

A History of the Building at 11 Middle Row and 7 & 9 Baker Street (the Oxfam Shop)



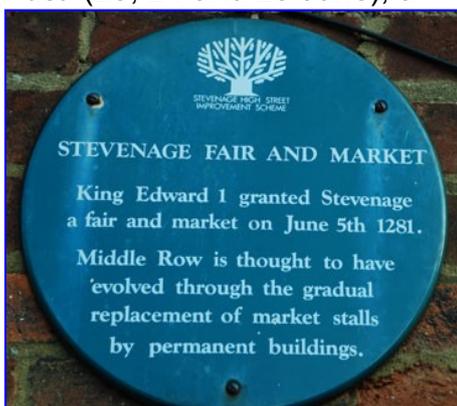
Celebrating 40 years of Oxfam in Stevenage
Peter Bentley

The building is 200 years old and Grade II listed. It has been used by Oxfam since 1971.

The Origins of Middle Row

Before the 13th century, Stevenage, then known as 'stithen ac' (place of the strong oak) was a small village around St Nicholas Church. In the early 1200s, most of the villagers moved to the ancient road that became the Great North Road. Here they could trade with passing travellers in what is now the High Street.

In 1223, King Henry III granted the lord of the manor, the Abbot of Westminster, the right to hold a market in Stevenage. This was confirmed in 1281 by King Edward I who granted a royal charter entitling the Abbot to hold a weekly market and an annual fair at Stevenage 'on the vigil, feast and morrow of St John the Baptist' (23, 24 and 25 June), a



Plaque above 'The Cutter', 9 Middle Row

privilege the abbot paid for which profited the King.

The date of the fair, which still comes to Stevenage every September, was changed from June to September in 1821.

Middle Row originates from what were originally the stalls of market traders. Until the beginning of the 20th century, 'Middle Row' was the middle row of buildings between the pedestrianized street we now call 'Middle Row' and the High Street.

Interestingly, we can see where the medieval markets were held from the way that the High Street widens as one travels north towards Middle Row. The wide area of the High Street to the north of Middle Row continued as the site for a weekly market until 1961.

Some of the buildings on Middle Row date back to the 15th century when the stalls began to be replaced by permanent buildings.

The building at what is now 11 Middle Row and 7 & 9 Baker Street was re-built following the Great Fire of Stevenage in 1807. The fire spread quickly through the thatched houses destroying the south half of Middle Row. In total forty-two houses were destroyed.

The building now occupied by Oxfam is by far the tallest in Middle Row. It is also the only business premise in Steven-



age with a mansard roof. A mansard roof provides extra storage space as it has a steep slope rising from the eaves and a shallower slope reaching the ridge with an angle between the two.

The doorway at No. 7 Baker Street is only 6 feet high so it is no longer used. It is considered 'a fine example of early nineteenth century classical revival style' (Margaret Ashby in *Stevenage Streets*).



The Mansard Roof

Uses of the Building

We don't know anything about the very earliest use of the building. However in the 1860s and 1870s the part of the building that is now number 11 Middle Row housed the *Bakers Arms*. On the opposite side of Baker Street, at what is now *The Cutter* barber shop, was the *Buckingham Palace*. This was the only pub in the British Isles with that name. It opened in 1852 and beer was brewed there until 1874. The *Bakers Arms* and the *Buckingham Palace* were run by the Buckingham family who were also bakers. That is how Baker Street got its name.

Because the *Buckingham Palace* was a 'public house' it would have been licenced to sell beer, wines and spirits but could be inspected by the police at any time of day or night. The *Bakers Arms*, on the other hand, was a 'beerhouse' so would not have been subject to inspection and could only sell beer.

The *Buckingham Palace* was owned by John Buckingham himself. The building that housed the *Brewers Arms* was owned by the Hornett family of Julian's Farm.

John Buckingham at the *Buckingham Palace* probably supplied his beer to the *Bakers Arms*. However, the beer did not always come from the *Buckingham Palace*. A meeting was held at the *Bakers*



Doorway at 7 Baker Street

Arms in 1860 to protest to the brewers, McMullens of Hertford, against a price increase of their best country stout from three-halfpence to two pence a pint.

From census information we know that after the closure of the *Bakers Arms*, 11 Middle Row had a variety of inhabitants, including a groom (1891 census), a labourer (1901), and a joiner & timber dealer (1911).



'The Cutter' (formerly the *Buckingham Palace*) and the Oxfam shop (formerly the *Bakers Arms*)



'The Cutter' and Oxfam from the South West

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Stevenage Phone 340**

**1955 Advert for Stevenage
Electrical Engineering Company
Ltd.**

The owner of the building before the First World War was William Fisher. He lived in Beckenham but, as owner of properties in Middle Row, he was entitled to vote in Hertfordshire County and Stevenage Parish elections.

Looking back one hundred years at Middle Row as a whole, there were a mixture of cottages and businesses. The businesses included the Old Castle Inn (now National Westminster Bank), Leggett's fish shop at No. 2, the *Buckingham Palace* at No. 9, Sydney Swann's joinery at No. 11 (now the Oxfam shop) and Charles Allen's slaughter house at 19 - 21.

From 1914 to 1929, 11 Middle Row was a second-

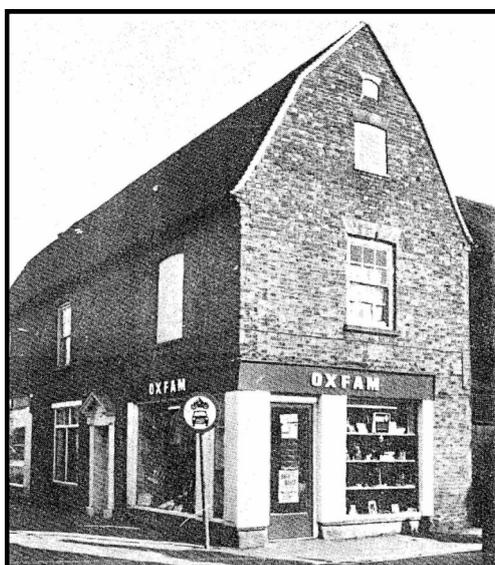
hand furniture shop run by Mrs Dorcas Frances Pilkington. It was then taken over by the Eltridge family who sold fruit and vegetables, though Jack Eltridge listed himself in the 1929 and 1933 editions of Kelly's Directory of Hertfordshire as a 'general dealer'.

During the war, the shop was run by Mr & Mrs Briars. Jack Eltridge returned towards the end of the war.

In 1949 the Eltridge family moved round the corner to 7 Baker Street as tenants of the Stevenage Electrical Company, owned by Jim Burrows. Stevenage Electrical used 11 Middle Row as their showroom.

As well as selling electrical appliances, the Company did wiring work around the town and trained the town's electricians.

In 1959 Stevenage Electrical Engineering Company sold the building to Middle Row



1975

(courtesy William Wittering)



**Café at 7 Baker Street, 1990
(Courtesy Stevenage Museum)**

Properties Limited. The shop at 11 Middle Row became the '*Floral Corner*' flower shop, which continued to trade until the mid-1960s.

Before the Stevenage Electrical Company arrived, the south side of Baker Street, including numbers 7 and 9, was residential cottages. A single toilet at the Church Lane end, with its entrance on the street, was used by all the residents.

In 1958 planning permission was granted to use 9 and 11 Baker Street 'for making and repair of dentures', but it is unclear if the denture repair business was ever set up.

In 1960, the living premises at 7 Baker Street became a café and 9 Baker Street was converted into a shop. Planning permission was granted

to use the floor above 7 Baker Street and 11 Middle Row as storerooms for the shop at 9 Baker Street.

By 1970, the first floor of 11 Middle Row had been taken over by Branded Discounts who ran a mail order clothing business.

Oxfam moves in

The Oxfam shop was set up at 9 Baker Street in 1971 by Daisy Blackford, a volunteer. She was 68 at the time and she continued as un-paid shop leader for more than ten years. Daisy worked five full days each week, including Saturdays, and always stayed on to cash up each day's takings. She was immensely proud of what she achieved.

By 1975, Oxfam had also acquired the shop at 11 Middle Row. However, until 1990, the 11 Middle Row and 9 Baker Street shops remained physically separate with a working men's café, the *Baker Bar*, in between at 7 Baker Street.



February 1990

(Courtesy Stevenage Museum)

The 11 Middle Row Oxfam shop sold children's clothes and 9 Baker Street sold clothes for adults. Both sold bric-a-brac.

There were small rooms above each of the Oxfam shops connected by a landing. There was a narrow spiral staircase from near the front of the 11 Middle Row shop and another staircase from the 9 Baker Street shop. Customers who wanted to try on clothes had to go up the rickety stairs at 9 Baker Street to the changing room. They then often lost their way and ended up wandering round the sorting room!

Conditions for volunteers were basic with unsavoury outside toilets serving both shops!

Major alterations

In 1990 and 1991 the shops were closed for almost 12 months for major alterations.

Before the work to re-organise the shops could begin, the cellar of 11 Middle Row had to be filled in.

The shop we have now is the result of taking down the walls between the two small Oxfam shops and the café, which moved to 11 Baker Street. It is still there. The two small sorting rooms on the first floor were made into one. Both staircases were removed and the staircase we now have at the back of the shop was installed.

Shop Leaders

Daisy Blackford (1971 to at least 1981)

Cath Edmunds (before and after 1984)

Shop Managers

Pauline Windsor (Aug. 1990 – Feb. 2002)

Pauline Rose (March 2002 to Jan. 2006)

Kathryn Keogh (Jan. 2006 – Oct. 2008)

Samantha Hanvey (Jan. 2009 to Sept. 2009)

Kathryn Keogh
(current manager)

In 1992 planning permission was granted to convert the attic from office to residential accommodation. The attic is still used as a flat. The entrance is at 9 Baker Street.

There have been no major structural changes since 1990/91, but the business has evolved. Since 2006, we have been passing clothes on to other shops and for sale on-line rather than selling them in Stevenage.

Just as the Oxfam shop has developed over the years so has Middle Row as a whole. In 1975 there were just 7 businesses. There are now 18. The street lighting and paving are now appropriate for this historic area. As a result of these developments, the Oxfam shop is now at the hub of a pleasant "boutique" area.

People

Until the 1990s, Oxfam shops did not have paid managers. The volunteer in charge was 'shop leader'.

The shop would not have had the success it has over the years without great volunteers, including shop leaders, and managers.

Looking forward

Over the last 40 years the Stevenage Oxfam shop has, through the money it has raised, saved the lives of thousands of people and helped thousands more across the developing world to work their way out of poverty. It will continue to raise much needed poverty-busting funds in the years to come.

Acknowledgements

I am grateful to staff at Stevenage Museum and Hertfordshire Archives and Local Studies, as well as the following historians for information and helpful discussions:

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I am also grateful to numerous Stevenage residents, especially Roy Findley, for their memories of Middle Row and Baker Street.

Peter Bentley

April 2012



Middle Row 1948 (Courtesy Stevenage Museum)



Middle Row 2011

Comments welcome

If you have any comments on, or information or photos to add to this paper, please contact me at:

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Sources of Information

I have compiled this paper from the memories of Stevenage residents, records of rate payments, electoral registers, trade directories, telephone books and following books and papers:

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