



The St. James's Conservation Trust

A Review of 2017

Edition 21

Featured in this edition

The Royal Automobile Club was one of the St. James's organisations which took part in our Summer Garden Party



The Trust's Summer Garden Party

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Historic Clubs of St. James's PART II

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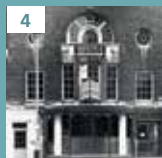
The Royal Automobile Club

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A WORD FROM OUR CHAIRMAN ANDREW LOVE



**ST. JAMES'S
PALACE:
UPDATE**



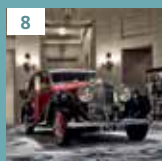
**HISTORIC
BUSINESSES
JUSTERINI &
BROOKS**



**THE TRUST'S
SUMMER
GARDEN PARTY
29 JUNE 2017**



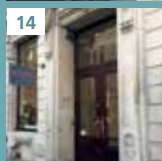
**AN OUTLINE
HISTORY OF
THE CLUBS:
PART II**



**THE ROYAL
AUTOMOBILE
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**DEVELOPMENT,
LICENCING AND
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ISSUES**



**SLADMORE
GALLERY AT 57
JERMYN STREET**



**PHOTOGRAPHIC
COMPETITION**



**JERMYN STREET
IMPROVEMENTS
UPDATE**

2017 has been a very good year, seeing at last the commencement of some of the St. James's Conservation Trust's most important priority improvement projects, since the Trust was formed in 1999. Jermyn Street, will at last have better, wider pavements, in restored stone, and improved lighting, currently in progress in phases. Perhaps most significantly, given the historic status of St. James's Palace, our proposals for improved layout and setting is programmed to start in May 2018. These proposals have been in development with the City of Westminster, since our first major report identified them. That they are approaching realisation has been made possible by our past Trustees and supporters, the current thirteen Trustees and a sustained search for funding partners and help, to enable resourcing the designs, approvals and physical works.

The City of Westminster is our area's Planning, Licensing and Highways Authority and is managing the procedures, detailed design and implementation with its expertise from consultant engineers, WSP and contractors, FM Conway, with funds from Transport for London, private sector landowners, commercial occupiers and local interests, grant aiding bodies and the Trust, all now ensuring a start on site for improving the setting of St. James's Palace, the official residence of our Monarch. The "Tudor Gateway" is a focal point of historic views along St. James's Street and people will see the whole Palace complex from Pall Mall with: a foreground comprising a beautiful new island (that may one day, subject to future sponsors, include artworks and perhaps, a modern "knot garden" of planting, inspired by local lost examples), widened footways, safer crossing points with new and better choices for vehicles to move around the area.

We continue to appreciate, in particular, the cooperation of The Crown Estate, with their alignment of long term strategies for improvements to their ownership of freehold property in St. James's, as a key investor also in the spaces between buildings, complementing the high quality uses and restored and new architecture. Most of the public realm improvements the Trust has been promoting have been substantially funded or match funded with many smaller contributions from partner organisations, and in this way have led to implementation.

The Trust works with many individuals and groups, including The Heart of London Business Alliance, who continue to ensure streets and spaces are safe, attractive, kept clean, well-managed and maintained; the St. James's Square Trust have again consented to a Fundraising Summer Garden Party (make your booking for 28 June 2018!), following the success of our second event in the Square on 29 June 2017 (as we illustrate in this Review on page 5); the St. James's Neighbourhood Plan makers, Gerald Eve, consultants to the Forum Steering Group and many other formal and informal interests.

We are saddened that the Trust has experienced some losses: our Trust President, has now inherited his father's title, The Earl of Snowdon, and sad to report, that one of our first Trustees, Richard Donaldson of the Adam & Co PLC Bank, died prematurely following retirement from the Trust. On happier news we do welcome back to the Trust, a former Trustee, Christopher Fenwick, who many will recall was the initiator of the Beau Brummell statue in Jermyn Street, the epitome of the area's heritage of style, fashion and quality.

Letters to the editor

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

Send your letters to The Trust Architect/Planner, care of Atkins Ltd.

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website: www.stjamestrust.london

Credit: (Front cover) Maitreyee Kaushal.

ST. JAMES'S PALACE: UPDATE

This partnership approach has now ensured the improvement in phases of the setting of St. James's Palace, the official residence of our Monarch, for completion early in 2019. One day, subject to future sponsors, the new island may also include artworks and perhaps, a modern "knot garden" of planting, inspired by local lost historic examples.



The "Tudor Gateway" is a focal point of historic views along St. James's Street and people will see the whole Palace complex from Pall Mall with a foreground comprising a beautiful new island, widened footways, safer crossing points with new and better choices for both vehicles and pedestrians to move conveniently around the area.



Computer model view from Pall Mall north footway looking west, showing the approved design.

HISTORIC BUSINESSES IN ST. JAMES'S

No. 61 St. James's Street – a contribution by Hew Blair



1960s photo of the building's original façade.



The feature window of the meeting and dining room inspired by those of local historic club buildings.

Current, recently restored façade.



Justerini & Brooks has a long association with St. James's. Giacomo Justerini founded the business in 1749 at No. 2 Pall Mall, next to the then splendid Opera House. For the next 200 years, fine wines and spirits would be supplied to the loyal customers from this exclusive area.

Justerini & Brooks is the oldest continuously trading wine merchant in the country.

Most famously in 1761, Justerini & Brooks supplied the wines for the Coronation of King George III, and since has continued to hold the Royal Warrant of Appointment to successive reigning Monarchs.

No. 61 St. James's Street is only Justerini & Brooks' third address in 269 years and has been our headquarters since the 1960's. It is one of St. James's most attractive buildings, comprising five floors and a cellar that runs under Park Place and St. James's Street.

Justerini & Brooks' strength in commerce is founded on relationships. Some of the greatest wine makers from around the world and discerning customers come together to present and appreciate fine wines and spirits in the unique atmosphere provided by the spectacular second floor dining room at No. 61.

In the present day, St. James's is home to only two wine merchants, Justerini & Brooks and Berry Bros & Rudd, there used to be many more. It is most important for both of us that the "St. James's Street Wine Merchant" brand is kept alive and in good health. To this end the work carried out by the St. James's Conservation Trust is pivotal to this and also to the limitation of fast food outlets, supermarkets, the granting of antisocial licences and traffic. All of which may come to harm St. James's historical landmarks, as in other parts of London.

However, recent developments in the area have had a positive influence such as the two-way traffic flow in St. James's Street, the partial pedestrianisation of Jermyn Street and of course the restoration of St. James's Square. Looking to the future, improvement to the junction of St. James's Street and Pall Mall could really help traffic flow, and contribute to the aesthetics of this space.

THE TRUST'S SUMMER GARDEN PARTY

The next Summer Garden Party in St. James's Square is now confirmed for **28 June 2018**. Details on how to obtain tickets can be found on the Trust's website: www.stjamestrust.org.uk/summer-garden-party-2018

Two bands on the central stage, courtesy of Scotch of St. James's, ensured an excellent atmosphere for the capacity audience. The evening was a great fundraising success to support the two Trusts' aims.

The joint St. James's Conservation Trust and St. James's Square Trust second annual Summer Garden Party on 28 June 2017, aimed at bringing the local community together, again saw the Square transformed for this important social and fundraising event. With previous and new local sponsor supporters, including Equinox Fitness, The Stafford, Wiltons, Chutney Mary, The Heart of London, Kleinwort Hambros, The Crown Estate, 67 Pall Mall and amongst others, this year saw the arrival of The Royal Automobile Club and their historic car display and the introduction of the Craft Village, all of which showed off the unique variety of specialised businesses in the area. The donations will contribute towards the Square's project of restoration and improvement of the railings and security. The events were introduced by the Trust Chairman and St. James's dignitaries, representing the City Council Mayor and St. James's Ward. Raffle prizes were presented by the popular presenter and entertainer, Christopher Biggins.



The Royal Automobile Club and their historic car display and Pit-Stop refreshment stall.



The St. James's Conservation Trust stand with our architect and planner advisor, Peter Heath.



Chutney Mary was among locals providing delicious food, cocktails, and non alcoholic drinks.



The Heart of London Business Alliance stand provided information and gifts in a goody bag.



Fortnum & Mason's oversized picnic hamper stand provided their world famous refreshments.

AN OUTLINE HISTORY OF THE CLUBS OF ST. JAMES'S: PART II 19TH TO 21ST CENTURY

The proprietary subscription clubs of the 18th century were progressively augmented or transformed into clubs generally owned and run by the members themselves.



The 19th and continuing (20th and 21st centuries) club survivors, in St. James's were usually larger than in the 18th century and housed in purpose-built buildings. They have given the area its most striking single type of building, originally conveying its character and use as the stronghold of only masculine society at a period of great national power. Today they remain an attractive asset across all sectors of society's achievers and of inclusive genders.

Pall Mall, St. James's Square, Carlton House Terrace, Piccadilly, Park Place and Ryder Street, had all become desirable sites, supplementing those of the 17th and 18th century. Clubs continue, in spite of economic pressures, and costs of relevant services in the 21st century. The St. James's Conservation Trust and others, including current national, strategic London, City of Westminster and Heritage England Planning policies, all agree that the unique contribution of social and architecturally important heritage, with continuity of club use, is a key character, to be valued in St. James's today and into the future.

The Travellers Club, 1819 **Current building: Pall Mall from 1832**

The Travellers' Club was founded by Lord Castlereagh: "To form a point of reunion for gentlemen who had travelled abroad". The Club acquired the site at 106 Pall Mall and commissioned architect, Charles Barry to design the building. It was based on the Palazzo Pandolfino in Florence and built in 1830-2, the first London clubhouse to seek inspiration from the Italian mode.



View today showing the sequence of clubs from the left, the IOD, the Athenaeum, Travellers and Reform Clubs on Pall Mall.

The United Services Club, 1815-1976 **Now the Institute of Directors**

The United Services Club was founded in 1815 by Lord Lynedoch as a social club for officers of field rank in the Army and Navy. Members were almost all veterans of the Napoleonic wars, including the Duke of Wellington, whose favourite club it was. Their first clubhouse was designed by Sir Robert Smirke on Charles Street and Regent Street in 1817-19. The current building at 116 Pall Mall was designed by John Nash in 1827-28 and remodelled in by Decimus Burton.



The original United Services Club had a portico matching that of the Athenaeum Club opposite.

The Athenaeum Club, 1824 **Current building: from 1830**

The Athenaeum was founded by John Wilson Crocker, the politician and writer who first coined the term "Conservative". The club was to be for: "Scientific and literary men and Artists" housed at their first clubhouse at 12 Waterloo Place (1824-1830). Decimus Burton designed the current building, at 107 Pall Mall, in the Grecian style with E.M. Baily's 1829, gilt statue of Athene, Goddess of Wisdom, Industry and War and a distinctive Frieze by John Henning, a reconstruction of that on the Parthenon. Club members wanted an ice house instead, but Crocker apparently insisted on the frieze, giving rise to this wordplay: "I'm John Wilson Crocker, I do as I please, They ask me for an ice house, I'll give them a frieze."

The Reform Club, 1836-today
Current building:
Pall Mall 1840/41



The Reform club was founded by the Radicals and Whigs to promote: "the social intercourse of the Reformers of the United Kingdom" and to put into practice the principles of the Reform Act. Since 1981 it has been open to women. Its first premises, flanked by houses was expanded for Charles Barry's purpose built grand clubhouse, designed in the Roman High Renaissance manner (1838-40), and is considered his masterpiece. Barry's son stated that the building was based on the Palazzo Farnese (1589) in Rome by Sangallo and Michelangelo and the club chef, Alexis Soyer helped with the design of the innovative kitchens.



The Reform Club engraving of the first floor Library.

The Turf Club, 1868
Current building: No. 5 Carlton
House Terrace since 1975

The Turf Club was founded in 1868. It is an aristocratic club founded on member's interest in sporting activities, in particular racing. The club sold its freehold in Piccadilly and moved to Carlton House Terrace in the 1960s. The building was once the home of Lord Palmerston and Field Marshal Earl Alexander of Tunis.

The Army and Navy Club, 1837-1848
Current building:
No. 36 Pall Mall since 1963



A view of the original 1850 Army and Navy Club (also bearing the nickname of the "Rag and Famish" from a joke reproduced in Punch Magazine), destroyed by Second World War bombing by the present 1960s building on the southwest corner of St. James's Square.

The Army and Navy Club was founded by officers returning from India. Originally, it was to be called the Army Club, but the Duke of Wellington would only accept being its patron, if it was also open to officers of the Royal Navy and Marines. The first purpose-designed clubhouse, designed in 1848 by C.O. Parnell and Alfred Smith in Pall Mall was modelled on Sansovino's Palazzo Cornaro on the Grand Canal in Venice. It was renovated and extended in the 1920s, but demolished in 1963, replaced with the current building by T. P. Bennet & Son. The Club nickname "The Rag", was bestowed, by a member, Captain Billy Duff, who entering late, complained that the supper was so meagre a mere: "rag and famish affair". This alluded to the Rag and Famish, a cheap gaming house, near Leicester Square.



The club's statue and 1963 building today.

The Oxford and Cambridge Club, 1830-1837. Current building: 1837



The club was first housed at 18 St. James's Square (1830-37), but Sir Robert Smirke was commissioned to design jointly with his brother Sydney, a permanent building on the site of No. 71-77 Pall Mall, completed in 1838. In panels over the upper 7 bays of windows are a series of bas-reliefs, executed by Mr Nicholl from the past of: Homer, Bacon, and Shakespeare.



The centre panel above is a group of: **Apollo, The Muses with Minerva on his right hand and a personification of the fountain Hippocrene on his left.** The three remaining panels represent: Milton, Newton and Virgil. The Oxford and Cambridge Club amalgamated with the United University Club in 1972 to ensure mutually improved viability.

21ST CENTURY
NEW CLUB EXAMPLE:

67 Pall Mall:
Fine Wine Member's Club

There will be more information about this high quality establishment in our next Review of the Year.

Historic images courtesy of "Old London Westminster to St. James's", by Edward Walford (1823-1897) , 1989 The Village Press Ltd., from The Alderman Press, first published as "London Recollected" in 10 titles, in the late 19th century.

THE ROYAL AUTOMOBILE CLUB AN OUTLINE HISTORY OF PROMOTION OF THE MOTOR CAR

A contribution by the Club's archivist

Nestled in the heart of St. James's, London, the Royal Automobile Club is one of those rare organisations that looks to the future while also celebrating its past. As the oldest motoring institution in the UK, the Club's heritage is the history of motoring itself. Founded by Frederick Simms in 1897 as the Automobile Club of Great Britain, the Club's aim was to promote the motor car and convince society to adopt it as a new mode of transport at a time when public fear surrounded the use of locomotives on highways. The Club did this rather well judging by the 28.5 million cars in the UK today.

Visitors to the clubhouse at 89 Pall Mall, are always surprised that the building's façade belies the vast interior that lay beyond, however it hasn't always been the case. The Club's first home in 1897 was a suite of four rooms at 4 Whitehall Court leased for £400 p.a, which proved to be too small for the growing membership as early as 1902. In May that year, the Club moved to larger premises at 119 Piccadilly, which boasted 10 bedrooms. As membership escalated, further buildings were rented for Administration and Touring Departments at 112 and 108 Piccadilly and at 16-18 Down Street, which proved inconvenient for members and costly for the Club.

In 1907 H.R.H King Edward VII awarded the Club royal status and the newly named Royal Automobile Club needed a headquarters that reflected its grandeur and serviced the needs of a growing membership. Following intense negotiations with the Crown, the Club finally realised its dream of a purpose-built Clubhouse in 1908, when building work began on the site of the Old War Office buildings. Even before the laying of the first stone, the area was of architectural importance. The Old War Office vacated the site in 1906, which had comprised of 11 ramshackle structures,

some out-buildings erected to suit the Army's needs, and the remnants of three buildings of great architectural importance, Schomberg, York and Buckingham Houses.

Named after the Duke for whom it was re-constructed, Schomberg House was divided into three separate residences. It had previously played host to 17th and 18th century society including the artist Thomas Gainsborough and the Physician Dr Thomas Sydenham. York House was named after Edward Augustus, Duke of York and brother to King George III, for whom the house was designed by Matthew Brettingham. Another great architect, Sir John Soane, is credited with building Buckingham House for the Marquis of Buckingham, in 1790. Both Buckingham and York Houses inspired the architects of the Royal Automobile Club, Charles Mewés and Arthur Davis. Soane's creation included a Palladian style hall, which may have influenced the design of the Club's entrance hallway, or Rotunda. We know that the ceiling of the Club room in Mewés and Davis's clubhouse is based upon the ceiling of the Army Council Room at York House.

Mewés and Davis were the stars of Edwardian architecture with impressive C.Vs to match. They were responsible for the Ritz in Paris and the interiors of five Cunard ocean liners. They were also graduates of the Ecole des Beaux Arts, Paris, with a passion for the grand architecture of the French Court at Versailles. King Edward VII was also a huge fan of all things French and coupled with Mewés and Davis's reputation for creating grand, innovative schemes, their style fitted the aims of the Club perfectly. They were joined in the endeavour by older architect, E.Keynes Purchase, who had a superb reputation for practical surveying and legal matters, having been associated with the formation of Shaftesbury Avenue in the 1880's and 90's. The men had already collaborated on the London branch of the Ritz Hotel.



Pall Mall view of the Club.



Portrait of Frederick Simms.



Parade of vehicles following the first AGM of the Club on 8th December 1897.



The Club under construction.



Early image of the Great Gallery in 1911.



The Club Room in 1911.



Rolls Royce Silver Dawn in the Rotunda.

The money to create the clubhouse was raised through increased membership subscriptions and indentures from members that the Club paid 5% interest. From the outset, it was agreed that the building would provide a stable base for the Club and cost no less than £250,000, which equates to around £28 million today. The architects fulfilled the Club's brief by using a revolutionary steel framework, which was not to become common until the skyscrapers of the 1930's.

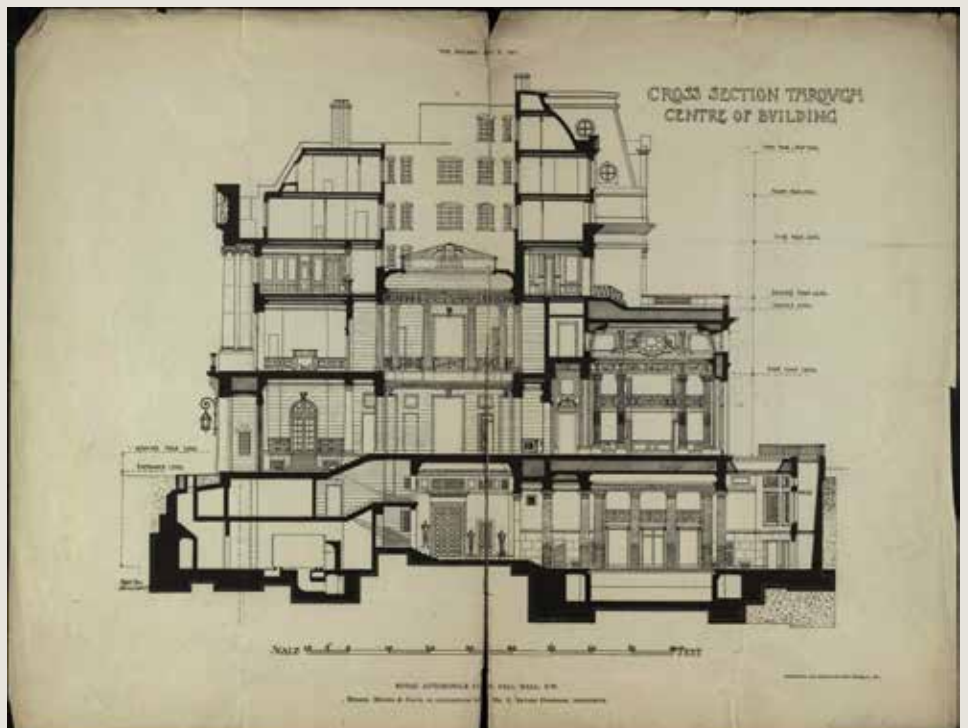
The framework created spaces that could be adapted to suit future generations without structurally weakening the building or losing the essence of its character. The high tensile strength of the steel bars and reinforced concrete added both strength and fire retardancy. The retaining back wall facing Carlton Gardens is 230ft long x 35ft high and foundations were over 6ft deep, requiring steel piling to hold back water while excavations were ongoing.

The building's drainage system was even laid beneath the main sewer in Pall Mall, necessitating the use of two pneumatic ejectors to raise sewage to the next level. The Club Chairman in 1908, Colonel Holden remarked:

"If the Walls of Jericho had been built like that, they would be standing today".

Mewés and Davis included several state-of-the-art innovations in their design, such as a sophisticated air filtration system, electric lighting, passenger lifts, a telephone exchange and a private Post Office, which to this day remains one of 6 private Post Offices in the UK.

To provide a relatively young Club with further gravitas, Mewés and Davis used a mixture of architectural styles to subtly reinforce the permanency of the Club, from Rococo to classical roman schemes and their English interpretation by John Adam and William Chambers.



Cross section plan for the building by the architects Mewés and Davis 1907.

The Automobile Club of Great Britain

Purpose. was founded towards the close of last year, and has now a membership of 250 members. Its purposes are similar to those of the very successful Automobile Club of Paris, and the recently formed Automobile Clubs of Berlin, Vienna, Milan, &c. viz.:

(a) To provide a Club House for those interested in Motor-Vehicular traffic.

(b) For the general advancement of the Automobile movement.

Club House. The Club House is situated in Whitehall Court, a handsome building close to the Blind Minors and Thomas Embankment, and has at its front a wide thoroughfare in which carriages may stand. The Club premises, which it is intended to enlarge shortly, at present consist of a large and luxuriously furnished reception room, billiard room, card room, and dining room.

Lodges and Visitors admitted. Lodges are admitted from 3 p.m. to 6 p.m. daily and on special occasions, and visitors are admitted under the usual regulations.

Subscription. The subscription of a Member is at present Two Guineas per year without entrance fee, but when three hundred Members have been elected the subscription will be increased to three guineas a year with an entrance fee of one guinea.

Liability of Members. A Member has no liability beyond his subscription and entrance fee (if any).

Refreshment Service. Lunches, tea, dinners and supper with full wine and spirit service are provided daily at reasonable rates.

Billiards. Billiards can usually be secured in the building for Members.

Access. The Club is open on Sundays.

House Drivers. House drivers are held periodically; in the Winter at the Club House; in the Summer at Country Hotels, the journey to and from which is made on Motor vehicles.

Concerts. Concerts to which ladies are admitted take place from time to time.



CARD ROOM.



RECEPTION ROOM.

Tours.

Tours on Motor vehicles are now being arranged for the forthcoming summer season, and members who have not Motor carriages may procure seats in Motor vehicles which are placed at the disposal of the Club for this purpose. The Easter tour, which started on Thursday, 7th April, was via Guildford, Winchester, Chichester, Worthing, Brighton, Tunbridge Wells and Newmarket, and returned to London the evening of Tuesday, 12th of April (see the next page).

The Whitstable tour is to be to Colchester, Ipswich, Faversham, the Land of the Broom, Norwich, Bury St. Edmunds, Ely and Cambridge.

Lectures and Discussions.

Lectures on matters of general interest and discussions on matters of technical interest take place frequently.

Technical Information.

A technical committee deals with scientific and legislative questions affecting automobilism.

Maps, Itineraries, &c.

Road maps are provided for use of Members and the most illustrated and other papers as well as the British and foreign papers specially connected with Motor vehicles are on the Club tables.

A copy of the list of Members, together with the rules of the Club and form of application for membership, may be had on application to:

The SECRETARY,

4, WHITEHALL COURT,

LONDON, S.W.

April, 1905



SALOON.



BILLIARD ROOM.

SPECIAL NOTE.—A Member of any of the following Clubs is eligible for election without being proposed or seconded:—

Army and Navy; Arthur's; Athenians; Bachelors'; Bouffes'; Brooks'; Carlton; Cavalry; Garrick; Guards; Junior Army and Navy; Junior Carlton; Junior United Services; Marlborough; Naval and Military; New; New Oxford and Cambridge; New University; Oxford and Cambridge; Reform; St. James's; Sports; Thatched House; Travellers'; Turf; Union; United Services; United Universities; Whitehall; Woodham; White's; Royal Yacht Squadron, and other "Royal" Yacht Clubs.

NOTE.—Members who do not own Motor vehicles can take part in the Club Tours by securing seats in the Motor carriages engaged or placed at the disposal of the Club.

Marketing leaflet for the Club's first home at 4 Whitehall Court.



Indulging their love of all things French, the architects based the building's façade on the Hotel de Crillon, Paris. The vast pediment sculpted by Monsieur Faivre of Paris depicts science as the inspiration for allied trades. A frieze, also created by a French sculptor, Monsieur Ragon, represents the four elements of fire, water, air and earth, all necessary for steam propulsion!

The Club room is a mixture of all influences, with the fireplace carvings depicting Apollo the Sun-God, a key motif of Louis XIV's court, beneath chimney pieces in the style of Inigo Jones. The frieze features griffins from the Temple of Antonious and Faustina in the Roman Forum.

While some rooms have changed their purpose as pursuits have changed fashion, they still provide a visual feast. The jewel in the Club's crown is the Great Gallery, a playful homage to Louis XIV Galerie des Glaces at Versailles. 115ft long x 30ft high, the ionic pilasters are carved with sarcophagi, trophies and foliage to complement the Marcel Boulanger ceiling. With its minstrel gallery, the room has witnessed many banquets, including two for Her Majesty Queen Elizabeth II. The oddest event however, must have been the dinner held for Gustav Hamel and A.G.Hucks celebrating the first 'loop the loop' in an aeroplane, when the entire meal was eaten backwards, starting with liqueurs and cigars!

Equally stunning is the Club's swimming pool with its byzantine, mosaic columns and lights based upon incense burners excavated at Pompeii. Even the lighting scheme was based upon the Baths of Caracalla in Rome. So overwhelming was this splendour that upon the opening of the clubhouse in 1911, a member jumped into the pool, omitting to notice the absence of water. The depth of the lower floor is such, that the Thames at high tide is reputedly the same level as the water in the swimming pool. Rather less romantic is the fact that the Jubilee Line Underground now lay beneath the Sicilian marble tank. One member who particularly enjoyed the opulence of the pool was Sir Winston Churchill, who cited it as a stress-buster.

Hailed as a masterpiece, the Club became known as the 'Parliament' of motoring in recognition of its contribution to motoring, including suggesting driving licences and vehicle registration to the Government, ensuring that Edwardian motorists were responsible ones.

The Club also founded the British Grand Prix, Tourist Trophy Race and RAC Rally, beginning the history of motorsport in the UK. The Club still has representatives on the FIA and the Motor Sports Association board, which it founded to govern all four- wheeled motorsport in the UK. As decades advanced, it is not difficult to see how the Club became a 'Who's Who' of automobilism, attracting racing drivers and manufacturers alike, from land speed record holders, Henry Segrave and Donald Campbell, to Herbert Austin of the eponymous car empire.



Pirelli car in the Rotunda.

Unexpectedly, it also attracted motoring politicians, poets, explorers and spies. Mansfield Cumming, Founder of the Secret Service, immortalised as 'M' in the Bond films, was a Vice Chairman of the Club. It was 40 years later that Cambridge Spies Donald Maclean and Guy Burgess plotted their defection to Russia over dinner in the Club restaurant. The Club also provided a haven for keen motorist, Herbert Ponting, photographer of Scott's Antarctic Expedition, and gave H.G. Wells a quiet atmosphere in which to ponder the future. The contribution made by the Club's members to all walks of life has been vast, but none has impacted on society more than those founding fathers of the Club and their championing of an invention that has brought freedom and pleasure to many.



Regent Street Motor Show.



Ferrari Dino in the Rotunda.

Contemporary architecture is normally welcomed by the Trust if it complies with all the relevant guidance.



*Controversial contemporary
No. 12 Park Place*

DEVELOPMENT, LICENCING AND OTHER RECENT ISSUES

We report here on some supportable and controversial developments in St. James's, which have been subject to Trust consideration and advice over a number of years from applications to implementation.

50 St. James's Street, once a fine classical building housing "The Devonshire Club", it was converted to a Casino use and so the Trust was pleased a couple of years ago, to offer support for a restoration and improvement project to ensure its future, viable use. However, delays and street management issues had created local concern. Chairman and Trustees made representations to The City Council, with others, to prompt the developers to answer the state of scaffolding and site safety compliance. The restored façade has recently been unveiled.



New crafted and graphic art signs are welcomed by the St. James's Conservation Trust.

On a more positive note, the Trust has supported and welcomed "**Equinox**" a high quality health and fitness use, now installed in the former bank building, in St. James's Street, whose last use (opposed by the Trust in 1998), was the unsuccessful "Just St. James" [sic], Restaurant and Bars.

This new, well managed healthy use is a benefit to individual well-being for the local and visiting community and unlikely to give rise to the previous late night nuisance of a big basement bar and restaurant.

The 1960s "modernist" **Economist Plaza**, is perhaps surprisingly, a Grade II* Listed Building for its architectural and historical importance, a matter that Chairman and Trustees have found at odds with the historic character of St. James's Street with its exceptionally handsome 18th century Grade I Listed neighbour: "Boodles Club". Proposals and applications by new property interests from a famous New York developer, are believed to maintain, little changed, the heights and bulk of the architecture, although the mix and placement of uses may offer some benefits, in addition to investment in improved paving of Ryder Street and frontages.

Our monitoring of development quality across St. James's has had to evaluate many design approaches from restoration, sensitive replacement and contemporary forms and materials. **No. 12 Park Place**, has now become another controversial site, with a completed "modernist" house, replacing an unattractive commercial building, in a terrace of Victorian and Edwardian frontages. This has caused much debate by neighbours and even split the St. James's Conservation Trust's, Trustees' opinions on the completed building, with its black bricks and modern form of an "oriel" window.

Our architect and planning advisor recommended that the Trust should support this design and these photos and captions are a reminder of his view of some of the projects' positive aspects. Readers comments are welcomed whether supporters or opponents and will be addressed in our next issue.



It complied with the eight key principles set out in the Trust's "Architecture Suitable for St. James's".



It is a modern interpretation of the historic use of black bricks as at 22 King Street (mid 19th century façade).



It has high quality materials, including crafted metalwork unlike the 1950s building it replaced.

AN ART GALLERY IN ST. JAMES'S

*A contribution by Flo Horswell of
the Sladmore Gallery 57 Jermyn Street*

As in life, a gallery's future isn't always contained in a plan. The Sladmore was started by collectors on a rare breed farm in Buckinghamshire in the mid 1960s but soon spilled over into a gallery in Bruton Place. Our subsequent arrival in Jermyn Street was not planned, beginning initially as support to Graham Franes a fellow sculpture dealer, although 'Sladmore Contemporary' still stands strong also in our original Mayfair space.

My brother Edward's best friend is **Rembrandt Bugatti**, who died in 1916. They are separated in history by forty years, but when he talks about this shy animal sculptor, it is hard to believe they never sat together in the Tuileries Gardens discussing how Atlas the orphaned lion cub had been adopted by a greyhound. His expertise also extends to '**The Amazing Bugattis**', coincidentally the title of the exhibition at the Royal College of Art in 1979, which combined **Carlo Bugatti's** furniture and the cars and sculpture of his two sons.

There is no doubt that they had a dramatic effect on the history of automobiles, furniture, sculpture and design (**Ettore Bugatti** had at one point, the highest number of patents ever taken out by a singular man, in multiple fields from cars, planes, rib spreaders and chairs).

The boys' lives were originally planned by their father to go in different ways - Ettore attended art school, Rembrandt engineering college, his oldest to follow in his footsteps, his youngest to bring their designs to life. **Carlo Bugatti's** chance glance under a sheet in the family studio found Rembrandt's virtuoso clay model of cattle, so the boys' careers were hurriedly swapped and history was made.

Our gallery's expansion to St. James's a decade ago wasn't planned, but today we like to think we are now part of its recent history and look forward, along with the 'Amazing Bugattis', to many more years in this prestigious and renowned area of Central London.



Flo Horswell and examples of Carlo Bugatti's furniture in the Sladmore Gallery.



1930s original model, a classic Bugatti car example.



ST. JAMES'S NEIGHBOURHOOD FORUM

An update from the Chairman: Roger Sharpley

"Progress has continued throughout the year on the formulation of a Neighbourhood Plan. Gerald Eve, who were appointed to advise the Steering Group, have produced a Draft which was circulated to all relevant parties and interest groups. A series of meetings were then set up by GE to enable parties to express their views on the Draft, and a number of individual written submissions were received.

All the comments and submissions are being collated into a single document which will form the basis for GE to amend the Draft to incorporate these as appropriate.

Once this has been done there will be a statutory period of consultation on the Draft before it is submitted to Westminster.

The aim is to complete the entire process within the next 12/18 months but funds will have to be raised to achieve this."



The recent arrival of a retail use "The Pall Mall Store", is not of a quality that the Neighbourhood Plan should endorse as an example of good economic growth, in the historic St. James's area.

PHOTOGRAPHIC COMPETITION:

OUR WINNER

Name:

*Maitreyee Kaushal,
Atkins*

For more information contact,
the Trust's Architect / Planner /
Administrator Peter Heath RIBA MRTPI
at: peter.heath@atkinsglobal.com

The Trustees continually review
their accessible photographic
archive collection and have
decided that there are still not
enough images that truly capture
"The Spirit of St. James's".

The St. James's Conservation Trust
Open Photographic Competition
therefore invites you to send us
photos representing the quality
and "spirit" of the area
past and present, under headings,
perhaps reflecting:

- A Day In the Life of St. James's.
- St. James's Day and Night.
- St. James's over the seasons.

**Winners could find themselves
on our next front cover!**

*...the "Spirit of
St. James's"*



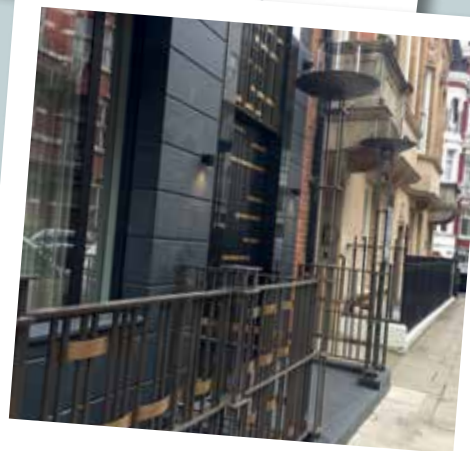
88 St. James's Street



*Winner
St. James's Summer Garden Party
Atkins' Maitreyee*



*Trustees and Club representatives
at the RAC Rotonda*



12 Park Place

Personalities and memorials in St. James's

*Below: Our series of photos of some of the many plaques and
statues recording historic individuals and events in St. James's.*



1698. Schomberg House, Pall Mall,
"Coade Stone" figures (1771 Portico).



1897. Queen Victoria statue in
portico at Carlton House Terrace.



1926-32. Queen Alexandra
Memorial, Marlborough Road.



1967. Queen Mary plaque, back wall
of Marlborough House, The Mall.

JERMYN STREET IMPROVEMENTS

The approximately £6 million improvements to Jermyn Street, in progress from 2017 to complete in 2018, have understandably caused some local disruption to normal vehicle and pedestrian access. Expertly managed by the City Council, a regular partner with landowners and the work of the St. James's Conservation Trust in implementing better streets and spaces, Jermyn Street is already beginning to reveal the benefits of its restored quality and style. Unnecessary street clutter will be removed throughout and improved York stone paved footway space, balanced with vehicle access and parking needs for deliveries and more sensitive street lighting, will all help the street function and look better for all businesses, residents and visitors.

In terms of the Trust's monitoring of potential risks to the character of St. James's via Licensing issues, another attempt to obtain a new "Sexual Entertainment" license at Jermyn Street, near to the St. James's Church, was defeated by a range of local objections presented at a hearing by a specialist Barrister, funded by the Trust.

The continuing ease with which later hours of Licensed trading in existing premises, are sought and gained, still relies only on the scrutiny and local pressure by the Trust. This work has at least ensured better conditions on the means of managing or preventing, risks of nuisance and potential criminal activity across the area.



Construction work in progress.



Improvements were completed in phases before and after Christmas 2017.



Duke of York Street junction completed, with granite paving.



91-92 Jermyn Street has been restored recently, with a change to the colour scheme of the façade.

The Trust's work relies on voluntary funding.
Cheque donations or legacies should be made out to:
The St. James's Conservation Trust Ltd and sent to:
**FJM Accountancy Limited, 23 Shackleton Court,
2 Maritime Quay, London E14 3QF
For the attention of F. J. McDowell Esq
Email: frank@fjmaccountancy.co.uk**

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