

NEWS FROM THE SEVEN DIALS TRUST
WHAT IS THE TRUST WORKING ON?
THE SEVEN DIALS RENAISSANCE PROJECT

'If the proposals for Seven Dials were carried out they would lead to a national show-piece and something to which many could turn as a source for guidance.'

Royal Town Planning Institute

'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...'

The RIBA

'... 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

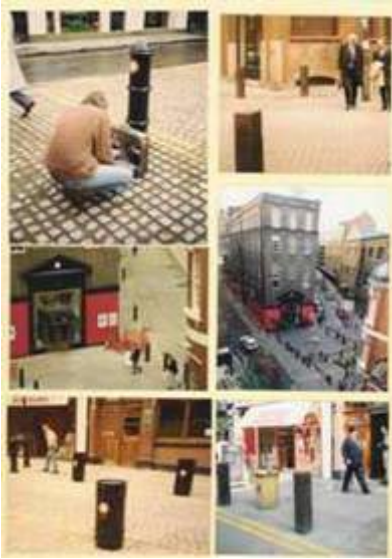
1. MAJOR STREET IMPROVEMENTS

Our primary task is to complete the exemplary street improvements in Seven Dials, the only remaining quarter in London from late Stuart England, and to do so before 2012 so that London's West End has at least one quarter which bears comparison or exceeds historic European city centres. To achieve this we need to raise c. £1.5m. This work also links up with our façade lighting scheme below and lighting the Sundial Pillar and follows the many façade improvements already implemented. This work is based upon the pioneering *Seven Dials Renaissance Studies* – see above.

Seven Dials crosses the borough border between Camden and Westminster and goes down to Long Acre and we therefore work closely with Westminster City Council's Covent Garden Action Area 3 Group which covers the area from Shelton Street down to Long Acre. Our Lighting Partnership (below) reflects this as does Westminster's template for street improvements in CG Area 3.

We owe great thanks to all the officers and members at Camden and Westminster who have assisted and to English Heritage, the Mercers' Company and in particular to Shaftesbury PLC who have assisted both financially and via their professional advisers.

Our colleagues at Camden are working on plans to improve Earham Street Market and the Dials and to re-surface the other streets with the popular multi-coloured dressed setts (flat cobbles) installed in Monmouth Street (which has won a number of awards and have been replicated in Long Acre by WCC and in Shaftesbury Avenue by TfL). This work, together with the façade lighting and façade improvements already carried out by Shaftesbury PLC, would complete most of the recommendations in our pioneering '*Seven Dials Renaissance*' studies. They also link up with works on the Westminster side in Covent Garden Action Area 3 and will greatly improve pedestrian links between – Seven Dials ► Covent Garden ► St. Giles ► Cambridge Circus ► Oxford Street East ► Leicester Square etc.



1992 works before & after.



2006 Monmouth St sett laying.



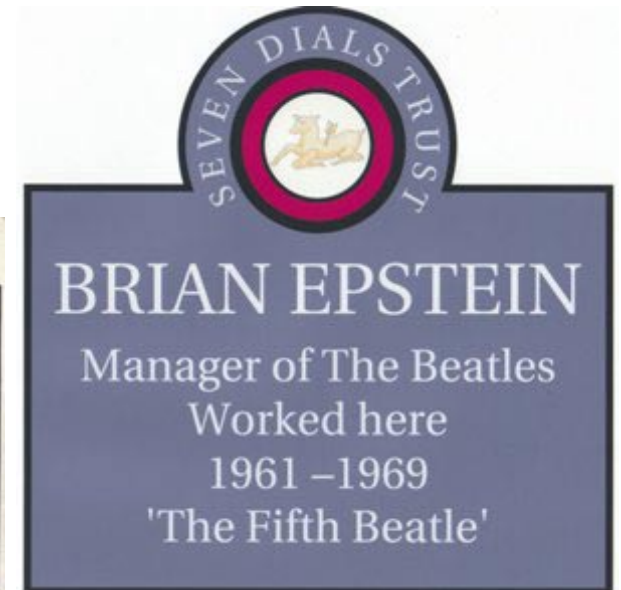
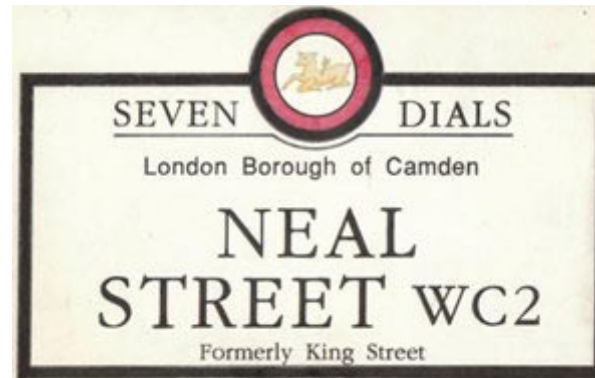
Camden Officers' Team Monmouth Street South.



Monmouth Street North after works.



An integrated street furniture and signage based upon the area's history - the parish crest of St. Giles.



2. THE COVENT GARDEN FAÇADE LIGHTING SCHEME

This is a unique community led partnership between the Trust, Camden, Westminster, English Heritage, Shaftesbury PLC and the Mercers' Company and will see all the lamp columns from Shaftesbury Avenue down to Long Acre removed to be replaced by a bespoke 'Windsor' style façade lantern designed by our colleague Paul Draper, powered by an energy efficient lamp and with an old fashioned sugar bowl. The V2 lantern in Shelton Street demonstrates that after 5 laborious years we have achieved our twin objectives of (1) creating an authentic well made historic lantern (2) with no glare and a better light spread than modern glaring pot optics.

Many thanks to: the lighting engineers at Camden, Westminster and the Corporation of London, Shaftesbury PLC and their planning consultants Rolfe Judd and surveyors Fresson Tee, Camden and Shaftesbury for funding, Paul Draper for his design work, the Mercers' Company, all those at Lefebvre SA and WRTL (our manufacturers), Martin Low at Westminster and Martin Reading at Camden and Cllrs. Sue Vincent (LBC) and Robert Davies (WCC) who facilitated this partnership.



Trustees beneath V2 in Shelton Street 2009



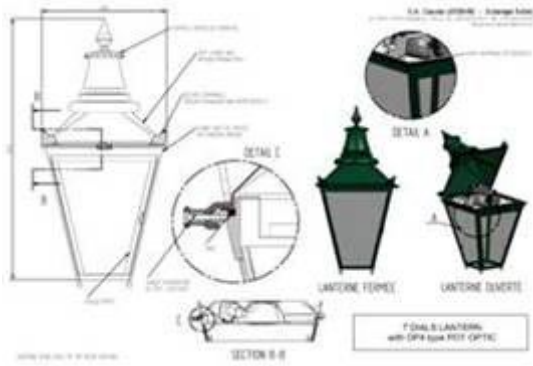
Lighting layout- Camden side.



Lighting Group meeting – John Burke Corporation of London lecture on sugar bowls vs. pot optics.



Minibus tour of 3 Boroughs' façade lighting 2004



Lefebvre V3 sugar bowl drawings.
One of very many drawings



Paul Draper working on the Acrotaria
in Endell Street Covent Garden.



The cast Acrotaria in the foundry at
Staplehurst Kent.



2009 visit to Lefebvre at Beaugency France

3. THE SUNDIAL PILLAR: REPAIRING THE DIAL FACES | RE-GILDING | CLEANING | LIGHTING

Unfortunately the dial faces have been damaged by an unforeseeable fissure. We are working on ways of repairing the faces, re-gilding and repainting and cleaning the Pillar. Once this work is completed the Pillar will be lit via a scheme devised by Philips Lighting UK as the centre-piece of Seven Dials, which together with the façade lighting scheme, will transform this unique conservation area at night, improving community safety and benefiting residents businesses and visitors.



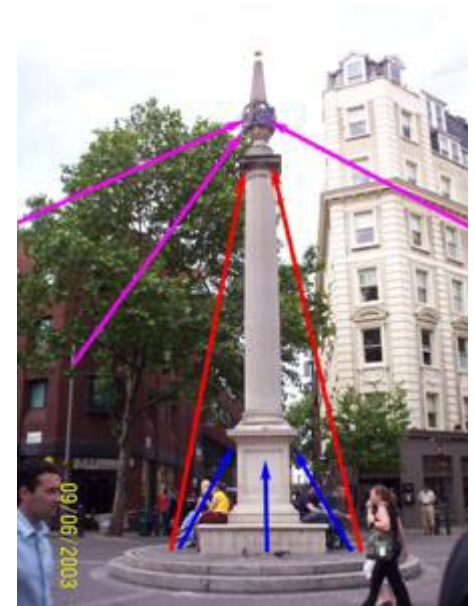
Damaged South Dial.



Westminster cherry picker & investigating team on Camden territory.
Camden's was too short!



Philips Lighting UK visualisation.



4. YOUR MANOR MATTERS: A HISTORY LESSON FOR LONDON

During the approximately two month repair period the 40' high scaffold will be covered by **4No. 30' x 9' banners** summarising the area's history and portraying those who created what is now the only remaining quarter in London from late Stuart England. Below is a summary of the banners (**partial illustrations only**).

Your ManorMatters©
A Seven Dials Trust
History Lesson for London

A. Thomas Neal MP (1641-1699)
'The Great Projector' - creator of Seven Dials



Neal's only known portrait on a rare medalet of silver and copper.
The reverse a figure of fortune & the motto
Non Eadem Semper

Master of the Mint & the Transfer Office.
Groom Porter to Charles II, James II, and William III.
Member of 62 Parliamentary Committees.

The promoter of a vast range of *Projects* from the Pantiles in Tunbridge Wells to mining in Virginia & Maryland.
'A person of Vaste Estate and of great Interest as well at Court as in the City and Country'.
One of the most extraordinary and influential figures of late Stuart England and one of the least chronicled.

Neal's portrait – courtesy of the British Museum Numismatics Department.

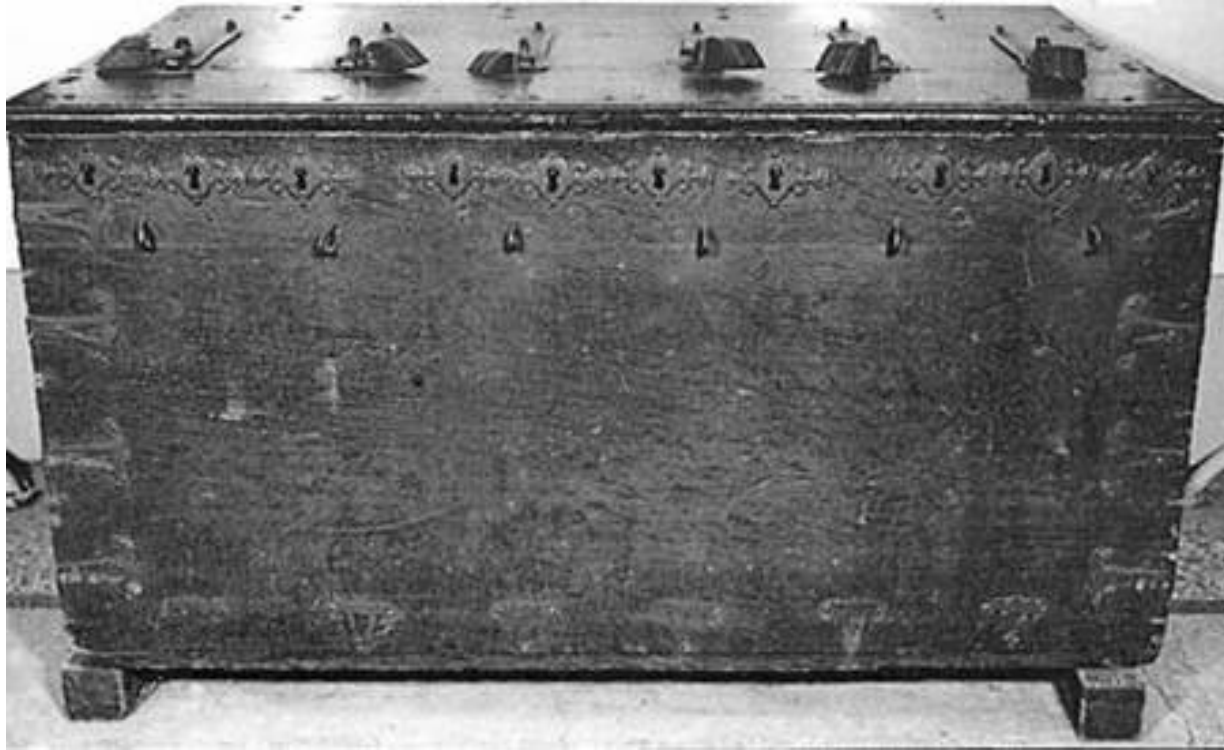
B. Edward Pierce (1630-1695)
Creator of the Sundial Pillar 1694



Edward Pierce painted by Isaac Fuller
**The greatest stonemason and sculptor of his generation
and a renowned architect.**

Pearce's portrait – courtesy of Sudeley Castle.

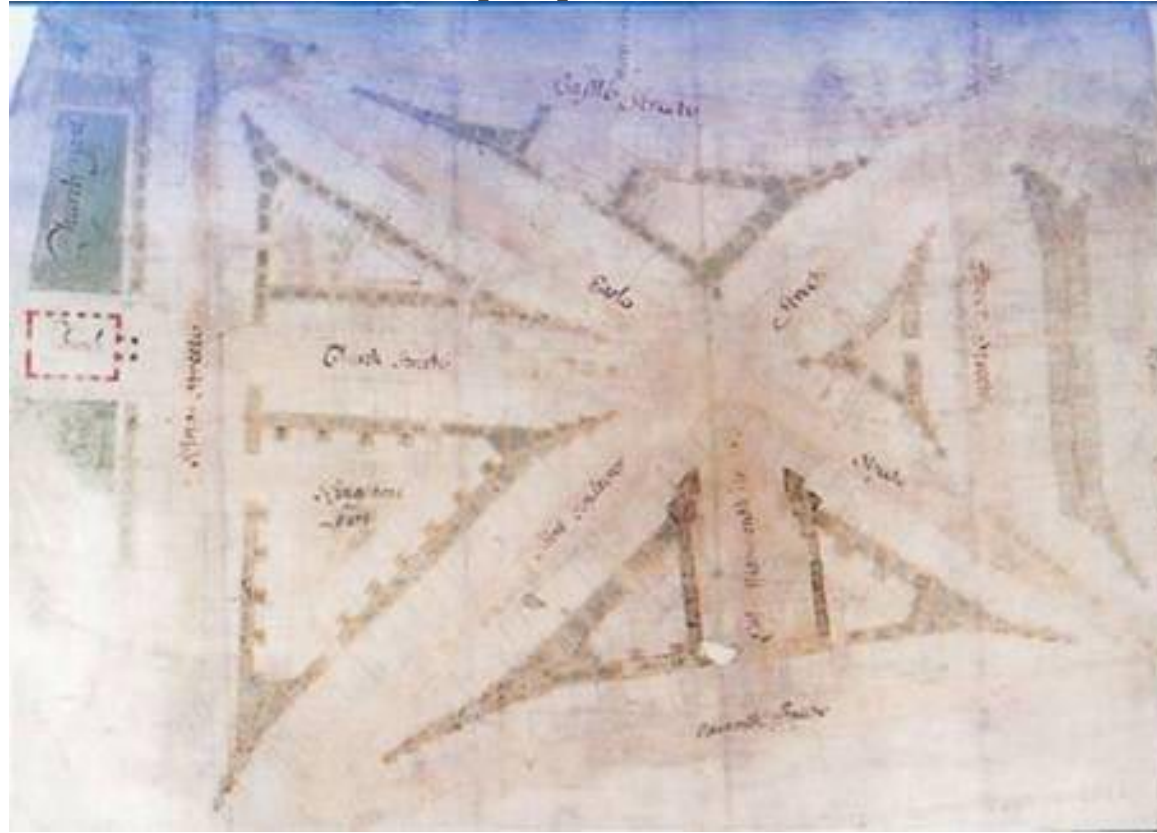
C. Thomas Neal's One Million Lottery Box



In 1694 Neal raised the extraordinary sum of £1m for the Crown introducing *'lotteries after the Venetian manner'* – England's first lottery - which became the *'talk of the Town'* (Samuel Pepys) - which led to the Crown gifting him *'the marshland'*, where he laid out *'Seven Dials'*.

At the Trust's suggestion this 'forgotten box' was on view when the Rt. Hon. Peter Brooke MP launched the National Lottery.

D. Why Build Seven Dials? A Unique Space in London

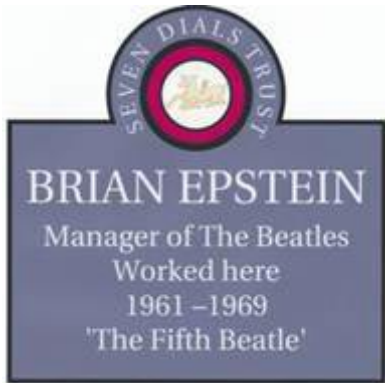


Thomas Neal's 1692 plan for Seven Dials showing six streets and an estate Church (never built), submitted to Sir Christopher Wren as Surveyor-General. This unusual layout enabled Neale to maximise his rentals which at the time were based upon frontages.

Courtesy London Borough of Camden Local History Library

5. PEOPLE & BUSINESS PLAQUES

We are working on a scheme to illuminate the area's history by installing plaques to commemorate those who lived and worked in and around Seven Dials. We hope that the unveiling of each plaque will be accompanied by related street theatre and may also lead to a history map of the area with a modern one on the reverse.



Brian Epstein



Catnach Broadsheet



Rimbault Longcase



Chippendale Bureau Bookcase

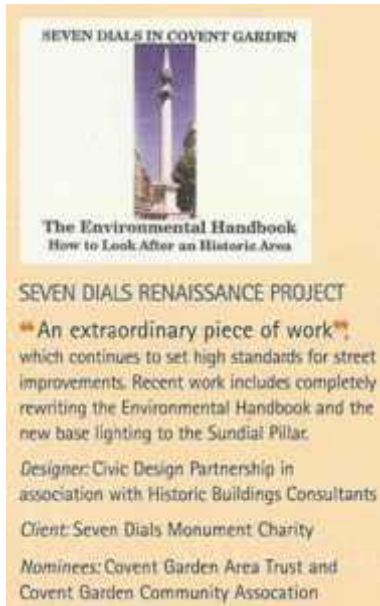
One of a number of designs (made by our colleague Paul Draper) to commemorate those who lived and worked in and around Seven Dials. In this case Monmouth Street where Jeremy Catnach pioneered broadsheets, Rimbault worked as one the most famous 18c clockmakers and Thomas Chippendale in Upper St. Martins Lane...

6. OUR NEW WEBSITE

We are working on a new website kindly being created gratis by Jamal Uddin who was born and brought up in Seven Dials. This will include sections on the area's history, the re-creation of the Sundial Pillar, the work of our Partnership with Camden, Westminster, English Heritage, the Mercers' Company, Westminster and Shaftesbury PLC on integrated public realm improvements to this key conservation area and how you can help the Trust.

Hopefully it might assist those involved in city centre regeneration and will include information on exemplary Covent Garden Partnership models.

8. SOME AWARDS



1998 Camden Award.



2006 Way Forward Covent Garden Award.



First PRIAN award 2007.



2007 First RTPi Network Award to Tim Long & Liz Halsted & Camden.



PRIAN Award on the Dials 2007.



Camden Mayoral Plaque Monmouth St.



Camden Leader's Reception for Trustees & Camden Officers.



Camden 2005 Design Awards.

9. DERELICTION & RENEWAL – A JOURNEY FROM 1977

We have been working for more than a quarter of a century on both restoring and improving the built heritage of Seven Dials and bringing back its housing and employment base. When we started in 1977 as the *'Seven Dials Housing Action Area Committee'* 90% of the area's housing had lain empty for more than 40 years in the expectation of wholesale demolition, defeated by a community led campaign and which then led to a national exemplar of urban regeneration through active conservation of the built heritage.



Dials Petrol Station converted to housing via the Trust's intervention - now Fielding Court.



29 Monmouth St. derelict in 1977.



Monmouth St South & Earlham Street West, both saved from demolition at a Public Inquiry by the Trust's intervention & subsequently acquired & restored by Shaftesbury PLC.

