out below are examples of these shops.

FORTNUM & MASON In 1705, William Mason, a footman in Queen Anne's household, rented a room from Hugh Mason in St James's market and it was here that he started a business melting down discarded candles from the Palace. This was the beginning of a 300 year old business that continues to this day providing grocery to the Royal family.

JOHN LOBB LTD John Lobb, Bootmaker is a company that hand makes shoes and boots mainly for men, but also for

women. It is based near St James's Palace, at 9 St James's Street, London. Founded in 1849, Lobb is one of England's oldest makers of bench-made shoes, worn by clients such as King Edward VII, The Duke of Wellington and a series of our monarchs. The business remains in the original family.



*Fortnum & Mason, 189 Piccadilly
Founded in 1707.*

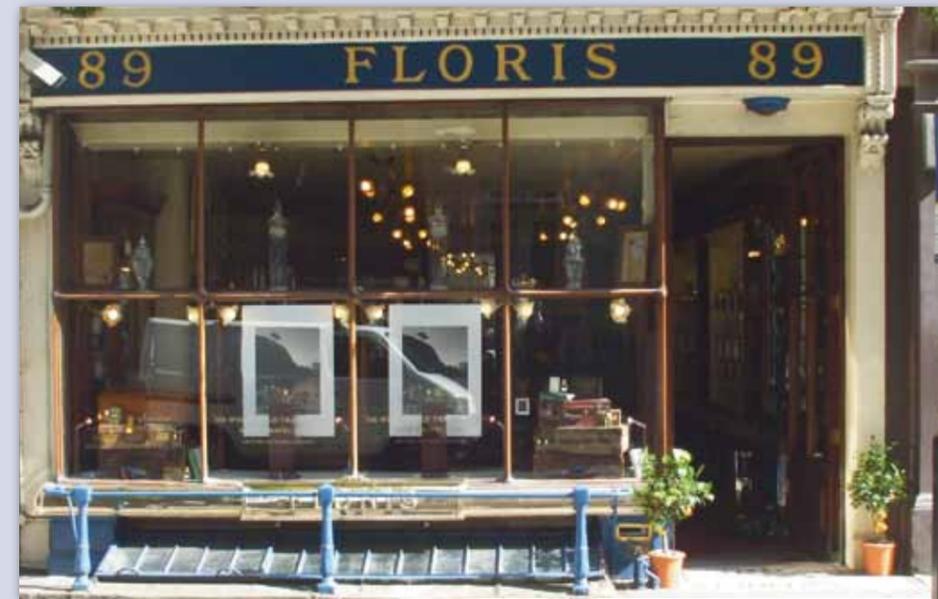


John Lobb Ltd.



Berry Bros & Rudd, 3 St James's Street Grade II c 1731-32.*

BERRY BROS & RUDD Since 1760, this business has remained in the same family. During George III's reign, a member of the Berry family first supplied wine to the British Royal Family and has continued to do so to the present day.



Floris Ltd.

FLORIS LTD Floris is an English company founded in 1730 by Juan Famenias Floris, an immigrant from Menorca (Spain). Initially a London based barber and maker of combs, Floris would eventually turn his talents towards the creation of unique fragrances. Building on his experiences in the perfume centres of France, Floris began to create exclusive custom scents for his customers. Recording the ingredients of the various scents so they could be recreated, Floris soon built up a clientele that numbered both English luminaries and European aristocracy. It is still owned and operated by the descendants of Juan Floris.

The Piccadilly Riot *March 2011*

Over 200 people were arrested as left-wing extremists brought violent chaos to central London on Saturday 26th March after joining the much-heralded Trade Union Council protest against public spending cuts. There were 84 reported injuries during the protest and at least 31 police were hurt, with 11 of them requiring hospital treatment. The police came under sustained attack from paint being hurled in their faces and light bulbs filled with ammonia being thrown at them.

Groups of agitators, after joining the march, broke off from the main body of more than 250,000 (some estimates put the numbers between 400,000-500,000) demonstrators marching from Victoria Embankment to Hyde Park, in order to launch an assault on the capital's main shopping district. Some were hell bent on storming, or destroying, any London landmark synonymous with luxury or money. Others targeted companies associated with tax avoidance. Press pictures, depicting the violent disturbances, were shown worldwide.



Riot police officers stand in front of a fire lit by left-wing dissidents near Piccadilly Circus.

The character of St James's makes it a likely target of attack by left-wing extremists. The Trust contends that the Home Secretary and Police should no longer route marches by left-wing organisations along streets adjacent to the area. The Chairman of the Trust convened a meeting on 5th April 2011, to discuss the damage caused by the rioters and to identify what steps could be taken to minimize such damage. The meeting was attended by a Chief Inspector from the Metropolitan Police, the Head of the local Police Safer Neighbourhood Team, a Ward Councillor, Directors from both The Ritz Hotel and Fortnum and Mason, members from the Jermyn Street Association, the Mayfair and St James's Residents' Society, London First and Trustees from the St James's Conservation Trust.

Fortnum & Mason The left-wing rioters charged through the ground floor doors into the store and ran amok, followed by police officers who tried to stop the occupation from spreading, but some troublemakers managed to get onto the balcony over-looking the street. Customers, including dozens of Japanese and Americans, were subject to abuse from black-clad rioters who launched into tirades about class war. Displays of chocolates were pushed over, posters were hung from the main spiral staircase and anarchist symbols daubed on walls whilst smartly-dressed shop assistants tried to bring order by restacking upturned shelves. Amongst those occupying Fortnum & Mason was a group called **UKuncut** which is a high-profile left-wing group that has organized so-called non-violent sit-ins and occupations of high street banks and shops in protest at, what it claims is, the unfairly low amount of tax paid by certain large firms. Its founder, Thomas Costello, who advocates non-violent action, gained a 'first' in English literature and language at Oxford.



Rioters on the balcony of Fortnum & Mason.

The Ritz Hotel Further along Piccadilly, rioters laid siege to the Ritz Hotel. The building was pelted with paint, fireworks and smoke bombs. After all the ground floor windows on the main road side had been smashed, the police forced back a hard core of around 30 rioters whose faces were covered by balaclavas and scarves. Mr. John Wooten, Director of Security at The Ritz Hotel, reported that when the trouble makers arrived at The Ritz, his staff locked all outside doors.

This meant that guests and those having afternoon tea were trapped inside and some people were terrified by the action of the rioters. No intelligence had been received recommending that windows should be boarded-up. The Ritz Hotel has since installed automatically operated security shutters to their windows.



Rioters smashing windows of The Ritz Hotel.

Police Action

On 26th March, there were over 4500 police on duty operating within a quarter of a mile of the march route. Intelligence indicated that there would be trouble in the Oxford Street area and seven Police Response Units, each consisting of one Inspector, 3 sergeants and 21 officers had been located there, where they had been subjected to paint being thrown over them. In addition there were other incidents in the Oxford Street area; UK Uncut were ejected by the police from Topshop and, realising they could not make headway against the police presence there, left for softer targets elsewhere. Apparently, the police were only aware of trouble in Piccadilly as it occurred.

Letter to the Home Secretary

Following the Trust's meeting on 5th April, Mr. John Beveridge QC wrote to the Home Secretary stating that *"The violence which occurred in Piccadilly, on Saturday, 26th March 2011, coupled with previous incidents of violent disorder in Piccadilly give grave grounds for concern that further acts of violence will be committed in and around Piccadilly in the future"* and asked that action be taken to prevent this.

"The attack on The Ritz and the invasion of Fortnum & Mason were a break-down of law and order that ought not to occur in a civilised and democratic society. The St James's Conservation Trust hopes that you recognise the unacceptability of the recurrence of actions of that kind and the consequent need, now, to take steps to prevent such recurrence"

".....St James's has not only the Ritz and Fortnum and Mason as targets for such minded people, but several well-known private clubs, expensive shops and restaurants, a royal palace and the headquarters of, for example, BP, Rio Tinto and HSBC, all within a minute's walk of Piccadilly. These provide a range of targets likely to attract left wing attacks"

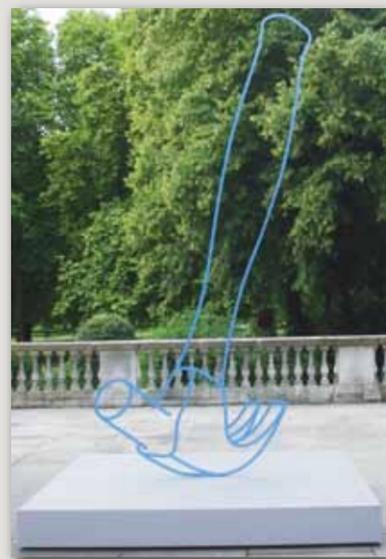
The Home Secretary's response has fallen far short of what the situation demands.

Spencer House 29th Restoration Anniversary

In celebration of the 29th Anniversary of the restoration and reopening to the public of Spencer House, the Rothschild Foundation and RIT Capital Partners have launched an outdoor contemporary sculpture programme in partnership with the St James's Conservation Trust.

Works from a series of cutting edge contemporary artists will be exhibited outside Spencer House, for the enjoyment of the public and as a celebration of outdoor sculpture. The pieces will be visible from St James's Place as well as The Green Park and provide a unique opportunity to show-case modern sculpture in one of London's most historic settings. The first in the series is Michael Craig-Martin's 'Hammer' in blue-painted steel.

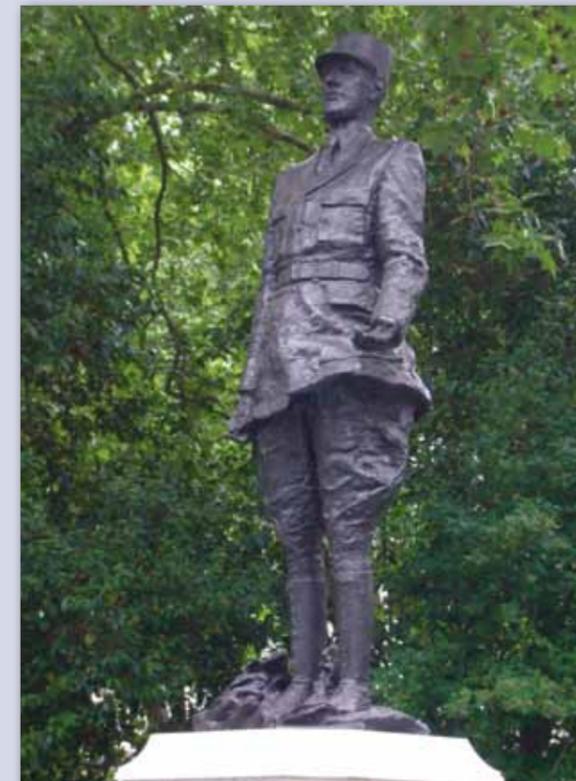
The Trust pays tribute to Godfrey Woods, Head of the South Planning Team, Westminster City Council, who spent his valuable time assisting with the planning aspects of this exhibition.



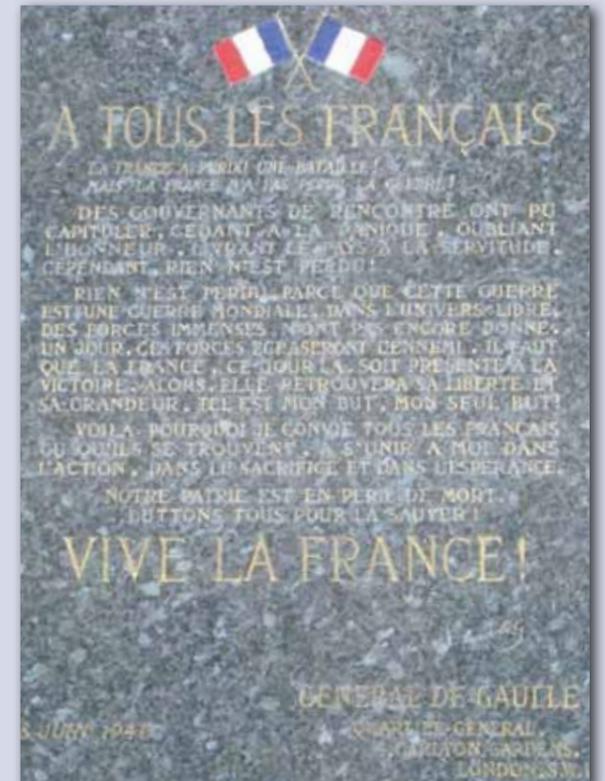
Michael Craig-Martin's 'Hammer'.

General De Gaulle and the Free French Forces in St James's

In June 1940, as the German forces were sweeping across France, history was being made in Carlton Gardens, St James's, as can be seen today from the memorials to General De Gaulle and the Free French Forces who established their headquarters at No. 4.



Statue of De Gaulle.



Plaque in French.

TO ALL THE FRENCH

"Nothing is lost, because this is a world war. In the free universe immense forces have not yet been brought into play. Someday these forces will crush the enemy. On that day France must be present at the Victory. She will then regain her liberty and her greatness.

This is my goal!

That is why I ask all Frenchmen, wherever they may be, to unite with me in action, in sacrifice and in hope.

Our Country is in danger. Let us fight to save it.

LONG LIVE FRANCE

C.de Gaulle

GENERAL DE GAULLE

HEADQUARTERS, 4 CARLTON GARDENS, LONDON, S.W.1

De Gaulle was a veteran of World War I and in the 1920s and 1930s, against much opposition, he came to the fore as a proponent of mobile armoured divisions, which he considered would become central in modern warfare. In 1940, at the beginning of World War II, he led one of the few successful armoured counter-attacks during the Battle of France, and then briefly served in the French government as Under Secretary of State for National Defence as France was falling. On a flying visit to London in June 1940, Churchill described him as *'L'homme du destin'*.

It came to Churchill's attention that Marshal Petain, the head of the French Government in Bordeaux, was seeking an armistice with the German invaders and that De Gaulle's position was no longer secure and that he should get out of France. Churchill hatched a plan so that when he and his family went to say farewell to the senior British officer at the airport, much to the astonishment of the French police, De Gaulle and his family climbed on board General Spears' aircraft which immediately took off for England. De Gaulle carried with him, in this small aeroplane, the honour of France.



General De Gaulle.

On the 18th June 1940, General De Gaulle gave a famous radio address, broadcast by the BBC exhorting the French people to resist Nazi Germany and immediately began organizing the Free French Forces, with exiled French officers in Britain, from his headquarters at 4 Carlton Gardens. The Free French Forces had associations with St James's during the war. General De Gaulle was a guest of General Spears at the Royal Automobile Club and, in 1942, the present premises of the Naval & Military Club at 4 St James's Square was requisitioned by the government for use by the Free French Forces

To their eternal glory, some 2,600 men and women volunteered for the Free French forces in 1940. Their example was followed by others including a Polish division formed in France from Polish citizens who decided to fight on, as did other foreign nationals in Britain in small numbers. General De Gaulle was sentenced to death in absentia by the Vichy government.

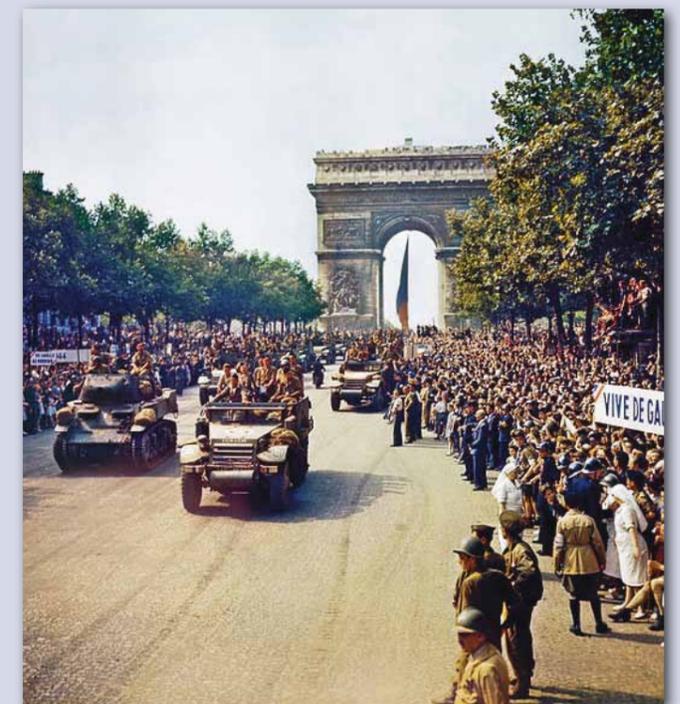
The reputation of France and its fighting forces was restored in 1942, at the Battle of Bir Hakeim in the North African desert. Bir Hakeim is a remote oasis in the Libyan desert, and the former site of a Turkish fort. During the Battle of Gazala, the First Free French Division of General Koenig defended the site from 26th May to 11th June 1942 against attacking German and Italian forces directed by General Erwin Rommel. Resisting for 16 days, the Free French gave the retreating British Eighth Army enough time to reorganize, thus allowing them to halt the Axis advance at the first Battle of El Alamein.



"A grain of sand had curbed the Axis advance, which reached Al-Alamein only after the arrival of the rested British divisions: this grain of sand was Bir Hakeim.- General Bernard Saint-Hillier.

After the 'D' Day landings in June 1944, it was not long before Paris was liberated by General Leclerc. For the Free French this was the end of a very long road from Dunkirk to Lake Chad and home again. In the afternoon of 26th August 1944, General De Gaulle made his formal entry on foot down the Champs Elysee.

General De Gaulle's relations with the Allies, particularly with the United States who in 1940 had recognised Vichy France as the legitimate government, were difficult and it resulted in the French being frozen out of the 'D' day planning. Nevertheless, on the cessation of hostilities in 1945, he was acknowledged as France's head of state and the French, as with the major allies, was granted an occupation area in Germany.



The Free French troops entering Paris in 1944.



Support for the St James's Conservation Trust

Those who care for St James's are all too aware that this unique area is a fragile treasure which is under intense threat from destructive influences. The energies of the Trust are actively spent preserving St James's for future generations to enjoy. In running the Trust, the Trustees give their time free and claim no expenses, so the overheads of the Trust are kept to the minimum. This includes paying for architectural and other specialist advice, legal fees and for a full time administrator. Most of the donations it receives are devoted to meeting the costs of essential planning and legal advice.

There are many calls on the Trust's funds. Some are predictable, but most occur on an ad hoc basis, in response to events. Over the past twelve years, the Trust has received many generous donations from its friends and these funds have been used sparingly and wisely. The Trust only has small reserves, and without the generosity of its supporters, the Trust would be unable to continue its work. It is estimated that our present annual expenditure will be about £60,000, and we still need donations to reach this sum. We look forward to the day when we have accumulated sufficient regular support to go some way towards producing an adequate annual income.

The Trustees of the St James's Conservation Trust would, therefore, welcome donations and an annual commitment would greatly help the Trust in establishing a sound financial base. In addition, legacies made in favour of the Trust would materially ensure the future of the important work of the Trust. All donations will be formally acknowledged and the value of donations from private individuals would be greatly enhanced if donors completed the Gift Aid forms which are available from the Administrator. Cheques should be made out to the St James's Conservation Trust and sent to:-

The Administrator
St James's Conservation Trust
C/o Morgan Cole solicitors
Buxton Court, 3 Westway
Oxford OX2 0SZ
Mobile: 07821 377299

Alternatively, the standing order form to be found online at www.sjctrust.co.uk can be made out to the Trust's bankers:-

Adam & Company Plc
22 King Street
London SW1Y 6QY
Tel: 020 7839 4615



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