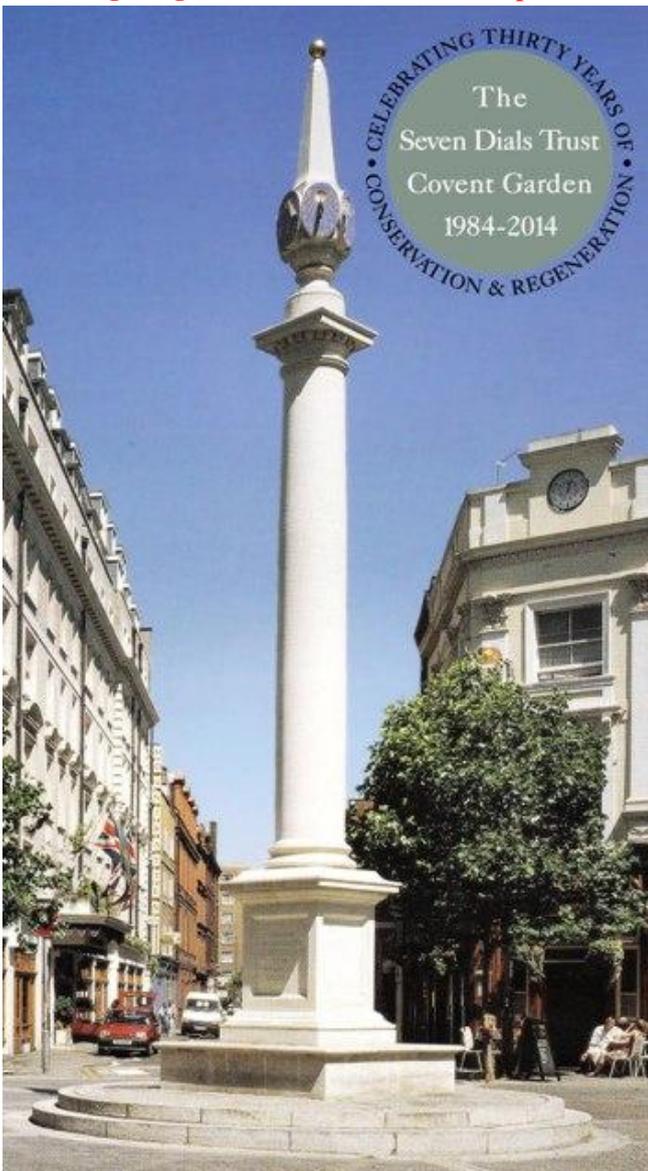


The Seven Dials Renaissance

SEVEN DIALS TRUST NEWSLETTER
2014 v.4
TRANSFORMING THE DIALS

'The charity has brought an entire neighbourhood back to life...' – Colin Davis presenting the first PRIAN national award for projects which have stood the test of time. *'A great project...'* – Peter Bishop past Director of Environment Camden and Professor of Urban Design at the Bartlett School of Architecture. *'Seven Dials is one of the great architectural set pieces of London.'* – Dr. John Martin Robinson.

Overleaf... A Memorial to Francis Golding and the web edition of the 'Renaissance Study' | Newsletter wins the bi-annual Walter Bor Media Award | Updates on: the Renaissance Study web edition | Re-Lighting Seven Dials | Pillar Lighting | Street Name Plates | People's and Street History Plaques. Sponsorship info at the end.



2014 is the Trust's 30th year and a very busy one. We have many projects underway, some fully funded and others only partially so. We hope this newsletter might encourage your support in maintaining and enhancing this unusual conservation area – the only quarter of London largely intact from late Stuart England. Our projects which are not fully funded are: the new web edition of the *Renaissance Studies* which we hope will be as pioneering as the previous printed versions; the People's Plaques scheme, and our part-time coordinator's salary. Completing the street improvements is our largest task and we are working with our local authorities and freeholders on a holistic approach.

Our origins go back to 1977 when Seven Dials became a Housing Action Area and a Conservation Area with Outstanding Status, one of only 38 out of c. 6,000 in England. Over 90% of the housing stock had lain empty for more than 40 years and many of the buildings were in state of dereliction which is difficult to comprehend today. The Sundial Pillar, the first project of its kind since Nelson's Column and largely built by trainee masons, reinvented a lost neighbourhood in our city centre. This has been a long journey of urban regeneration from dereliction to today's thriving residential and commercial neighbourhood attracting visitors from all over the world.

We thank all those who have given their time and financial support over the years – far more years than we ever envisaged in 1984! [The last two pages set out ways of sponsoring the Trust.](#)

David Bieda

Chairman

Many thanks to Firmdale Hotels for help in producing this Newsletter.

Francis Golding (1944 – 2013) & the new *Renaissance Study* web edition.



Francis Golding (above left holding a Camden Report) chaired our Environment Committee from 1994 and in particular chaired the group which brought the current version of the ‘*Seven Dials Renaissance Study*’ to fruition. His consummate skills and experience had a great influence on the successful outcome, and his laconic style and pithy wit were much appreciated. Francis died from injuries sustained whilst riding his bike home in November – tragic news for all those who knew and worked with him. **Donations in his memory will be applied to the new web version of this pioneering Study (Section below) and we hope it will be a fitting tribute to his life and work which were movingly set out in obituaries in *The Times* and *Independent*.**

Francis was an Assistant Secretary at the DOE, most notably in charge of the Urban Programme after the riots in 1981. He went to the newly created English Heritage as Head of Secretariat and then Head of Properties in Care and was Secretary of the Royal Fine Arts Commission. Latterly as a consultant he worked with many of the country’s leading architects and developers on schemes which are now London landmarks.

THE LONDON FORUM
of Amenity and Civic Societies

Category 1 : Newsletter

The Seven Dials Trust

Winner

for their

“ Newsletter ”

**WALTER BOR MEDIA AWARDS
2013**

Judges
Peter Murray
Clementine Cecil
Judy Hillman
Bill Tyler

Director, NLA
Secretary of SAVE Britain’s Heritage
London Forum Vice President
London Forum Vice President

November 2013

Donations In Memory of Francis at 12 08 14

Almacantar	10,000
British Land	5,000
Southern Properties	3,500
Shaftesbury plc	3,000
Rogers Stirk Harbour Ch Trust	3,000
Kieran Timberlake (USA)	1,000
Allford Hall Monaghan	1,000
Miller Hare	750
Rafael Vignoly	600
Silver Family Charitable Trust	500
Publica	500
Walters & Cohen	500
Christina Smith	500
M3 Consulting	500
Fletcher Priest Charitable Trust	500
Piercey & Company	250
Rolfe Judd Planning	250
Doris Lockhart	250
Simon Harris	250
Squire & Partners	250
Stanhope plc	200
ZGF (USA)	150
Misc. Individual donations	1,158

The Foyle Foundation	3,000
Westminster City Council	1,500
Guy Archard	1,800

Full details of the stages and costs are available, with the web work last. *See Section 1 below.*

Your support in helping us complete this pioneering project would be much appreciated.

1. THE SEVEN DIALS RENAISSANCE STUDIES WEB EDITION

'We have your Study here which has been our "Bible" since our first investments in Seven Dials over 18 years ago.'
 – Jonathan Lane past CEO of Shaftesbury PLC. *'The Study deals with the problems facing an historic area with a high level of economic activity... its aim is to set out a coherent approach for the maintenance and enhancement of complex city areas as an example for others to follow.'* – Secretary of State for Culture Media & Sport. *'An extraordinary piece of work...'* – Camden Design Awards. *It... deserves national acclaim. The project represents an outstanding example of local initiative harnessing the efforts of the local community as well as the private/public sectors and other funding bodies...'* – RIBA.

We have amalgamated and edited and are up-dating the three volumes in-house, and adding sections to create a web version. Our aim is to assist freeholders, tenants, our local authorities, and we hope, to assist those involved in other inner city conservation areas and in drawing up Neighbourhood Plans. The studies form the basis for all our work described in this newsletter.

http://www.sevendials.com/seven_dials_renaissance_study_volume_1_1998_web.pdf

The pioneering *Seven Dials Renaissance Studies* were first published in 1990 and were described as the first of their kind. A second edition followed in 1997 after a congratulatory debate in the House of Lords. The Studies have levered in over £2m for public realm improvements. **English Heritage** commented *'... this is the first time an holistic approach has been adopted to provide a detailed framework for the development of the total environment of an historic district of London... for this reason it could act as a model for other historic areas across the country...'*. **Colin Davis** in presenting the first **PRIAN** award summarised what these studies have achieved – *'Many improvements to our public realm are piece-meal, short-lived and of dubious quality. In the case of Seven Dials, the Trust in partnership with Camden Council and Shaftesbury PLC has brought an entire neighbourhood back to life and the environmental improvements are based upon the coherent, detailed and holistic vision set out in the "Seven Dials Renaissance Studies".... As well as reconstructing the Sundial Pillar they comprise street and façade works, lighting, greening and improvements to the pedestrian environment. This partnership has involved the voluntary, private and public sectors working towards a shared vision on a long term project.'* Our studies were carried out by a multi-disciplinary team – Peter Heath (Design Director Atkins) and Dr. John Martin Robinson (Historic Building Consultants). **The monitoring committee was chaired by the late Francis Golding to whose memory the web edition will be dedicated - see page two - In Memory of Francis Golding.** First study costs £35,000 funded by the Kleinwort Benson Property Fund. Second edition £35,000 funded by the Department for National Heritage and the Foundation for Sports & the Arts. Amalgamating 3 volumes, updating and micro site costs c. £53,500.



No. 20.

This is a plain 1950s building of consistent character making use of simple fluted ornament. The existing shop front is an integral part. The fascia sign is neatly painted.

No. 18 Dover Bookshop.

This has a seemingly late 19th century elevation of red brick, four storeys high with segmental window heads. The Edwardian shop front is excellently painted in green and white, and there is a hanging sign at first floor level. The blind box surmounting the traditional position on top of the shop fascia. This elevation is well maintained and requires little further attention, though there is some scope for window boxes.

No. 16.

The late 19th century red brick elevation is a pair to that of No. 18. The shop front is currently disfigured by a fascia sign and an ugly security grille. The shop front is in need of restoration. The security grille and projecting box should be removed. An internal mesh grille, or laminated glass in the windows, would provide the required degree of security without affecting the appearance of the exterior. The perspex sign should also be removed and replaced with a properly painted fascia using the form of lettering. The shop front could be improved by repainting in stronger colours. There is an iron sign bracket at second floor level which is currently empty, and it would be appropriate to hang an ornamental sign there.

No. 14 F. W. Collins & Son.

Dating from the early 19th century, the four-storeyed elevation has been refaced but the shop survives in excellent condition even down to details like the restored shutters. The joinery is smartly painted in pillar-box red and the fascia has excellent lettering in black and gold. This is the standard of fascia lettering which should be prevalent throughout the Conservation Area. There is a small hanging sign and also an old enamel wall sign at first floor level. Founded in 1835 this ironmongers is one of the oldest established businesses now in operation in Seven Dials. The shop front is excellently maintained, but there is scope for modest improvement at the upper level. The second and third floor windows have lost their glazing bars, but these could be restored to match those surviving at first floor level.

The reconstructed brickwork would also benefit from being 'soot-washed'. This is a building which should be considered for addition to the statutory list of buildings of special architectural or historic interest.



PROPOSALS

DESCRIPTION

FACADE

SHEET 28

EARLAM STREET
West Section-South Side

Street improvements for this section of Earlam Street should include York stone footways, speed tables, granite sett carriageways and coordinated furnishings.

LIGHTING

HANGING SIGN

CLEANING

WINDOWS

DOORS

PLANTING

STREET FURNITURE

PAVING

SEVEN DIALS MONUMENT CHARITY
68 Dean Street, Soho, London W1P 5HD
Tel 0171 437 5512 Fax 0171 437 6612

Building by building recommendations many implemented by Shaftesbury PLC who have invested substantial sums in improving their façades. In the web edition the drawings will be replaced by high res architectural photos (see below). Each can be blown up and also illustrate entire streetscapes. We have located over 300 historic images to go 'behind' the new architectural pictures.



Monmouth South (47mb). The individual architectural images stitched together to show the streetscape. Each individual façade can be greatly enlarged to show the detail. ‘Behind’ each streetscape section there will be a parallel ones from before the Covent Garden Market moved in 1974. These images come from London Metropolitan Archives who are supporting this innovative work by waiving their reproduction fees.

The Study contains advice on all aspects of the maintenance and improvement of façades: joinery, historic paint colours, brickwork, hanging signs, blinds, glazing bars and windows, heraldry, greening. Many errors are made through lack of simple information and guidance – all of which the online edition will make readily available.



L: Restoration in Monmouth Street by Shaftesbury PLC using the *Renaissance Study*, including soot washing brickwork; and R: KBPF Thomas Neal’s centre which would have had similar treatment had the study (which they funded) been published before works commenced. Inappropriate brick cleaning led to all the façades becoming almost identical.

Scheme costs £53,500, partially funded to date, full details are available.

The Seven Dials Trust: email: info@sevendials.com

2. LIGHTING THE SUNDIAL PILLAR

'Its unique character showcases the role of historic buildings in creating liveable streets' – Wikipedia Streets on Seven Dials.

Now the Sundial Pillar has been cleaned, repaired and the dial faces re-gilded we are working with Philips Lighting UK and Camden Council on a scheme to light the dial faces and the column. Philips has devised several schemes over the last few years but implementation had to follow restoration works. **Completion August 2014.**

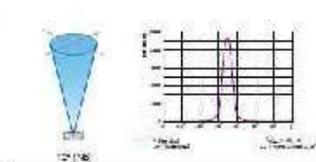


January 2014: Camden & Philips Lighting UK testing the luminaire. The successful tests enabled the scheme to proceed after much planning over several years. The scheme starts with the Dial Faces being lit and may extend to the rest of the column.

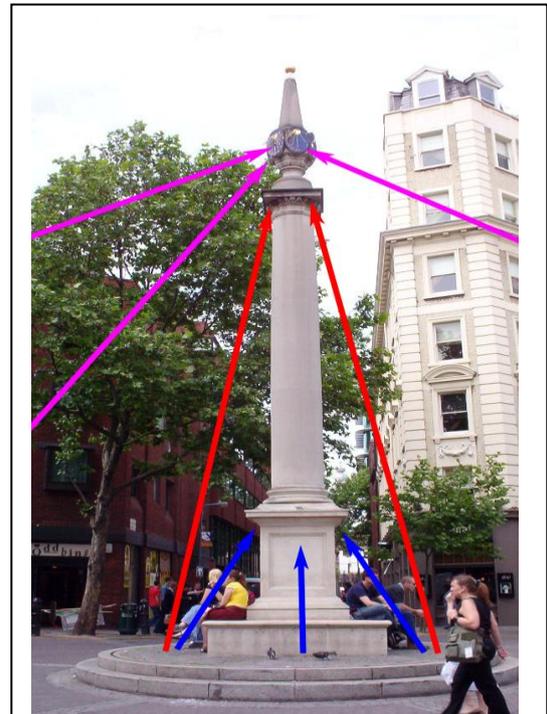


Optical performance – BVP626

- BVP626 34xLED-HB
 - Warm White 3000 K
 - Neutral White 4000 K
- Three solid colours: red, blue or green (amber on request) as well as Tunable White (TW) and RGB versions.



Warm White 3000 K
Luminous Flux Output 2595 lm
Neutral White 4000 K
Luminous Flux Output 2712 lm



The Pillar Dials faces will be lit from three new Brompton heritage columns installed on the Dials by Camden Council. We need to ensure lights do not interfere either with traffic or adjacent buildings.

The unique layout of the Dials lends itself to an unusual lighting scheme: the Pillar can be seen from seven streets and seven streets can be seen from the Pillar. The façade lanterns are already transforming the area at night and the lit Pillar will add drama and emphasise the centre-piece of Seven Dials.

Funded by Camden's Boulevard scheme (£2,000) and Camden Lighting including the installation of three new Brompton columns on the Dials. Many thanks to Philips Lighting UK for their assistance on this project over several years.

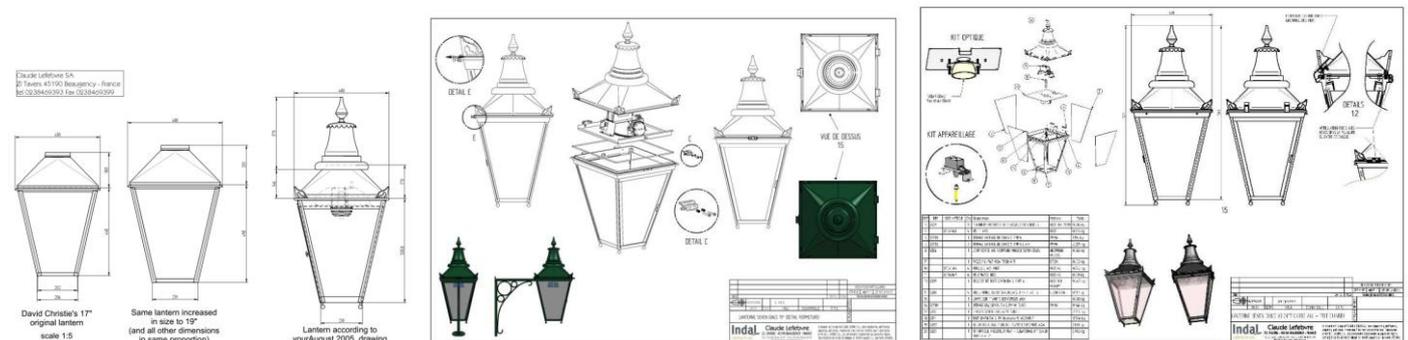
The Seven Dials Trust: email: info@sevendials.com

3. RE-LIGHTING SEVEN DIALS & COVENT GARDEN

A community partnership project initiated and led by the Trust, with Camden Council, the Corporation of London, English Heritage, Westminster City Council, the Mercers' Company and Shaftesbury PLC. COMPLETION AUG 2014.

'The light output from the 60 watt Philips Cosmopolis lamp and the fact the lamp hit the refractor at exactly the correct point, totally put the existing lighting installations to shame and the savings involved in the energy and running cost are also a great gain to the overall effect of the scheme.' – Neil Arnold Senior Lighting Engineer, Camden Council commenting on the V2 prototype in Shelton Street.

The comments above reflect the project's greatest success now that the lanterns have been installed; one most of our technical colleagues considered impossible. We set ourselves two objectives seven years ago: to design our own historic Windsor-style lantern, having rejected what was on the market as mostly ugly pastiche; to harness 19c gas lamp technology using an old fashioned glass 'sugar bowl' surround with a modern optic (Philips Cosmopolis 60w). The scheme sees the replacement of all lamp columns by bespoke façade lanterns from Shaftesbury Avenue down to Long Acre. This is a home-grown project, initiated and organised by the Trust. The lantern, bracket arm and acrotaria were designed by trustee Paul Draper. It has taken seven years to bring to fruition largely due to the take-over by Indal (Spain) of Lefebvre SA who won the tender in 2005. Indal were taken over by Philips Lighting to whom we owe thanks for their assistance in bringing the project to fruition, and dealing with many issues not of their or our making.



V1 (right in first pic), V2 and V3 showing the development of this bespoke lantern. Lighting engineers from Camden, Westminster and the Corporation of London have listed every fault they've ever found in lanterns to try to ensure a fail-safe lantern with a long life and minimal maintenance issues. Not the same as buying 'off the shelf'.



Lantern positions in Camden, installation of supply boxes for the façade lanterns and one page of an 80-page master document by Fresson Tee, surveyors, sponsored by Shaftesbury PLC. We had to obtain listed building consent and owners' consents for each position (Rolfe Judd also sponsored by Shaftesbury PLC). This 80 page document sets out the positions of each lantern, whether buildings are listed, each lantern and EDF supply box position and how cables run. Unusually, the scheme's feeder pillars and wiring will match the colours of each façade – local authorities would not usually have the resources to attend to such detail. Replacing lamp columns with façade lanterns both reduces street clutter and improves lighting but the attendant wiring can be an unsightly mess – not so in our case. Re-wiring two cross borough neighbourhoods is time consuming, and the complexities largely hidden.

How does a lantern maximise its light spread and how to avoid glare and minimise running costs?



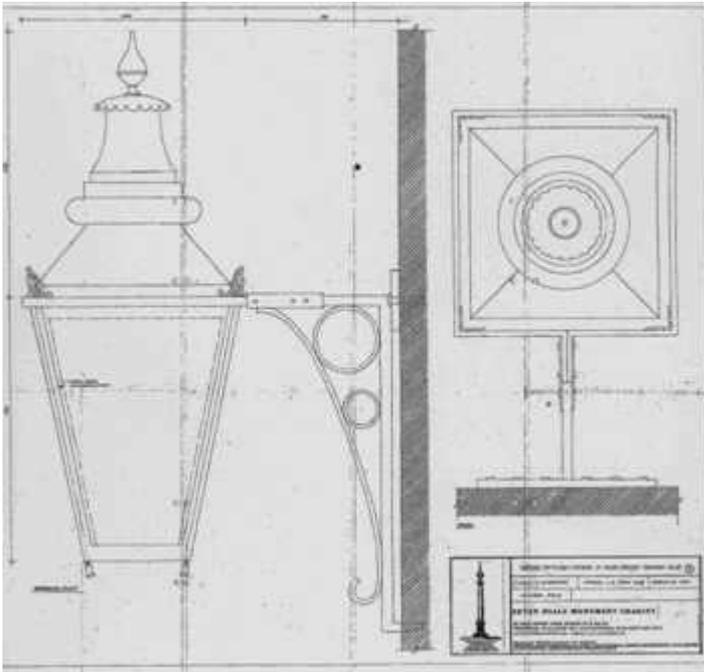
Left is a late Victorian Windsor style lantern and right a 'sugar bowl' used with gas lights where the gas element sat inside the glass. Lanterns, of course, are designed to cast light below and the ideal shape for casting light is an elongated egg shape, covering both the footway and carriageway. The inverted glass of the Windsor lantern helps cast the right shape of light below and the 'sugar bowl' both amplifies the light and, in our case, with a low output Philips 60w Cosmopolis lamp, also reduces glare. Current lighting is based on a lamp set in the top of the lantern beneath a shiny reflector (called 'pot optics'), causing considerable glare. Our V2 lantern has now been up in Shelton Street for some time and. It demonstrated that one can link current Philips technology to a Victorian invention and achieve both a better form of lighting and a more sustainable one. Designed by trustee Paul Draper, this is an imposing 19" lantern, much larger than the norm and thus with a greater presence for conservation areas. Lighting engineers have assisted in designing out problems they have encountered so as to maximise the lantern life and minimise maintenance. The façade version could sit atop columns if modified slightly.

Scheme cost £185,000. Funded by Camden Council, English Heritage, the St. Giles Community Safety Fund and Shaftesbury plc. Costs on the Westminster side met by Westminster City Council.

A Potted History of a lengthy project... which has been steered by a Lighting Group representing the main stakeholders meeting regularly, with a wider stakeholders' group kept informed via a Lighting Newsletter. Lighting engineers from the three Authorities have played key roles assessing each prototype and ensuring past problems with other lanterns were 'designed out'.

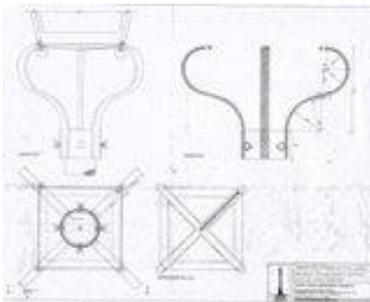


The group looked at current 'heritage lanterns' on the market and decided to design and commission a bespoke lantern both for Covent Garden and as an exemplar for other conservation areas. Above 'heritage' lanterns, an original Covent Garden gas lantern on a Mercers' property and members of the group on a mini bus tour of façade lighting in three London boroughs.



Paul Draper's survey drawing of late 19c gas lanterns in Rose Street Covent Garden. Paul is one of our trustees, a long-standing Covent Garden resident and a renowned architectural illustrator

Except for John Burke (Corporation of London), lighting engineers predicted that using gas lamp 'sugar bowls' would not work with a modern lamp. We persisted partly because these lanterns need to complement and not clash with the soft light of historic gas lanterns in Covent Garden and hopefully in other conservation areas. We also aimed to produce a lantern minimising glare so that the many interesting façades could be seen at night rather than being hidden by glare. The intention has been to arrive at a softer form of light than current 'pot optics', with the lamp inside a 'sugar bowl' within an authentic shaped historic lantern.



Paul Draper making the model for the acrotaria, his drawing for same and Gary Barrett with the cast brass model in the foundry. On the left Paul's initial drawing for a supporting 'frog' for a lamp column version of the lantern.



Visiting the Lefebvre factory in France (they won the tender), Lighting Group talk on the use of 'sugar bowls' by John Burke Corporation of London (Camden, Westminster, English Heritage & trustees) and lighting engineers from Camden & Westminster assessing the third prototype with a traditional sugar bowl and the current Philips Lighting Cosmopolis 60w lamp.

Might all this work have any significance beyond our small yet internationally known patch?

'The work being undertaken to develop gas-lamp style luminaire using 21st century lighting technology could again be a major leap forward, not just nationally but internationally. You may have heard that Berlin is wrestling with the future of its 30,000 gas street lights. Perhaps you have found the answer.

So I would like to commend you for the lead you and your colleagues have been taking for these past 20 years and more.' – Robert Huxford, Director Urban Design Group.

Scheme costs £185,000, fully funded.

The Seven Dials Trust: email: info@sevendials.com

4. PEOPLE'S & STREET HISTORY PLAQUES – ILLUMINATING HISTORY



04 Пятый элемент

Афиша от проекта на мемориала на „Будимель“

This scheme aims to celebrate individuals, companies and institutions who have made a contribution to the area and in some cases nationally. Over 120 have been identified and researched in some detail by Steve Denford (author of *'The Streets of St. Giles'*) and 21 shortlisted. The scheme crosses the borough border into Westminster. The first plaque to Brian Epstein of Beatles fame was unveiled (left) in 2010 by Cilla Black to worldwide coverage. The project is steered by a group of local residents and businesses, and some of our trustees. The plaques' design parallels our bespoke street name plates (both designed by trustee Paul Draper) and other street furniture as part of our holistic approach to the public realm as set out in the *Renaissance Studies*. Each street off the Dials will also have its own Street History plaque.

On the shortlist are: **Aldridge's** famous horse market; **John Logie Baird** – inventor of TV; **Syd Barrett** – co-founder of the Pink Floyd; **Jeremy Catnach** – pioneer of broadsheet printing; **The Cave of Harmony** – bohemian night club; **Edward Dent & Stephen Rimbault** – noted 18c. clockmakers; **John Dryden** – poet and satirist; **Ellen Keeley** – costermonger & cart maker; **The Kip** – notorious lodging house where clients slept vertically tied to a rope!; **Lionel Lukin** – coach-maker and inventor of the *'unsubmergible'* lifeboat; **Max Reinhardt** – publisher. We also plan plaques for each street with a brief history of those who lived and worked there with historic illustrations on each thus illuminating both people and places and making use of our history research. QR codes linking to our website will be included. Cleverly devised by trustee Mark Read, the QR codes have the Sundial Pillar in the centre.

You can assist by sponsoring a People's Plaque of your choice (£2,000). Please ask us for our detailed project document listing all the potential plaques.



The Dials c1890 (lantern slide from Chetham's Library Manchester). An illustration for our Street History plaques. Scheme costs vary depending upon the number of plaques. £6,300 secured, funded by the St. Giles S.106 Fund and an anonymous trust. The first Street History plaque 'Seven Dials' will be installed shortly –see end of Trustees section. Please ask for our separate brochure on this project where you can sponsor a People's Plaque of your choice.

The Seven Dials Trust: email: info@sevendials.com

5. OUR NEW WEBSITE

‘...this is the first time an holistic approach has been adopted to provide a detailed framework for the development of the total environment of an historic district of London... for this reason it could act as a model for other historic areas across the country...’ – English Heritage.

The new website will set out our work over 30 years. It will include a great deal of historical material not yet published on the web – for example work by Dr. James Thomas whose doctoral thesis was on Thomas Neal MP; our book *The Seven Dials*, published in 1987, a fascinating history of the area written by Dr. John Martin as an appendix to the 1990 *Renaissance Study Supplementary Volume*, and material on the original proposals to demolish much of the area.

Trustee Jamal Uddin is designing and building the website gratis and David Bieda, the Trust’s chairman, has scanned hundreds of pictures and is working on the text based on a structure and drafts devised by our coordinator Kathy Pimlott. Others are also assisting on a voluntary basis.

6. STREET NAME PLATES

The *Renaissance Studies* analysed street furniture and found seven types of bollards in this small area, a plethora of street name plates and much street clutter. De-cluttering is a current fashion but how to replace it in a way which provides interest and some historical context? Peter Heath (WS Atkins) and Dr. John Martin Robinson proposed using the historic emblem of the ancient Parish of St. Giles – the Golden Hind - now on all the area’s street furniture. Shaftesbury plc have taken up the idea in marketing their Seven Dials Estate via a new emblem and also used some of our historical research. Several historic Victorian street name plates, such as Lumber Court (now Tower Court) will be restored. The cost of these street name plates should be off-set by their longevity as extremely robust.

Installations June - July 2014.



Manufactured by AJ Wells and designed by trustee Paul Draper.

Scheme costs £17,900 (name plates only) - manufacture funded by Shaftesbury plc & installations by Camden Council. Many thanks to AJ Wells in the Isle of Wight for all their assistance with this unusual project, and to Camden officers for all their assistance.

The Seven Dials Trust: email: info@sevendials.com

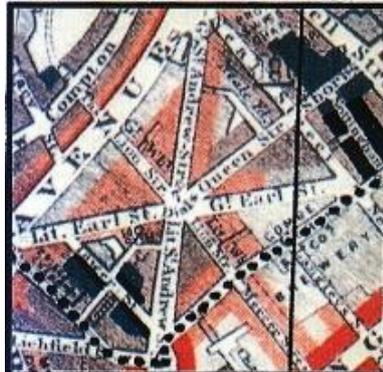
7. UPDATING THE EXHIBITION

‘HISTORY | ARCHITECTURE | HOROLOGY’

Our first exhibition was sponsored by the Royal Opera House but wore out after being displayed many times. A second more durable one was prepared by Peter Heath (Atkins) with 36 laminated display boards. The sections on making London’s new monument, history and horology are permanent but we plan to up-date those relating to the public realm and add further historical material. Feedback from the venues where it’s been seen demonstrates much fascination with the area’s past and more historical images have become available since research for the current exhibition. The exhibition is dedicated to the memory of the late Sir John Summerson – one of the 20th century’s eminent architectural historians and an inspiring colleague as a founder trustee.



1658 (Faithorne and Newcourt) shows the site of the Seven Dials development as fields on the edge of farmland. (Courtesy of Camden Local History Library).



1889 (Charles Booth's) poverty map. Note the stark variation between the black designation of Nottingham Court (thought to be a base of prostitution) and the well-to-do fringes.

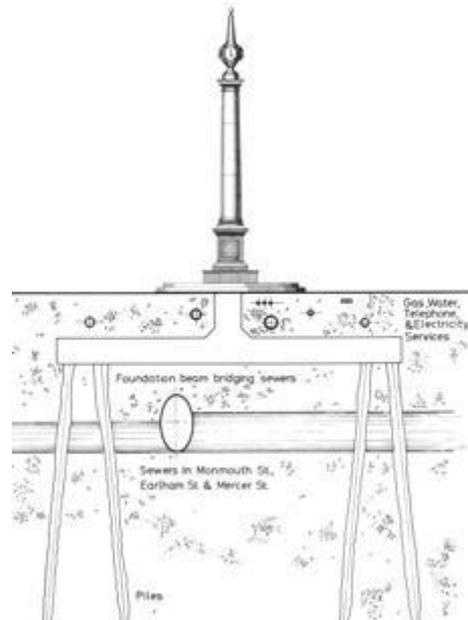
- Lowest class. Vicious, semi-criminal
- Very poor; casual. Chronic want.
- Poor 18s. a week for a moderate family.
- Mixed. Some comfortable, others poor.
- Fairly comfortable. Good ordinary earnings.
- Middle class. Well-to-do.



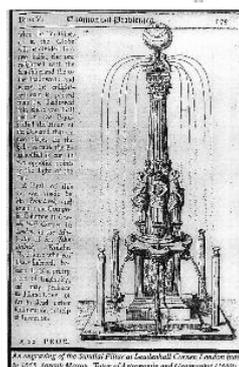
Actress Julia McKenzie placing a time capsule in the foundations, assisted by Ted Dunnington, Taylor Woodrow Site Agent, and watched by Cllr Kevin Gardner, the Lord Mayor of Westminster, and Cllr Jerry William, and Mayor of Camden.



The Obelisk: Stone being lowered into place.



The handwork of the gilded Orb is modified on site to fit the Obelisk stone.



Scheme costs around £2,000 funded by the St. Giles S.106 Fund. The current exhibition was funded by English Heritage (1997 - £2,000).

8. STREET IMPROVEMENTS – PROVIDING AN EXEMPLAR

‘The Seven Dials scheme has been of national importance in changing attitudes to and aspirations for the public realm. For well over a decade it has been used in presentations given throughout the UK to demonstrate what can be done to create a sense of place & to establish an environment where pedestrians and traffic can successfully and positively intermingle’. – Robert Huxford, Director Urban Design Group.

Background & Current Plans

Street improvements have been a partnership - initially between the Trust, Camden and the Kleinwort Benson Property Fund and latterly with Shaftesbury PLC, the area’s major freeholder. They were based on the template set out in the *Renaissance Studies* which is intended to ‘set high standards for street improvements’ (Camden Design Awards) where London has lagged behind many European cities. As you can see below, the work in Monmouth Street using multi-coloured dressed setts (flat cobbles) has now influenced works throughout the West End. The next stage has been the successful six-month experimental closure of Earlham Street West and reversal of Tower Street at Cambridge Circus, prior to drawing up plans to improve this key gateway from the West End into Covent Garden. Plans will shortly be drawn up to improve Earlham Street West and, hopefully, the Dials, plus re-surfacing the remaining streets with uniform surfaces (probably a modified form of dressed sets). This would complete the street improvement objectives of the *Renaissance* project after many years.

Overall costs c. £2.2m.



Traditional setts (cobblestones) 1990 and multi-coloured dressed setts (i.e. flat) in Monmouth Street 1996. Initiated by the Trust this streetscape format has been replicated throughout the West End and become the template for Covent Garden.

Former costs £450,000 funded by the KBPF who voluntarily increased their planning agreement from £100,000 to £450,000 to fund the recommendations of the *Renaissance Studies* (which they sponsored) in 1990.

Monmouth Street 2005-6 (Seven Dials Partnership – The Trust, Camden and Shaftesbury PLC)

Multi-coloured dressed setts and York Stone (pics below). This is our current template and has now been copied throughout the West End and has become the standard template for the Covent Garden Area adopted by Westminster City Council in their ‘*Westminster Way*’ and used by Capco in King Street and TfL in Shaftesbury Avenue. We have thus succeeded in setting higher standards for the public realm in the West End.



Template of multi-coloured dressed setts and York stone in Monmouth Street.

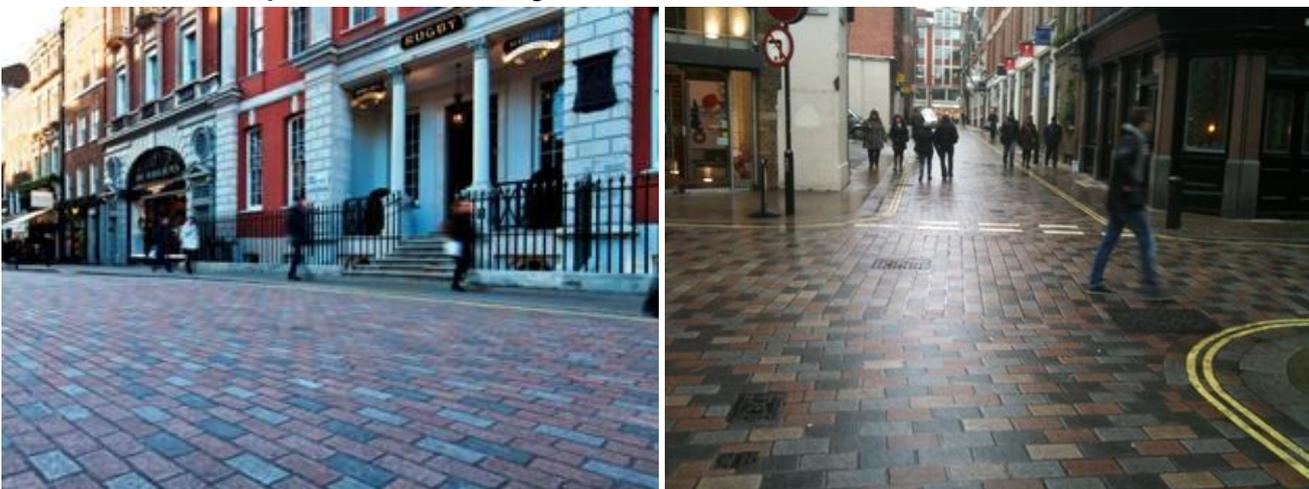


Monmouth North before and after. Problems arose with these works for a variety of reasons and are currently under discussion as to solutions. Scheme costs £760,000 funded by Camden Council and Shaftesbury PLC via the Trust.

The Monmouth Street template replicated elsewhere in Covent Garden & the West End

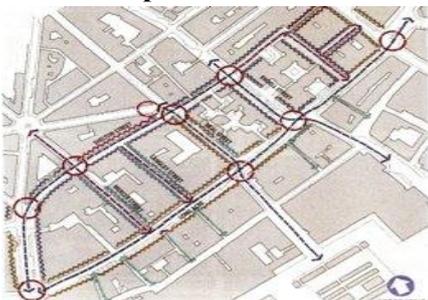


Long Acre, funded by the Mercers' Company, Longmartin, Shaftesbury PLC and Westminster City Council via Westminster's Covent Garden Area 3 Partnership and Shaftesbury Avenue – TfL. Below: King Street (Capco) and Mercer South (WCC). Atkins provided the short master scheme for CG Area 3 following their work on the *Seven Dials Renaissance Project* (Peter Heath Design Director Atkins)



Part of a programme to create better pedestrian routes from Cambridge Circus & Oxford Street East ► Seven Dials ► Covent Garden. Leicester Square ► St. Martins Cross ► Long Acre ► Covent Garden.

Partnership on the Camden side and Westminster's CG Area 3, working together as with façade lighting.



Left townscape analysis of CG Area 3 in Westminster (Atkins) – Seven Dials down to Long Acre. This shows the pedestrian links and street improvements from Cambridge Circus and Seven Dials through to Covent Garden and cross borough working on streets and lighting. Shaftesbury and the Mercers' Company are the main freeholders and are involved in the Seven Dials and Area 3 partnerships together with Camden and Westminster Councils. Such cross border working is unusual.

9. WORKING IN PARTNERSHIP WITH KEY STAKEHOLDERS

Covent Garden has a history of residents, businesses, the voluntary and statutory sectors working together long before this became fashionable. The famous Covent Garden Plan was drawn up via the CG Forum (established by the late Geoffrey Rippon as Secretary of State), residents and businesses working with the then GLC. We have continued that tradition. Getting proposals implemented depends upon the support of both the major freeholders and the local authorities, and a pro-active champion, in our case the Trust, otherwise the best of studies sit on a shelf.



Trust Environment Group discussing Camden's proposals for Monmouth Street and a presentation from Chris Mason (Westminster City Council - Policy Manager City Schemes) on surface treatments & front areas also attended by a number of Camden officers from various departments. Both the Radisson and Firmdale Hotel groups kindly provide meeting rooms gratis.



Westminster's CG Area 3 Group which links Seven Dials and CG – the Trust, Camden, Westminster, Shaftesbury PLC & the Mercers' Company (see Streets page 12 above). Right part of a large public meeting organised by the Trust to discuss traffic management issues in and around Seven Dials, and how to reduce through traffic to assist with pedestrian movement, [chaired by the late Francis Golding](#).



'People's Plaques' Group - residents and Shaftesbury PLC looking at design options prepared by trustee Paul Draper and Lighting Group – trustees, officers from Camden and Westminster and Shaftesbury PLC assessing the manufactured façade Lantern.

10. A HISTORY LESSON FOR LONDON

‘London has a remarkable heritage and here we have a charity which is making a long lasting and positive contribution to it.’ – Lord St. John of Fawsley



Four 30' high history banners were placed around the Pillar while it was restored. They featured: **Thomas Neale MP** – *The Great Projector* and creator of Seven Dials; **Edward Pierce** – the greatest mason and sculptor of the 17c and creator of the Sundial Pillar; **Neale’s lotteries** and the 1694 Lottery Box; **Why Build Seven Streets?** Rents in the 17c were by frontage. Neale fitted in 311 houses to maximise his land value and made himself another fortune.

The banners were launched by super stars, Wajid & Zaynah Uddin (6 and 8) and Felicity Rigby Kaner (7) with Frank Dobson MP as the fairy with the magic wand, watched by the Lord Mayor of Westminster Cllr. Louise Hyams. This was followed by a reception in the Covent Garden Community Centre.



Superstars & magic wand



Flutterfetti launch



Entranced Superstars watching abseilers & flutterfetti



Tom Welton Shaftesbury PLC, Amanda Rigby trustee and Tim Long Camden. Mike Bone (left) banner designer with Simon Wilkes Legal & General Property, main sponsors. In the centre - riggers from Gess Ltd abseiling the first banner.

11. CLEANING AND RESTORING THE SUNDIAL PILLAR

'The re-erected column serves as a wonderful object-lesson in the creation of both of urban space and of street life. What had degenerated into a mere crossroads has once again become a Classical circus...and also a popular place for meeting, sitting and conversation.' – The Architects' Journal

The Trust owns the Sundial Pillar and is responsible for its upkeep. High level inspections in 2009 revealed an alarming amount of damage to the dial faces and other carved areas and we embarked on a fund-raising exercise to implement restoration works and re-gild the dial faces and orb. Legal & General, the joint developers of Central St. Giles, kindly enabled these works with those listed below.

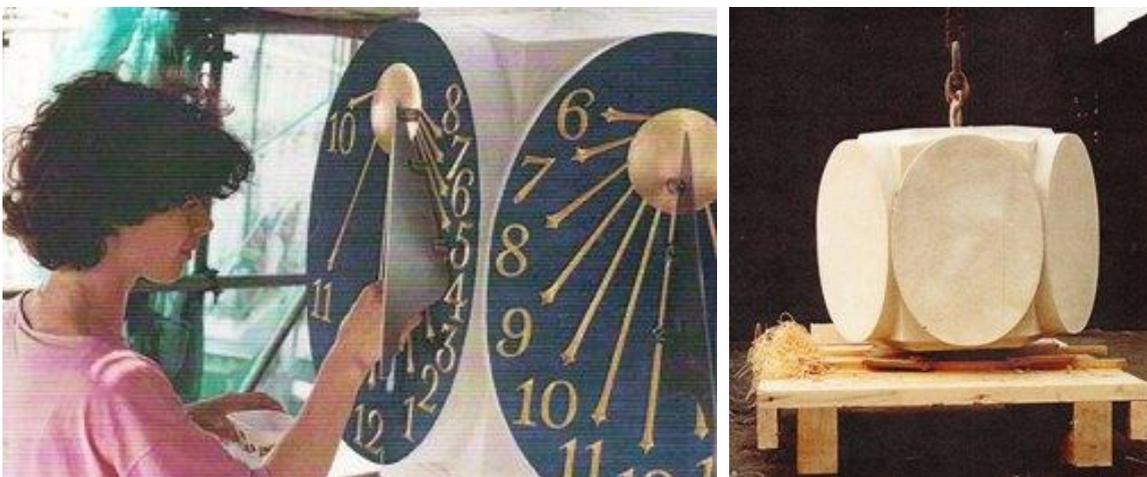
The dial faces are accurate to within 10 seconds – a tribute to the youth trainee masons who carved the one tonne dial stone, Caroline Webb who carved and gilded the hours, Red Mason our architect and Gordon Taylor our astronomer. The Pillar brings visitors to the area and has played a role in the economic regeneration and commercial success of this key UK conservation area.



One of many inspections and then – 60 deg West of North, South, and 60 deg West of South dial faces.



Dial faces, the re-gilded orb representing the Sun, the South face and detail of the repainted blue background and re-gilding



Caroline Webb gilding in her studio in Wiltshire in 1989 and the blank 1 tonne Dialstone made by trainee masons.

Scheme cost (including banners) £30,481. Main sponsor Legal & General Property, with assistance from the Heritage of London Trust, Shaftesbury PLC and Camden's Community Chest.

The Seven Dials Trust: email: info@sevendials.com

12. THE SUNDIAL PILLAR TAKES ‘THE PLUNGE’

‘Without any accompanying signage, fluorescent blue rings have appeared on three of London's most prominent columns – in the City, in Covent Garden and just off the Mall. They could be mistaken for those ultraviolet fly zappers popular in kebab shops. But this clever installation marks sea level some thousand years hence. The science is not available to make accurate forecasts on this timeframe, so Pinsky's premise that the sea will rise 28 metres is an imaginative one. But imagining a world where St Paul's Cathedral, the Donmar Warehouse and the Athenaeum are all under water powerfully makes the climate change point.’ – Giles Fraser in 'The Guardian'.

In 2012 the Sundial Pillar at Seven Dials joined two of London’s other iconic landmarks in a project devised by the artist Michael Pinsky and organised by ArtsAdmin and LIFT. This project demonstrated likely sea levels in 1,000 years time if global warming continues on its current trajectory and the implications for London. A ring of light was installed on the Sundial Pillar together with the Monument, the Duke of York’s Column and the Column in Paternoster Square – each at the height of predicted sea levels. For the Sundial Pillar it was at 4.8m – so residents on upper floors only and goodbye to retail alas - unless on the roofs!



Costs – none to the Trust.

The Seven Dials Trust: email: info@sevendials.com

The Morning Chronicle, and *London Advertiser*.

NUMB 1279]

Price Two-pence Half-penny.

MONDAY, JUNE 28, 1773

SATURDAY, JULY 10, 1773

A correspondent observes, that the column that has been many years placed in the center of the circle called Seven Dials, (and which column has always been admired for its fine proportion and elegant structure, and as an agreeable object to be seen at a good distance from the seven streets leading up to it) is now pulled down, no doubt by what authority; but with what propriety is the question? As public ornaments should not be removed without some good reasons given, which he thinks are not, he is of opinion, that that place will be as much a rendezvous for black-guards and chimney-sweepers, after as before; and a trifling repair, with a railing around, would have prevented much of the trouble complained of, and preserved to that part of the town, a great ornament.

The removal of that great public ornament the Seven Dials, (or as the French Refugees of that quarter used to call it, *La Pyramide*) and the discontent it has occasioned will, it's thought, make the commissioners, or their deputies, more cautious how they take such liberties again, either from false economy, secret avarice, or partial complaint: It is certain the nuisance complained of is not thereby removed: the centre where the column stood, being a rendezvous for blackguards, &c. as much as ever; but, alas! the elegant object, seen from seven different avenues, is and will be no more, unless it rises again in some or one of the commissioners or surveyor's garden's, or sinks into some body's pocket, while a wide, dreary, and naked prospect of the blackguards, &c. only remains.



Above press coverage in 1773 which shows the discontent caused by the removal of '*...the Seven Dials*' by the Street Commissioners. Every book on London says it was pulled down by the mob searching for buried treasure – not the case.

On the left our new QR Code with the Sundial Pillar in the centre, devised by trustee Mark Read, Group IT Manager at Firmdale Hotels. Rather a contrast between communication in 1773 and 2013! The QR codes will be incorporated into our 'People's Plaques' scheme and on our new Street History plaques, together with photo-etched pictures.

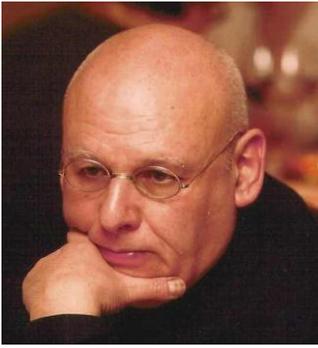
Pictures left showing the petrol station on the Dials and dereliction in the mid 1970's on the removal of the fruit & vegetable market. The Trust was instrumental in the petrol station being sold to the Taylor Woodrow Property Company for housing (Fielding Court). The top picture also shows the foundations of the Pillar sticking up from the island in the centre which Camden created prior to the Pillar's reconstruction (1987). The Council re-surfaced the Dials in preparation for the Pillar's reconstruction.

It is difficult today to envisage this now thriving neighbourhood with its vibrant residential and commercial communities and many tourists coming to view London's only Sundial Pillar, as it was only 30 years ago. Had the original Covent Garden Plan been implemented Seven Dials would have largely disappeared.



TRUSTEES

David Bieda – Chairman



David's involvement in Covent Garden began as a youth and community worker in 1971. He organised and led a two week Objection at the 1971 CG Public Inquiry which helped prevent the area's demolition and turn the tide of post WW2 planning from wholesale demolition of city centres. He was elected bi-annually onto the *CG Forum of Representatives* (1974-84) which drew up and saw through the new *CG Plan* and co-authored '*Less Planning More Happening*' the basis of the new Plan. He was a founder trustee of the *Covent Garden Area Trust* and, together with the late Grace Cook, negotiated its establishment with Government and the *London Residuary Body*. He was a member of the *Seven Dials Housing Action Area Committee* (1977-1984) which initiated the area's regeneration and brought back into use the 90% of the area's residential stock which has lain empty for 40 years in the expectation of wholesale demolition. The HAAC

also encouraged private and affordable housing and helped re-build the area's employment base on the removal of the Covent Garden Market. He has chaired the Seven Dials Trust since its inception in 1984. He is involved in other local organisations such as the *Soho Society*, the *Museum of Soho* and the *Meard and Dean Street RA*. David has a long-standing interest in conservation from his restoration of 1 Shorts Gardens in Seven Dials (1694 and empty for 40 years), 68 Dean Street (1732 and empty for 9 years). He was the pro bono adviser for the restoration of the 1791 shopfront at 88 Dean Street, joint winner of the Georgian Group national award in 2011, and the adviser on the restoration of 13 Meard Street. He chaired '*Flavia in the Piazza*' in 2003 and '*Lancia in the Piazza – the Centenary*' 2007 (winner of the award for the best car event of the year) as a member of the *UK Lancia Motor Club*, amongst his many interests. His well known Lancia 2000HF coupé is 40 this year, but alas he is not!

Gabriel Brocklebank



Gabriel Brocklebank and his wife Madeline ran the well known Crown Pub on Seven Dials for more than a quarter of a century. The Crown was for many years a focal point for both local businesses and residents. Gabby is one of the founder trustees. He encouraged the involvement of Taylor Walker PLC who gave considerable support to the charity via their PR Company and who also assisted in fund-raising. Although Gabby has retired, he continues his involvement as a founder trustee and as Company Secretary as part of his long-term commitment to the area.

Janet Cole-Brooman



For many years Janet was the owner and freeholder of Mon Plaisir restaurant in Seven Dials and became involved when the area was proposed for demolition. Janet was a member of the *Seven Dials Housing Action Area Committee* (1977-1984) when much of the area was derelict and worked with others to bring all the then vacant residential back into use and to re-create the area's employment base on the removal of the CG Market. She was a member of the *Covent Garden Forum* and served on its planning and environment committees in the 1970s and 80s, working with the GLC on all the detail of bringing the area back to life. Janet is a founder trustee and says '*Seven Dials lacked its centre-piece and the restored Sundial Pillar has been a wonderful reward for our small committee. The work has continued by preserving and improving the area, with our unique knowledge, design influence, and fundraising ability, plus working closely with Camden and Westminster Councils and latterly Shaftesbury PLC, to progress our award winning plans, proudly making Seven Dials the success it is today. Over the years our*

Trust has become a source of knowledge – the area's history, foundation works, masonry, gnomonics, lighting, façade improvements, public realm works, and much else. I am proud and grateful to be involved.'

Paul Draper



Paul has lived and worked in Covent Garden since 1970, He is renowned for his architectural drawings, notably aerial views and perspectives of buildings that were either designed but never built, or built but subsequently demolished, all of which reflect his passion for perspective and architectural detail. He has designed houses in New York, the South of France and Dubai and collaborated on many projects worldwide. As design director and then chairman of the innovative design radiator company Bisque, he was instrumental in creating its well known brand image. As a founder trustee Paul has

created many of the Trust's drawings, most notably his magnificent image of 'Seven Dials Circa 1770' for the Year Donors scheme. He designed the Trust's Covent Garden façade Windsor-style lantern, following his measured drawings of historic lanterns in Covent Garden. As a draughtsman and joiner, Paul created and built the Trust's charity shop on the Dials and designed our Peoples' Plaques, amongst his many and varied contributions to the Trust's work over many years.

Nicola Kutapan



Nicola first became a trustee when she was the ward councillor for Bloomsbury ward (1986-1990). She chaired Camden's Development Control Committee and has always had an interest in planning issues. She was brought up in Hanway Place, just north of Seven Dials, and thus knew the area since her early years as did her father who also lived in the area. She stayed on as a trustee after she stood down as a councillor.

Though she now lives south of the river (near Waterloo) she retains her love of and interest in the area. Her son Peter, now a teenager, also attended Trust meetings from an early age.

Robert Noonan



Robert became involved in the area as Chief Executive of Marler Estates when they acquired buildings in Monmouth Street, Neal's Yard and Shorts Gardens in the late 1970s. The restoration of the Monmouth Street houses were among the first in the area and the development of Seven Dials Court for housing, with its shared podium deck, was regarded as exemplary at the time, still with many long-standing residents. Robert's many development projects in London include the nearby Pied Bull Yard for the Bedford Estate. Robert has been instrumental in creating and promoting most of the Trust's fundraising schemes, such as 'Year Donors', 'Time Plaques' and 'Sundial Sponsors'. He has continued as a founder trustee long after Marler Estates relinquished their holdings in the area.

Mark Rupert Read



Mark is the Head of IT at the Firmdale Hotel Group and one of the Trust's newer trustees. Firmdale have the Covent Garden Hotel in Monmouth Street among their portfolio of well-known London hotels. Through Mark's involvement and the support of Tim Kemp, the group chairman, the Trust has received invaluable IT support, for example, in setting up our desk space and IT in the much larger Covent Garden Area Trust's office. Mark is currently involved in devising ways of incorporating QR codes into our People's Plaques scheme. He and his team have given support on the many occasions when the seemingly inevitable IT problems arise.

Amanda Rigby



Amanda has lived in Seven Dials for 20 years with her husband and, latterly, her daughter. Her professional experience is mainly in banking and corporate finance, and she has acted as Finance Director for several growth companies over the past 15 years. But her personal interests are more arts orientated, so serving on the Seven Dials Trust is a pleasure in terms of history, architecture and public realm aesthetics. Amanda's other charitable activities include serving on the UK Board of HOPE Worldwide since 1995, and working to represent the local community as Vice-Chair and a trustee of the *Covent Garden Community Association*. David and Amanda's daughter Felicity is also familiar with Seven Dials meetings having attended from a very early age (in a wicker basket) and was one of our History Banner unveiling 'superstars'.

Jamal Uddin (R), with two of his children and Amanda Rigby's daughter



Jamal is the youngest and most recent trustee. His family came from Bangladesh. His father lived in Gerrard Street before it became China Town and moved to Seven Dials in 1964, where his mother still lives. Jamal went to *St James' & St Peter's C.E. Primary School* in Soho then to the *Bluebird High School* in Bangladesh. He completed his higher education at the *City of Westminster College* and then *University College London*. He first became involved as a volunteer in his late teens. Jamal recalls from childhood that when he heard from his dad that the area

would be demolished and replaced with high-rise buildings, pedways and an underground ring-road, he was excited, especially about the underground road network. Today he is glad none of that happened. As Seven Dials was his ‘playground’, he remembers how it used to be and how the existing physical character and fabric of the area has been enhanced since. ‘The trust has achieved the unachievable and made life in the Dials proudly liveable with all the former magnificence of the 1690s restored’ says Jamal. He and his wife, Sadia, have three young children, Zaynah, Wajid and Jazib. They have a busy life balancing bringing up a family and running a design house. They are both involved in the annual Bangladeshi ‘Mela’ held in Regent’s Park and the British Museum – which showcases the culture of Bangladesh to Londoners. Jamal and Sadia are working on the Trust’s new website and helping to bring other aspects of the Trust’s work onto the web.

Kathy Pimlott – Coordinator



Kathy Pimlott has lived in Seven Dials for 27 years, having moved there from the distant shores of Drury Lane as her family grew. In the 1980s she worked for the Covent Garden Community Association, principally on housing and community provision and on the transfer of the Covent Garden estates after the abolition of the GLC. Kathy worked part time for the founder trustees of the Covent Garden Area Trust during the lengthy negotiations with Government and the London Residuary. Since then she has worked in production and project management, fundraising, and press and publicity in the arts sector. Her own arts practice is as a poet and she is working towards her first pamphlet.



The first meeting of the ‘Monument Committee’ in 1984, in Robert Noonan’s ‘Seven Dials’ restaurant.
L-R: Nicola Kutapan, Gabriel Brocklebank, Robert Noonan, Janet Cole-Brooman, David Bieda, the late Sir John Summerson, Christina Smith and Paul Draper.

The founder trustees dedicated the Exhibition: ‘Architecture | History | Horology’ to the memory of the late Sir John Summerson – a founder trustee and an inspiring colleague.

First draft Street History Plaque – for the Dials, with a general history and much on Thomas Neale MP and Edward Pierce, with the only known portrait of Neale on a rare medalet, and Isaac Fuller’s portrait of Pierce.

Each street will have its own history plaque using many of the historic illustrations we have researched and material researched for the People’s Plaques by historian Steve Denford.

OUR PATRONS

The Trust has three patrons all of whom have long-standing associations with Covent Garden and hardly need introducing. As you can see our patrons share similar interests, all of which relate the Trust's work.

The Lord Brooke of Sutton Mandeville CH PC



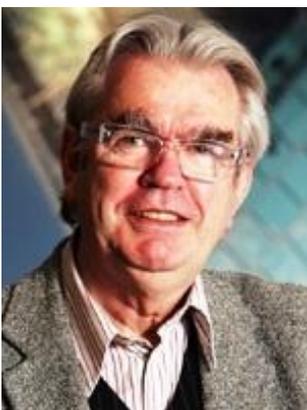
Peter Brooke was the Member of Parliament for the Cities of London and Westminster from 1977 to 2001 and held many ministerial positions. As Secretary of State for National Heritage he launched the National Lottery using Thomas Neale's 1694 Lottery Box as part of the event. As an MP Peter always took a great interest in Covent Garden and gave both our Trust and the Covent Garden Area Trust great support. Peter Brooke has a long-standing interest in architecture and conservation.

Rt. Hon. Frank Dobson MP PC



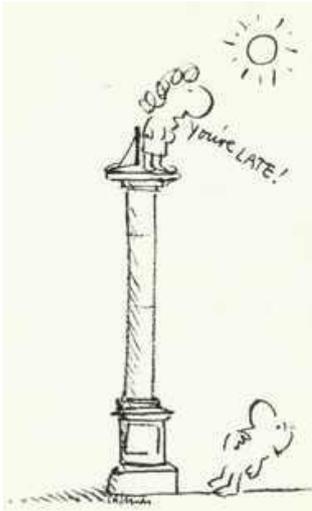
Frank Dobson has been the Member of Parliament for Holborn and St. Pancras since 1979 and before that the Leader of Camden Council. He and his wife Dr. Janet Dobson have lived in Bloomsbury for many years, where they brought up their children. Frank was both the first Leader of Camden and the first MP for Holborn and St. Pancras to live right in the south of the Borough. His knowledge of Camden's part of London's West End is reflected in his interest in our area. Frank Dobson, as with Peter Brooke, has given our efforts much support over the years. Frank also has a long standing interest in historic buildings and architecture.

Sir Terry Farrell CBE RIBA FRSA FCSD MRTPI



Terry Farrell is one of the UK leading architects and is well known for his many projects throughout the UK and indeed the entire globe. Terry's involvement in Seven Dials began with the restoration of the Comyn Ching Triangle, which stands as one of Covent Garden's landmark restoration and new build schemes, best described in his words. *'The Comyn Ching Triangle, with much of Covent Garden, was planned to be demolished in the 70's. Then the Triangle became part of Covent Garden's wonderful regeneration story. My involvement as architect for this urban block lasted over 10 years. The public space in the middle links together restoration and new buildings: shops, offices; interior and exterior details and to larger urban strategies. It still is one of the best things I've been involved with.'*

13. HELPING THE TRUST www.sevendials.com – see ‘How to Help PDF’



The late great Mel Calman's cartoon and **it's never too late to assist us!** We have interesting and unusual sponsorship opportunities. They can be tax efficient via gift aid where we get a 25% add-on from HMCR, and companies can claim the total against tax.

Various cards either blank or for Christmas;

David Gentleman's limited (150No.) edition lithograph of 'The Seven Dials Sundial Pillar' (£95) specially drawn for the Trust as an addition to his famous Covent Garden series;

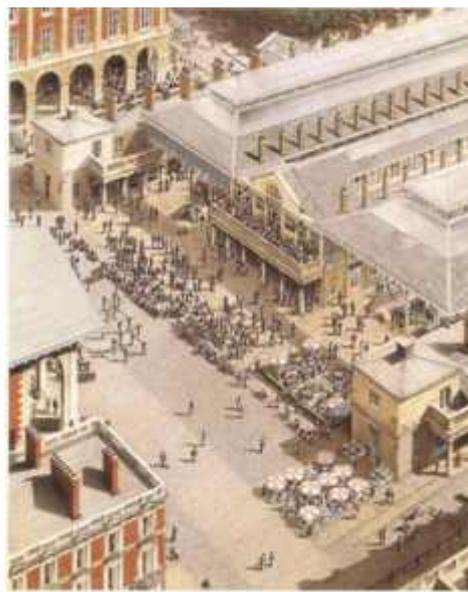
Year Donors from 1694 to date (£400 via gift-aid). Each Year Donor is commemorated on the Plaque on the Dials and receives a signed and specially dedicated copy of Paul Draper's magnificent limited edition (500No.) collotype of 'Seven Dials circa 1770';

People's Plaques (£2,000): sponsor a Plaque of your choice and be commemorated beneath the QR code under each plaque. **Ask us for the detailed project document.**

Sundial Face sponsors (£10,000). Each sponsor is recorded on the cast brass ring around the Sundial Pillar & receives a unique Portland stone section of their sundial (9.5" x 6.5") carved, painted and gilded by Caroline Webb who made the Dial faces on the Sundial Pillar', and a hand carved presentation stand by William Maynard with a small brass plaque with wording of your choosing;

Time Plaque Sponsors (£20,000). Each sponsor's 'Time Plaque' is on the Dials with a quote about 'time' of their choice. The 'Time Plaques' were designed by our astronomer Gordon Taylor and enable conversion of 'apparent solar time' into Greenwich Mean Time with an eye to children being able to understand. **Ask us for our sample list of quotes about 'time'.**

CARDS (Limited stock left)



From top left: 'The Opening of London Bridge by William IV 1831' by William Clarkson Stanfield; 'The London Wren Never Saw' by Paul Draper (trustee); 'Covent Garden and St. Paul's with the Sundial Pillar' by Balthasar Nebot (1730-1765); 'The Piazza Covent Garden' by Paul Draper.

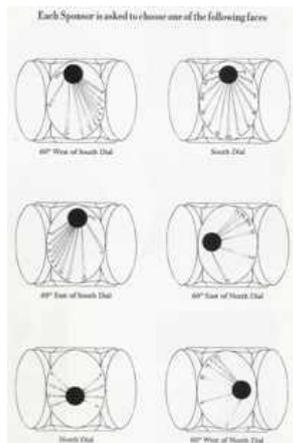
13. HELPING THE TRUST CONT. www.sevendials.com – see ‘How to Help PDF’



‘Seven Dials & the Sundial Pillar’ by David Gentleman – a limited edition of 150 No. lithographs each signed and numbered by the artist and drawn as a donation to the Trust. Delivered in a tube; an ideal present by one of England’s best known artists.



Year Donor’s limited edition collotype left and the Year Donors Plaque up on the Dials (up-dated periodically).



Sundial sponsors left – three faces remain to be sponsored. Time Plaque right (on the Crown Pub facing the Dials) – each has a dedication about ‘time’ and the name of the sponsor. Two positions remain to be sponsored. More information on the preceding page and full details can be sent.

The Seven Dials Trust 68 Dean Street W1D 4QJ | T. 020 7547 5512 | F. 020 7437 6612 | M. 07855 256 860
info@sevendials.com | www.sevendials.com