

Case Name: The Ivy House

Case Number: 470578

Background

English Heritage has been asked to consider the Ivy House public house for listing.

Asset(s) under Assessment

Facts about the asset(s) can be found in the Annex(es) to this report.

Annex	List Entry Number	Name	Heritage Category	EH Recommendation
1	1408530	The Ivy House public house	Listing	Add to List

Visits

Date	Visit Type
10 January 2012	Ground floor inspection

Context

The applicant understands that the pub is for sale and fears its closure and the development of the site. The building is included in the CAMRA inventory of historic London pub interiors (2008) and is not in a Conservation Area.

We have been informed that the pub will close at the weekend of 20- 21 April.

Assessment

CONSULTATION:

The applicant, owners and local planning authority were consulted. No responses were received.

DISCUSSION:

The Listing Selection Guide for Commerce and Exchange Buildings (April 2011) notes that pubs are largely C19 creations and because they survive in such large numbers and were subject to a high degree of standardisation, selection for designation needs to be very discriminating. It is accepted that commercial premises are intrinsically prone to change and alteration and cannot be expected to survive in their original configuration. Careful assessment is needed as to whether enough survives for designation. Front elevations can sometimes be sufficiently interesting or rare architecturally to warrant listing even if the interior has been substantially altered, and vice versa.

The Ivy House, largely rebuilt in the 1930s by Trumans brewery architect AE Sewell is an example of the 'improved' public houses that began as a reaction to the excesses of the late-Victorian gin palace at the end of the C19, but which were built in especially large numbers in the inter-war period. These buildings sought to give a more respectable image to drinking establishments by providing a wide range of facilities including function rooms, restaurant areas and gardens aimed at attracting a better class of customer, including women, following the social changes wrought by the First World War. Around a quarter of existing public houses were remodelled or rebuilt between 1920 and 1939 and the Ivy House is an suburban example of this trend. Whilst many of these pubs survive, examples with largely intact interiors are now very much a rarity. The recently-published CAMRA inventory of historic pub interiors in London (London Heritage Pubs: an Inside Story, 2008) lists only around 40 such pubs (including the Ivy House) in the Greater London area, where once there would have been hundreds.

Most listed inter-war pubs are of the large 'roadhouse' type - these took the improved pub to its logical suburban conclusion with space for a range of function rooms and car parking for the increasing number of

motorists. These pubs also often made use of considerable architectural pretension. Listed examples in the preponderant style of vernacular 'Brewers Tudor' include the Black Horse, Birmingham; the George and Dragon, Liverpool; and the Kent Hotel, Ealing, all Grade II. In the 1930s, the vernacular Olde English pub styles were joined by neo-Georgian and Moderne examples.

There are still relatively few examples of listed inter-war pubs, with just over ten in Greater London. Here the best examples of surviving inter-war pub interiors include the Kent Hotel, Ealing; The Old Red Lion, Kennington; the Cittie of Yorke, Holborn; the Beehive, Tottenham; and AE Sewell's Royal George, Euston (all listed Grade II). There is also good comparison to be made with the Grade II Hope and Anchor pub in LB Hammersmith and Fulham, a Truman's pub of similar date and with similar interior features. Nationally, other Grade II listed examples include the Haworth Arms, Hull; Cumberland Inn, Carlisle; and The British Oak, Villa Tavern, The Antelope and the Rose Villa Tavern, all in Birmingham.

The Ivy House is a rather different type of improved pub from the roadhouse since it occupies a relatively small suburban site without the space for car parking. The Brewers Society, which was active in promoting the construction of new public houses, recognised three main categories of this emergent type: a pub providing a social centre with facilities for large-scale catering and entertainment; the intermediate house offering more modest accommodation, but still with a range of facilities; and the local house, a small, intimate pub for the 'little street' customers. The Ivy House, like the Beehive, is an example of the second category but with a large function room, which probably had a stage from the outset. It is, therefore, an even more unusual survival.

Externally, the Ivy House eschews the Olde English style for a symmetrical neo-Georgian design. However, as with the Royal George, the principal elevation is enlivened with idiosyncratic elements such as the irregular quoins to the ground floor windows and a pantile roof with deeply projecting eaves and the detailing of the scallop-shell head to the first floor central window, swagged door surrounds and Truman's logos over the ground floor windows. The interior is more eclectic with the neo-Georgian character of the front bar and function room (with its art deco elements giving a nod towards the age of Swing) contrasting with the Olde English style of the refreshment room with its inglenook, Tudor fireplace, coloured glass and, slightly extraordinary, faux-medieval decorative plaster plaques. Such contrasts are very much in keeping with the ethos of the 'improved' pubs with the neo-Georgian summoning up a steady respectability and the Jacobethan decoration providing a cosy, homely atmosphere for mixed-sex dining.

The survival of both the exterior and, particularly, the interior is very good. Externally the building is largely unaltered apart from the blocking up of the western entrance, a modern fascia panel and signage and replacement of some windows. A metal fire escape has been added at the rear. The interior has had a degree of alteration with the small western front bar (from the simplicity of its remaining fitting, especially the fireplace, this was presumably the public bar, although it may have been for off-sales) converted to accommodation while the bar backs are modern. Aside from this, the survival of original fabric is remarkable. In addition to the more or less complete decorative scheme of the refreshment room, the front bar too is largely intact, retaining its original signage, panelling, entrance lobby, bar counter, fireplace and tiled spittoon trough. The function room/hall is also largely unchanged, retaining its bar counter, again with a tiled spittoon trough, entrance doors and glazed screen, fireplace, chevron cornice decoration and, although currently obscured, probably the original proscenium arch to the stage. Such a good state of internal preservation of a building type that has always been prone to interior remodelling is rare; it constitutes clear special interest, since the interior design was such an important feature in the philosophy behind making the 'improved' pubs more respectable.

The Ivy House is a particularly good quality and remarkably intact example of a purpose-built inter-war 'improved' pub, showing clearly the layout and function of the various elements. While the conversion of the public bar is unfortunate, it does not compromise the understanding of the original arrangement and its surviving decorative scheme shows it was the least elaborately decorated room. The Ivy House was designed for one of the large breweries by a notable pub architect, AE Sewell. The quality of Sewell's work is evident in the treatment of both the principal street elevation and the internal decoration, and is also recognised through listing elsewhere. For these reasons The Ivy House meets the criteria for special architectural and historic interest in a national context and is recommended for listing.

CONCLUSION:

The Ivy House public house is recommended for listing at Grade II.

REASONS FOR DESIGNATION DECISION:

The Ivy House, formerly the Newlands Tavern, 40 Stuart Road, Nunhead, a 1930s public house designed by AE Sewell is recommended for designation at Grade II for the following principal reasons:

- * Degree of survival: an unusually high level of surviving original features and fittings form a largely complete 1930s interior, now relatively rare, which illustrates the style, layout and features once typical of a suburban 'improved' pub;
- * Interior interest: wide range of good quality fittings on a consistent architectural theme including signage, fireplaces, bar counters and screens, tiled spittoon troughs, wooden panelling, coloured glazing, decorative plaster plaques, hall with stage and Jacobethan style refreshment room;
- * Architectural interest: designed for a major brewery by a notable pub architect with a smart neo-Georgian frontage and idiosyncratic detailing.

Countersigning comments:

The Ivy House is a particularly good and remarkably unaltered example of an inter-war 'improved' pub, with a well-detailed exterior designed by a notable pub architect and an unusually intact, high quality interior which demonstrates how the pub was intended to be used. It is therefore recommended for listing. P Trevor
19.4.2012

Second Countersigning comments:

Agreed. This inter-war pub possesses an unusually good and intact interior and is of clear architectural interest overall, meriting listing at Grade II. Emily Gee, 19 April 2012.

Annex 1

List Entry

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: The Ivy House public house

List Entry Number: 1408530

Location

The Ivy House, 40 Stuart Road, Nunhead, London, SE15 3BE,

The building may lie within the boundary of more than one authority.

County	District	District Type	Parish
Greater London Authority	Southwark	London Borough	Non Civil Parish

National Park: Not applicable to this List entry.

Grade: II

Date first listed:

Date of most recent amendment:

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: Not applicable to this List entry.

Legacy Number: Not applicable to this List entry.

Asset Groupings

This List entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List Entry Description

Summary of Building

Public house. 1930s designed by AE Sewell for Truman's Brewery.

Reasons for Designation

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- * Architectural interest: designed for a major brewery by a notable pub architect with a smart neo-Georgian frontage and idiosyncratic detailing.

History

The original pub on this site, the Newlands Tavern, was apparently built in the late 1870s or early 1880s and is first shown on the 2nd edition Ordnance Survey map from 1898. This was a two-storey building with a courtyard to the rear. In the 1930s, the owners, Truman, Hanbury, Buxton and Co, rebuilt the building, most likely to plans by their in-house architect AE Sewell who was responsible for numerous Truman's pubs built or remodelled in the inter-war period. The lease the brewery signed with Edgar William Rhodes in 1922 expired in 1936 so it may be that the pub was rebuilt then. The pub was originally adjoined to the east by a parade of shops which was destroyed by a V1 flying-bomb in July 1944. During the 'pub-rock' boom of the mid-1970s, the Newlands Tavern was one of the major pub venues in South London and hosted early incarnations of many bands and performers who later rose to fame including Ian Dury, Elvis Costello, Joe Strummer and Dr Feelgood. The pub was later renamed the Stuart Arms before becoming The Ivy House.

Details

MATERIALS: mixed red and brown brick in Flemish bond with concrete or Portland Stone dressings with an overhanging, hipped tile roof to the central block and flat roofs with parapets to the wings.

EXTERIOR: designed in a neo-Georgian style, the building has a symmetrical front elevation of five bays, consisting of a three bay, three-storey, central block flanked by slightly projecting single bay, two-storey wings. To the rear a single-storey range contains the rear bar/refreshment room and the hall. On the front elevation the upper floors have horned sash windows with glazing bars in square openings. The first-floor windows have gauged brick arches, except for the central window which is set in a taller semi-circular headed arch with scallop decoration in the tympanum. The lintels of the second-floor windows are formed by the continuous broad concrete cornice. The large windows in the end bays of the ground floor are treated differently with irregular quoins and broad heads bearing plaques with the Truman logo continuous with a broad platband. The pair of entrances adjoining these bays have timber frames topped by square plaques, supported by volutes and bearing carriage lamps, and are surrounded by glazed screens. The rear of the building with its assortment of flat roofs has a mixture of original sash windows and uPVC replacements.

INTERIOR: consists of two front bars (the western bar has been converted to staff accommodation), the eastern bar giving access to a large hall to the rear. Adjoining this to the west is a rear bar which would originally have been a refreshment room. All three bars and the hall were served from a central service area and kitchen. The eastern front bar (originally the saloon bar) retains its dado height panelling, glazed entrance lobby, moulded stone fire surround, glazed multi-pane screen to the hall and original bench seating. The cornice of the panelling bears original incised gold lettering bearing the legends 'BURTON – TRUMANS – LONDON' over the fireplace, 'BEN TRUMAN' over the entrance to the men's toilets, 'IMPERIAL STOUT', 'BURTON BREWED BITTER' and 'TRUBROWN ALE' over the hall screen, and 'TRUMANS EAGLE ALES' near the front entrance). The curved bar counter is original and has the brown and white chequered tile spittoon trough which was a feature of 1930s Truman's pubs. The panels over the bar counter are probably original but the bar back is modern. The men's toilet retains its original white tiling.

The large hall is also panelled to dado height and has a stage at the northern end. This appears to retain its proscenium arch beneath later stage dressings. The hall has an original stone fire surround, bar counter with chequered tile spittoon trough, glazed double entrance doors from the front bar and recessed double doors to the refreshment room with an Art Deco style surround.

The refreshment room/rear bar is decorated in a Jacobethan style with a timbered ceiling and decorative painted plaster plaques, animals, birds and ships above dado height panelling. These bear a resemblance to the plaster decoration on the exterior of the Railway Hotel, Edgware by the same architect. The room has an inglenook in the west wall with a stone fire surround, built-in settles (one having lost its arm rest) and pair of

windows with a coloured glass chevron design. The north wall has a large multi-pane arched window with some original coloured glass and an exit to the rear courtyard. The bar is original with a glazed screen above at either end, again with a chevron design in coloured glass.

The western front bar has been converted to accommodation and partitioned, probably to enlarge the adjoining women's toilet, with the consequent loss of the bar counter. To judge from the simple fireplace, this was originally the public bar and it retains some other original features such as the coloured glazing in the metal windows, cornice and picture rail but is otherwise altered. The upper floors were not inspected, but are understood to consist solely of modernized staff accommodation, and therefore unlikely to be of special interest.

Selected Sources

Iconic Pub hit right note, South London Press, 15 November 2011

G Brandwood and J Jephcote, London Heritage Pubs: an Inside Story, 2008, 49-50

Geoff Brandwood, Andrew Davison and Michael Slaughter, Licensed To Sell: The History and Heritage of the Public House, 2011

Map

National Grid Reference: TQ3542675046



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The above map is for quick reference purposes only and may not be to scale. For a copy of the full scale map, please see the attached PDF - 1408530_1.pdf