

C CAD I L L Y A R C A



The St. James's Conservation Trust

A Review of 2018

Edition 22

Featured in this edition



**Historic
Businesses**

Page 7



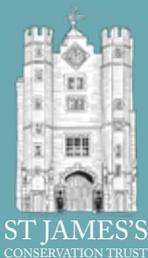
**The Trust's
Summer
Garden Party**

Page 8



**21st
Century
Clubs**

Page 10



A WORD FROM OUR CHAIRMAN ANDREW LOVE



Featured in this edition

	PROJECTS DELIVERED AND CELEBRATED
	NEW TRUST STUDIES: ACTIVITIES, ARTS & LICENSING
	HISTORIC BUSINESSES: PAXTON & WHITFIELD
	THE TRUST'S SUMMER GARDEN PARTY 28 JUNE 2018
	21ST CENTURY CLUBS
	DEVELOPMENT ISSUES
	ST. JAMES'S NEIGHBOURHOOD PLAN
	PHOTOGRAPHIC COMPETITIONS
	PROPOSED RESTORED RAILINGS AND SECURITY IMPROVEMENTS

20 years on from the coming together of The St. James's Conservation Society, now the Trust, we must report the sad news that one of our St. James's resident founders, has died. The Hon. Dominic Elliot was associated with St. James's for many years, living at 88 St. James's Street with his young family when concerns about the erosion of the area's quality led him to seek help from other local residents and commercial interests to find a solution to stopping damaging change.

Dominic Elliot's history was remarkable and as remembered by the Trust/Trustees/Advisors and former Chairman he was a most delightful defender of St. James's - A fragile Treasure. On happier news we are delighted that Baroness Hooper will be our Patron and also joining us, new Trustee, Grant Ashton. We are also reporting on the completion of two of our original ideas for improvements in the area: for Jermyn Street and also St. James's Palace's setting. As the Trust has consistently sought to anticipate new issues in the area as well as monitoring both positive and negative impacts of potential changes, we are outlining three new Studies to collate and update data (Activities, Art and Licensing). These have been commissioned from our advisors, working in partnership with Westminster City Council, landowners and local consultees, to help both the authorities and residential and commercial communities maintain vigilance and action to protect and enhance historic St. James's.

The key findings raised by each of these studies are: too many demonstrations, marches, filming, ceremonial security measures and tour groups are all harming the area. Well managed, smaller scale and occasional events are better managed and much more beneficial for the area. The balance of activity is increasing in the historic area too much, both by day and by night. The growth in intensity of activity in the streets and spaces of the area has always been a concern of residents and established businesses, who value dignity and calm, over mass footfall of numbers of visitors.

Residents are too often confronted with lack of access to their premises or even the ability to enter the area, with inadequate notice and poor quality management and clearing up services by the organisers. Commercial luxury and specialist businesses, reliant on vehicle access for deliveries, waste removal and meeting the needs of key customer groups, for example in the Art, Antiques and Auction trades are also inconvenienced by road and footway closures, diversions and like residents, also associated noise of large groups of people. The new studies have been presented to the City Council, Ward Councillors and their Planning, Events and Licensing teams to see what new policies, conditions and actions can be allocated to restoring a better balance for all. Following on our own studies' findings on managed events and intensity, the Trust has decided to change the Summer Garden Party fundraising event in St. James's Square, from annual to every two years. Although these events have been very popular and successful, allowing us to fund the Trust's monitoring, continuing new studies and project ideas it is time to take a breath as the work involved to have such high standards has been demanding on all the organisers - who nonetheless are already gearing up for the next Garden Party in 2020.

Another important initiative the Trust commenced and is locally managed, the St. James's Neighbourhood Plan, is now nearing its final hurdles of the formal adoption process. All those interested in the future, even better protection, enhancement and resource allocation for historic St. James's will be consulted in the coming year. The Trust looks forward to the potential of this new planning tool and its priorities for both control and directed funding to locally supported, priority projects and planning and highways issues. Returning to St. James's Square, we are also hoping that the next Summer Garden Party, may also be a celebration of the restoration of ornamental and more secure railings and gateway lighting to the gardens, a long term project promoted by the St. James's Square Trust, our partner and mutual supporter for enhancement of the whole of St. James's.

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.

Peter Heath RIBA MRTPI, Design Director,
Nova North, 3rd Floor, 11 Bressenden Place,
London SW1E 5BY
Tel: 07803 260 700

Email: peter.heath@atkinsglobal.com or via our website: www.stjamestrust.london

Credit: (Front cover) Peter Heath RIBA MRTPI

OBITUARY: HON. DOMINIC ELLIOT (1931-2018)



"...A true gentleman".

Former Chairman of the Trust, now a Trust Patron; John Beveridge QC recalls The Hon. Dominic Elliot, the Trust's first Chairman:

"...A true gentleman in the late 90's, 'Dommie' was Chairman of the Mayfair and St. James's Residents' Association and asked for my help to oppose the then numerous developmental attacks on the area of St. James's, which we both loved and in which we both lived. I declined it, telling him that I thought such associations had little impact on local authorities, which they have to have, if they are to be effective. I said I would help, if he set up a new body, with enough money to consult skilled advisors, and so to influence the local council. To my amazement, he did that and the St. James's Conservation Society was born, under his chairmanship and my vice Chairmanship. Dommie found Peter Heath, who turned out to be the ideal man for the job, as our expert advisor, raised money enough to pay outgoings and, in his own time and by his own hand, coped, fully and uncomplainingly, with all the increasing correspondence and work of the Society - later, the Trust. As this story illustrates, Dommie was not a man for waffle, but, despite his gentle manner, just got on with the job and made things happen. I can add that no one could have been more effective, nor a more agreeable and easy, working companion..."



Dominic Elliot at a Trust presentation with St. James's Ward Councillor Louise Hyams and John Beveridge.

Trustee John Bodie first met Dominic in 1962 at a restaurant:

"...Out of the corner of my eye, I could see him going through all his pockets for cash. I could feel that he was acutely embarrassed to discover he had left his money at home. I took a chance and discreetly mumbled in his ear that I was concerned about his predicament and would happily lend him the money. He was a relieved man and promised to repay me the following day, which he did. He invited me for a drink and we struck up an immediate friendship, which lasted for life..."

Dominic Elliot Dominic was very keen on his family history, understandably with a heritage including the 5th Earl of Minto, Viceroy and Governor-General of India, also Governor-General of Canada. At the then upcoming 200th anniversary of the Battle of Trafalgar, Peter Heath learnt also that one of Dominic's ancestors was:

"...The johnnie at the masthead of one of Nelson's ships, HMS Zealous at 1pm on 1 August - who first spotted the French fleet at anchor - which led to Nelson's other great victory at the Battle of The Nile in 1798..."

Virginia Chichester, the current Deputy Chairman of the Trust sums up how all felt about "Dommie":

"...It was his ability to talk to anyone whatever their station in life. He had respect for everyone and his charm never failed him. He was a true gentleman of the old school..."

JERMYN STREET IMPROVEMENTS: PROJECTS DELIVERED



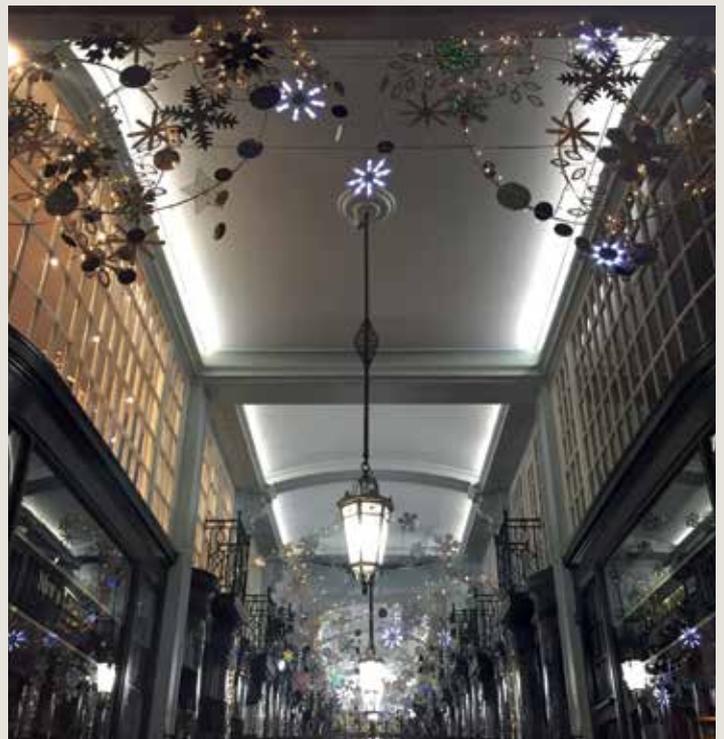
New St. James's light column in Jermyn Street, is an authentic "St. James's style" replica.



Improved paving in Jermyn Street at St. James's Church.



Waterstones Jermyn Street frontage with service pad, widening also footway space for pedestrians.



Piccadilly Arcade lighting in Christmas 2018.

ST. JAMES'S PALACE SETTINGS: PROJECTS CELEBRATED



Photo credit: Allan Jenkins / Westminster City Council

Westminster's Lord Mayor, Ward Councillors and Project Partners at Cleveland Row improvements and tree planting.



Palace setting under construction in 2018.



Cleveland Row improved, looking from Little St. James's Street.



Images courtesy of The Crown Estate showing the completed project. The new setting of historic St. James's Palace looking West from 67 Pall Mall.



Images courtesy of The Crown Estate showing the completed project. The improved pedestrian and vehicle arrangements, completed in 2019 seen from 88 St. James's Street.

THREE NEW ST. JAMES'S CONSERVATION TRUST STUDIES

Introduction

The St. James's Conservation Trust commissioned their professional planning and architectural advisors, Atkins, in 2018 to produce three new studies to obtain an up-to-date understanding of the key issues that have a significant impact on the historic character of St. James's. The studies are the basis of continuing consultations with key stakeholders, including Councillors and Officers of Westminster City Council. Below are summaries of main issues of each study's findings. Each illustrated report will be available in full from March 2019 on the Trust's website at: www.stjamestrust.london



Review of Activities in St. James's

The St. James's Conservation Trust has noted an increase in activities in St. James's in recent years. Whilst some activities celebrate and protect the area's distinctive character, others can be seen as harmful, either due to their nature or poor management.

- Weekends and summer are most intense.
- Frequency of temporary road closures impacting access.
- Cumulative impacts of multiple events.
- Between September - November 2018,
 - 3 months over 10 marches/protests = 720,000+.
 - More than 19 entertainment and cultural events.
 - Between 80-200 tourists - mostly in unregulated groups.



Study of Art in St. James's is "A Fragile Ecosystem"

This study of art and related uses in St. James's is an update of a study of galleries undertaken in 2012 by the Westminster City Planning Delivery Unit, in partnership with the Trust.

- 98 galleries, dealers, auction houses.
- Growth and some turnover since 2012 Study.
- 6 supporting uses: framers, conservator, art advisory and art bookshops.
- St. James's quality reputation is essential as a location.
- Art businesses are best when clustered.
- High quality, niche retailers and restaurants complement the art offer.



St. James's Review of Licensing

This study provides an updated database of the quantity, type, distribution and opening hours of licensed premises in St. James's, following previous reviews of licensing in 1999, 2005 and 2015 by the Trust.

- 124 licensed addresses in St. James's most open after midnight.
- Restaurant/bars dominate, and most growth in East since last study around St. James's Market.
- Growth in vertical drinking and outdoor drinking/dining.
- Increased use of "Temporary Events Notices" for extra open hours.

HISTORIC BUSINESSES: PAXTON & WHITFIELD

...In Jermyn Street since 1781...

Paxton & Whitfield was first recorded as a partnership in 1797, but its origins began in 1742 when Stephen Cullum set up a cheese stall in Aldwych market. As London became increasingly affluent Sam Cullum (Stephen's son) moved his cheese business closer to his wealthy customer base, to 18 Jermyn Street where there is still a shop today. He also took on two new partners - Harry Paxton and Charles Whitfield. Ironically it is their names, not his, which grace the mid 19th Century shop front now a Grade II Listed Building of 17th Century origin. The Company's reputation grew steadily, culminating in 1850 with the honour of being appointed cheesemonger to HM Queen Victoria. It was the first of many Royal Warrants that the Company has held. As Winston Churchill once observed **"a gentleman only buys his cheese at Paxton & Whitfield"**.

Text courtesy of Paxton & Whitfield:
www.paxtonandwhitfield.co.uk



An excellent example of a traditional shop front.



A comprehensive range of world cheeses on attractive display.





THE TRUST'S SUMMER GARDEN PARTY 28TH JUNE 2018



Foods from curries to oysters were enjoyed.

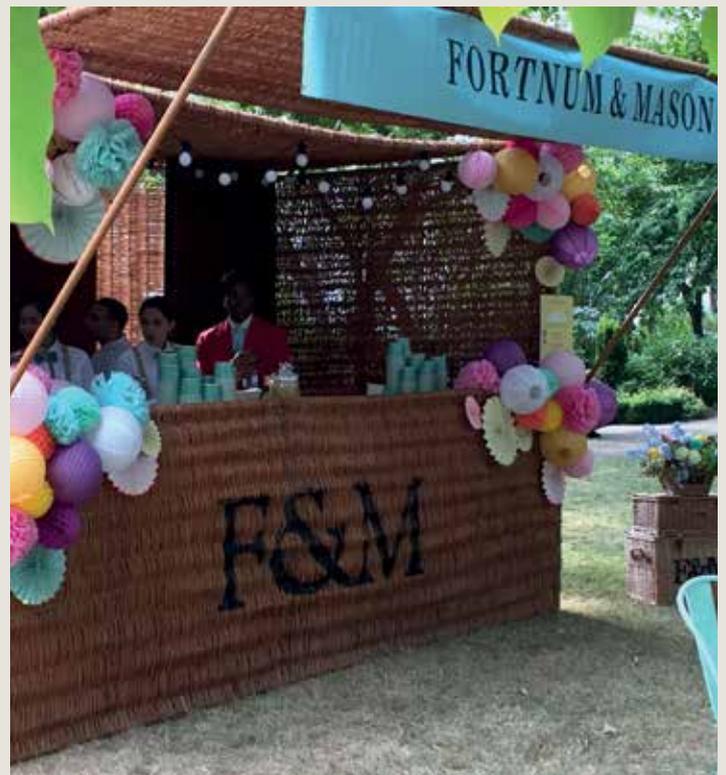
In June the Trust held its Summer Garden Party in the beautiful surroundings of St. James's Square. This was the third year that the event had been held with attendance increasing each time. Those attending are predominantly people who work or live in the area which is one of the main purposes of the event; the other being to promote the work of the Trust.

Our main sponsors were The Crown Estate, Kleinwort Hambros, The Heart of London Business Alliance and Equinox Fitness Club; along with the very generous support of The Ritz London, Fortnum and Masons, The Stafford Hotel and many well known local restaurants including those from the revitalised St. James's Market. All of these provided wonderful food and drinks and, in addition, a number of local craftsmen were on hand to show the variety of skills that St. James's specialises in. A fashion show was provided by Apsley Tailors of Pall Mall with staff from Dukes Hotel acting as models. The splendid raffle was overseen by popular entertainer Christopher Biggins in his own particular style and there was music throughout the evening.

The Trust would like to thank all those who so generously contributed to the evening and who made it such a fundraising success and we hope to hold a similar event in 2020. A video and photographs of the evening can be viewed on the Trust website: www.stjamestrust.london



Trust Advisor Peter Heath admiring classic RAC provided vehicles.



A very big F&M picnic hamper.

21ST CENTURY CLUBS:

3 modern examples in the tradition of clubs of the 18th-20th Centuries



67 Pall Mall **Fine Wine Membership Club**

This conversion to a club of a former bank building use, has restored an important Listed Building by architect, Sir Edward Lutyens and already seen significant popular growth.



50 St. James's Street **Proposed Private Members Club and Boutique Hotel**

Although receiving Westminster City Council Planning Permission in 2011, there has been very slow progress on the Listed Building improvement and restoration. The Trust gave conditional support to the project and eagerly awaits a welcome completion.



16 St. James's Street **Spa & Health Club**

A welcome replacement to an unwelcome bar and restaurant previous use unsuccessfully opposed by the Trust in 1998.



EQUINOX'S QUALITY AS A 21ST CENTURY "CLUB"



Inspired by St. James's heritage of members' clubs

The St. James's area, where "E by Equinox" is housed, is full of private execs, hedge-funds, the art world: people who want to have their own trainer, their own Private Pilates instructor, a dedicated spa therapist. We are creating an environment which is more hospitality orientated, and giving our member the opportunity to have a total lifestyle experience. E is redefining the members' club model, with the luxury amenities you'd expect while being more fitness focused. E St. James's builds on the success of our flagship club in Kensington and answers a demand for the luxury Equinox lifestyle.

Outline of origin of the business:

Founded in 1991, Equinox was built on the notion that fitness can empower a life well-lived and foster a strong community of high performance individuals. Nearly 30 years later, Equinox continues to lead, operating 98 full-service clubs globally across major US cities including New York, LA, Miami and San Francisco as well as London, Toronto and Vancouver, each featuring bespoke design in an unparalleled luxury environment. The company offers a holistic approach to fitness, classes, personal training, Pilates, spa services, apparel, experiential travel and food & beverage.

Description of services provided:

E St. James's exclusively houses Tier X personal training, Equinox's most advanced and hyper-personalised training and lifestyle coaching programme. The club also boasts a state-of-the-art strength floor, group fitness studio, cardio zone set up on the mezzanine, a private Pilates studio and a signature Precision Running Zone.

The building heritage

The Equinox design team in partnership with award winning designer, Joyce Wang, created the striking club interior. Grand marble pillars, a light-filled mezzanine and bronzed features pay homage to the perfectly-tailored sophistication of the neighbourhood. Equinox instructed acclaimed architecture firm, Woods Bagot, who have masterfully preserved original details of the historic former bank building, fusing old and new to create a unique backdrop for this exclusive fitness experience."

Text and photos courtesy of Hannah Macey at Equinox London.

DEVELOPMENT, LICENSING AND OTHER RECENT ISSUES



Detail of wall art



Computer visual of the development completing in 2019.

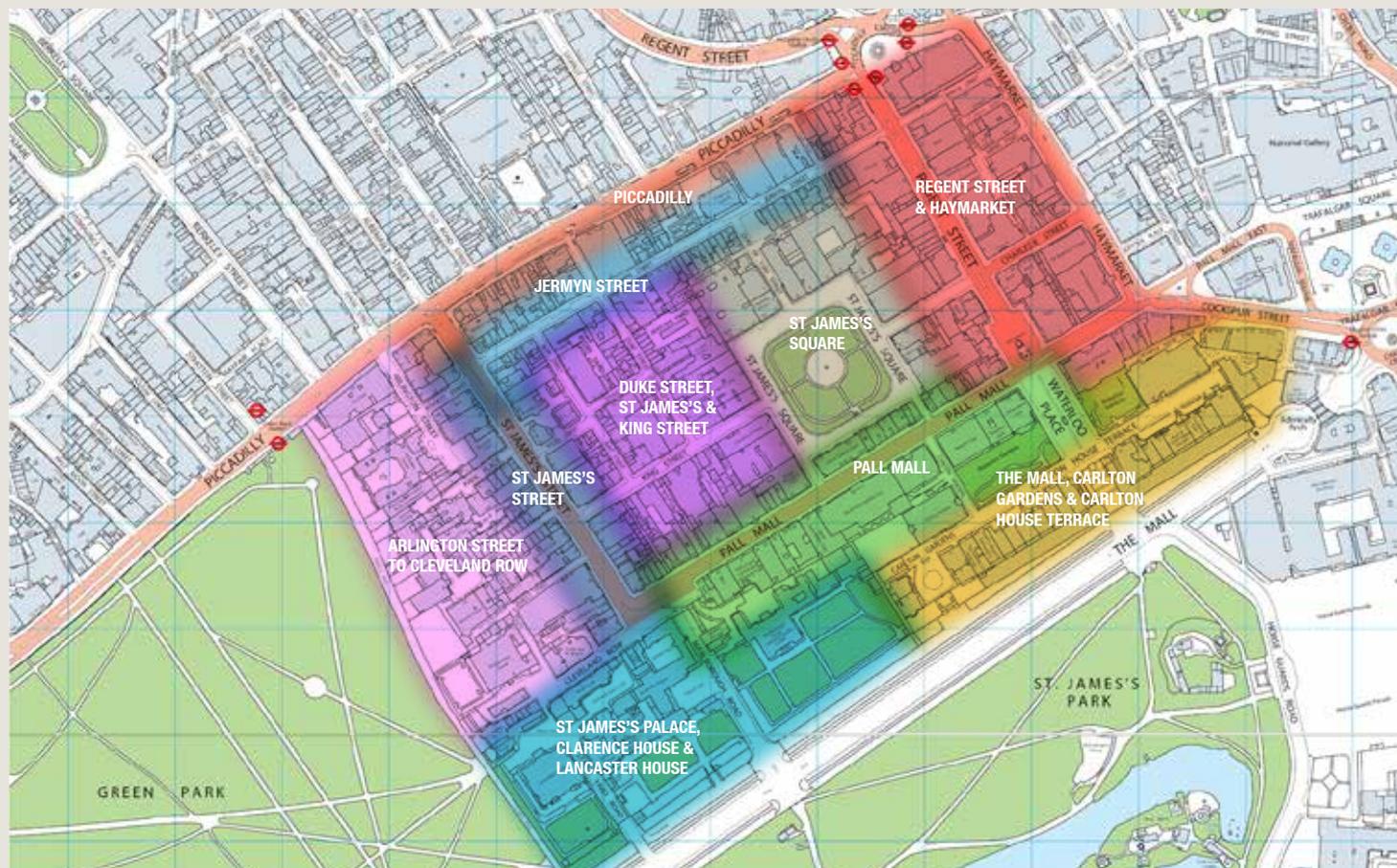
The Crown Estate introduces The Marq

This exciting new headquarters office development completing in April 2019... provides six floors of flexible workspace, and much more. Designed by John McAslan and Partners/Rolfe Judd, and delivered by Skanska, The Marq occupies the corner of Duke Street St. James's and Jermyn Street. The offices feature a double-height reception space with terrazzo artwork, bespoke bronze entry gates and corner stone artwork, designed by **artist Jacqueline Poncelet** to reflect the tradition of craftsmanship in St. James's.

The development also incorporates flagship retail space and 5,000 sq ft restaurant or gallery space, both of which occupy the ground and basement levels, adding life and vibrancy to this prominent street corner in St. James's, with spaces of this size that have not be available on Jermyn Street for several years. The Marq is one of the UK's first buildings specifically designed to achieve the formal environmental "WELL Certification", reflecting a concerted effort to optimise air quality, natural light and healthy workplace behaviours.

Oliver Smith, Head of St. James's at The Crown Estate commented: "We are excited to reveal The Marq... The Crown Estate's first entirely new build office development in St. James's for three years... We are looking forward to working with clients and partners to ensure this development builds on St. James's reputation as an exceptional place to do business in London."

ST. JAMES'S NEIGHBOURHOOD PLAN



Plan of proposed "Character Areas" within the St. James's Plan Area.



Consultation continues at the Trust's Summer Garden Parties.

Message from the Chairman of the St. James's Neighbourhood Planning Forum - Roger Sharpley

Progress formulating the Draft Plan has been slow due to the necessary engagement process and the desire to fully consider and incorporate the views expressed by individuals and stakeholders. However, I am pleased to report that the final approved Draft, prepared with the assistance of Gerald Eve LLP, will soon be ready for circularisation and the public consultation stage will begin. The Draft divides St. James's into a number of coherent areas (see the plan above) and sets out the appropriate planning framework and strategy for each one. The consultation stage will last for two or three months and I encourage everyone who has a love of and interest in St. James's to take part and participate. As soon as it is ready the final Draft will be downloaded onto the Forum website www.stjamesforum.com which will also be regularly updated throughout the consultation process. Once the consultation is concluded and the Draft amended as necessary, it will be submitted to Westminster City Council, which we hope will occur in the autumn this year. All of this incurs costs and requires funding and any donations will be gratefully received!

ST. JAMES'S WARD WELCOMES: COUNCILLOR MARK SHEARER



My first months at City Hall have been a whirlwind! I am extremely lucky to have Louise Hyams and Tim Mitchell as my fellow Councillors - they have been showing me the ropes and more supportive than I could have imagined. The Council is an amazing place, with huge responsibilities and literally floors and floors of teams who have the same vision as us - to make Westminster the best place it can be for its residents.

Councillor Louise Hyams

Louise has had the honour and privilege of representing St. James's Ward since her election to the Council in 1998. She is totally committed to improving the quality of life for all the residents of this diverse Ward in the centre of London. Having been involved in most areas of the Council's work, she is currently the Deputy Cabinet Member for Public Protection and Licensing.

Councillor Tim Mitchell

Tim Mitchell has lived and worked in Westminster for over 25 years and is a self-employed computer consultant. An active member of the St. James's area community, he serves on the committees of several local groups. A councillor since 1998, he has had experience of every part of the Council and is currently Cabinet Member for Environment and City Management.



The three St. James's Ward Councillors: Tim Mitchell, Louise Hyams and Mark Shearer at the Duke of York Memorial in 2018.

PHOTOGRAPHIC COMPETITIONS:

OUR WINNER

Peter Heath, 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"



Paxton & Whitfield



St. James's Trust Summer Garden Party

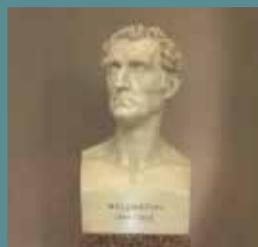


*Winner
Piccadilly Arcade
Peter Heath*



St. James's Christmas Lights

OUR NEW COMPETITION: Personalities and memorials in St. James's



Can you identify these figures and these locations?

ST. JAMES'S SQUARE RAILINGS AND SECURITY IMPROVEMENTS

Planning permission has now been granted and the 9 month project is due to start in August 2019.



Images courtesy of Susan Walker Architects. The proposed ornate railings and lanterns will be by Metalcraft.

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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www.stjamestrust.london