



WELCOME TO LAMB'S CONDUIT STREET





Farebrother
REAL ESTATE SPECIALISTS

PROUD TO BE SUPPORTING RUGBY SCHOOL
& THE RUGBY ESTATE AS THEY REACH
THEIR 450TH ANNIVERSARY.

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IT ALL BEGAN 450 YEARS AGO...

By Peter Green, Head Master

Rugby is a market town in the West Midlands, about 85 miles from Lamb's Conduit and Rugby Streets. The environments are quite different.

What connects us is Rugby School, an independent co-educational day and boarding school with nearly 800 pupils. Few schools have had such a lasting influence on the principles of an all-round education.

The income from the School's founder's shrewd investment in this part of central London, bequeathed to us 450 years ago, funds bursaries and scholarships that, over the years, have allowed many hundreds of

children to attend the school who might otherwise not have been able to. In some cases, 100% of their fees have been waived. The charitable ethos of Rugby School that began with Lawrence Sheriff all those years ago is central to our daily routine and to all our decisions.

The level of our fee assistance would not be possible without the income from our London estate, so I am delighted that in this anniversary year we can share our celebrations with the people who live and work within it.....and who entered so wholeheartedly and generously into the planning of our 450th Anniversary Street Festival ■



CREATING A SENSE OF PLACE

By Francis Salway, Chairman, Rugby Estates Committee

Managing property carries with it several responsibilities.....to attract a compatible mix of tenants, residential as well as commercial.....to create a sense of place which is attractive to visitors and to tenants....and to achieve an appropriate market return. These responsibilities may seem to conflict, but as Chairman of the Rugby Estate committee on behalf of Rugby School, I hope we demonstrate that we have worked hard and thoughtfully to get the balance right.

We have been enormously fortunate to have had the bequest of Lawrence Sheriff all those years ago to support the funding of scholarships and bursaries at the School. Today, some 30% of pupils at the School benefit from this, and both we and they are enormously grateful to our tenants for helping to give them this



opportunity of a Rugby School education. This was the ethos on which the School was founded in 1567.

However, we have not always managed our Estate to best advantage, and as you will read in Susanna McFarlane's history of the Estate, the building stock in the 1970's was in poor condition. Since then we have taken a much more proactive role in the management of the Estate, preserving and upgrading the Georgian buildings, and

attracting a delightful mix of traders to these streets.

It is this mix of product and people, so admirably expressed in this booklet, that gives Lamb's Conduit Street its special personality. Together with our properties in Rugby and Great Ormond Streets, we know that we are guardians of a unique part of London, and supported by Farebrother, our Estate manager, we will do our very best to continue to foster the sense of calm and friendliness for which Lamb's Conduit Street is increasingly recognised.

We hope you will enjoy this booklet. The placing of a plaque on the Estate to commemorate our founder, Lawrence Sheriff, is an expression of the close tie that exists between Rugby School and the Rugby Estate.... both of which were effectively founded in 1567 ■



MANAGING THE RUGBY ESTATE

By Andrew Glover, Partner, Farebrother

The Rugby Estate is a rarity in modern London. It is a collection of Georgian buildings, arranged over 7 acres, in single ownership. It has been cherished, nurtured and loved by many during its 450 years but no more than it is today.

The Estate has a very comfortable feel to it, a village-like atmosphere where people live, work and socialise. This was recognised in 2014 with Lamb's Conduit Street achieving 'The Great Street' award by The Academy of Urbanism, beating some impressive competition along the way. This was not accomplished by luck or accident, but with the clear vision of the School and The Rugby Estate Committee and also the tenants and occupiers. It is one of only a handful of streets in London that is almost entirely occupied by



independent retailers and I believe that is what makes it so special.

I am immensely proud that Farebrother has played a part in managing the Estate for over 20 years; I have personally been involved for over a decade. Even in that short period of time there has been significant change in the property landscape, no more so than in the retailing world where chain stores have become the norm.

However, through changing times, the Estate has retained its charm and appeal and it continues to do so with a new generation wanting to spend time here, increasingly appreciating the benefits of independent retail in a peaceful setting.

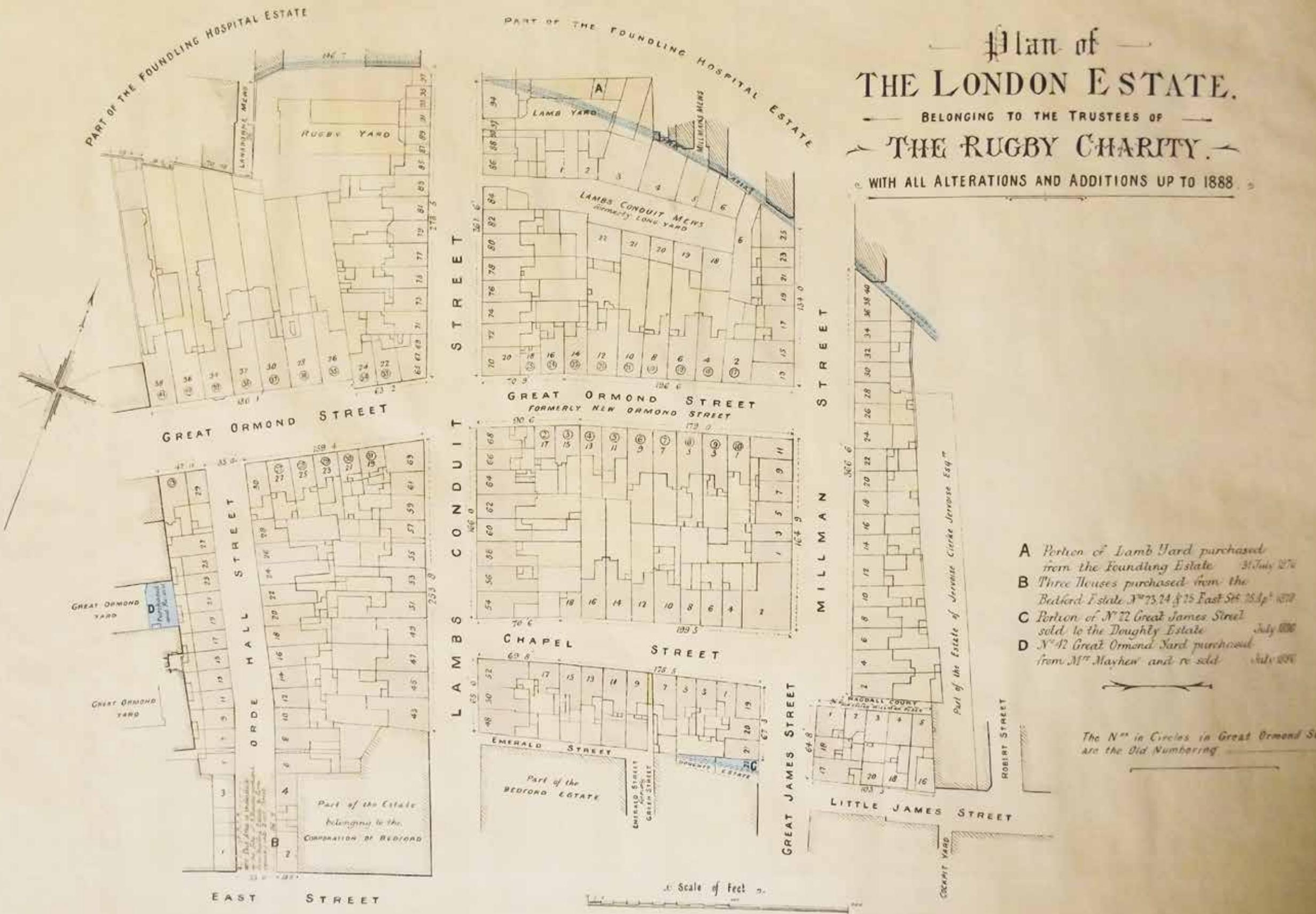
From a Farebrother perspective, it is also wonderful to know that the work we do to support the Estate makes a contribution towards enabling young boys and girls to benefit from a Rugby School education who would not otherwise have the opportunity to do so.

It has been a pleasure to be involved with the 450th Anniversary celebrations and I wish both the School, and the Estate, a fantastic year ahead ■



Plan of THE LONDON ESTATE, BELONGING TO THE TRUSTEES OF THE RUGBY CHARITY.

WITH ALL ALTERATIONS AND ADDITIONS UP TO 1888



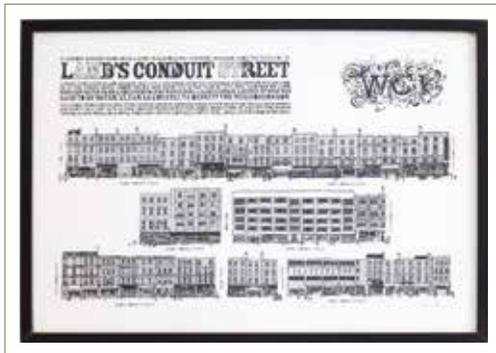
A SHORT HISTORY OF THE RUGBY ESTATE FROM 1560 TO 2017... AND ITS CONNECTION WITH RUGBY SCHOOL OVER 450 YEARS

By Susanna Mc Farlane, former Governor and member of the Rugby Estates committee

Lawrence Sheriff, or Sheriffe, was a Rugby-born grocer and supplier of spices to the future Queen Elizabeth I before she came to the throne. He was prosperous, hardworking and successful - he was made a Freeman then promoted to Liveryman, of the Grocer's company, and in 1566 was elected its second warden. On acceding to the throne in 1558, Elizabeth granted Lawrence Sheriff his own coat of arms. In 1560 he and his wife purchased for £320 a 24 acre field in Holborn called Conduit Close. In 1567 he re-wrote his will leaving one third, namely 8 acres, for the building of a school house and almshouse in Rugby. Three weeks later he died.



recorded on Chapel Street. Some of the development was carried out by a disreputable builder,



the southern end. The Lamb pub at the northern end dates from 1779 and theatrical performances took place there in the early 19th century. Nicholas Barbon is recorded as starting work in the late 1680s, and in 1702 his lease was taken over by Sir William Millman.

At this stage the rental income from the estate was still small. However, residential development was starting to proceed apace and continued

during the rest of the 18th century which meant that the estate value was rising fast - described by one commentator at the time as 'astonishing!' In 1807 the annual rental income was £2000. In 1814 the school listed the estate and its 149

properties as being 'the northern end of Lamb's Conduit Street, Chapel Street, Great Ormond Street, New Ormond Street, Millman Street, Great James Street, Ragdall Court (now Millman Place), Lamp Office Court, Little

Nicholas Barbon who also developed the neighbouring Bedford Charity estate. Lamb's Conduit Street is still today shared between the Rugby and Bedford Charity estates with Rugby owning the Northern end and the Bedford Charity

At that time Conduit Close was outside the London City walls and the land was not allowed to be developed. Residential development didn't begin until the late 17th century when the city spread north and west. By 1814, 149 houses and a chapel were

Ormond Yard, Lamb's Conduit Mews Feather Mews and Chapel Street'. By then, after just 7 years, the rental income had risen to £2378pa. Large sums of money were also charged for the renewal of leases as they expired.

The value of the estate then waned as the area became less popular as a residential quarter and by the end of the century many of the properties were very dilapidated. In 1882, Little Ormond Street, a notorious slum area, was demolished and replaced by Orde Hall Street. In the early 1900s the estate benefitted from the sale of land to the ever-expanding Great Ormond Street Hospital. At the same time the estate failed to redevelop some of the older more dilapidated streets before planning legislation made this impossible. "This left Rugby School with street upon street of large houses full of poor and mostly elderly tenants whose rents were too low to cover the cost of maintenance - and this had been the situation for several decades" (Shirley Green, 'Who Owns London').

The estate managed to avoid being bombed during WW2 but in the post war years the buildings fell into further disrepair. In 1974, the estate sold 42 freeholds to Camden Borough Council, 1-25 odd Millman Street, 2-16 even and 1-17 odd Great Ormond Street and 8-30 even Orde Hall Street. The poor condition of much of the housing stock which was being demolished in the 1970s inspired architectural historian Dan Cruickshank to begin a campaign for the protection of Georgian architecture. Since then the School has taken a much more proactive role in the management of the estate,



upgrading the buildings and redeveloping parts for more residential accommodation. The Rugby Estate now consists of more than 20 shops, 1800 sq ft of offices and 112 private homes. The School has encouraged and

continued Lamb's Conduit Street's 19th century focus as a slightly quirky local shopping street with a wide variety of independent retailers. In 1817 many of its 29 houses were occupied by retailers of general groceries, medicines, cakes, tea, cheese, wine, jewellery, stationery, toys, clothes, books, furniture and funerals as well as several solicitors. This is very similar to the variety of retailers today, and the community spirit that exists between them, as you will read in this booklet, gives Lamb's Conduit Street its distinction as a rather special part of London.

The income from the Estate goes directly towards funding bursaries and scholarships at Rugby School. Some of these grants enable young people to come to the school whose parents would otherwise be unable to afford the fees.

After administration costs have been deducted, 20% of the annual income is also paid to the neighbouring maintained School in Rugby... Lawrence Sheriff School ■

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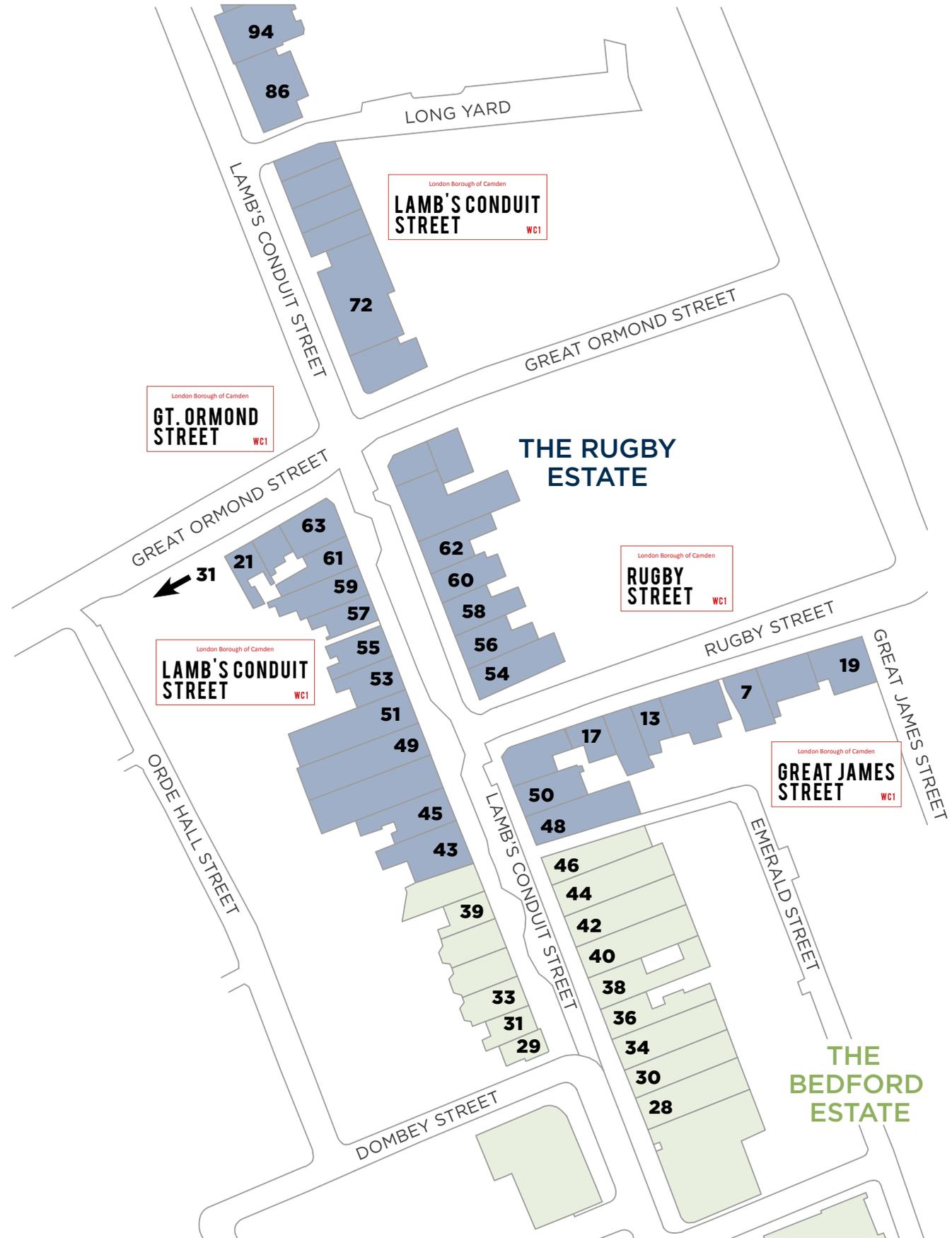
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CELEBRATING 450 YEARS

By Peter Berners-Price, Chairman, Rugby School's 450th Anniversary Year

The idea for this booklet came about while discussing plans for celebrating the 450th Anniversary of Rugby School.

At the beginning of 2015 we undertook a survey across the Rugbeian community of alumni, parents and staff to find out what they felt we should be doing to celebrate this moment in Rugby's history - and we received 380 ideas! When these ideas were grouped together, we found they could all be recognised under eight key headings... our **Founder**, our **History**, our **Sporting Heritage**, our **Charitable Ethos**, our **Global Reach**, our **Commitment to the Community, Music and the Arts**, and our **Christian Faith** - and the events and projects taking place during 2017 reflect this 'DNA'.

Our **Sporting Heritage**, and in particular, recognition of the game that we gave to the world, was wonderfully expressed through the International Schools U18s Rugby Sevens Tournament which took place at the School at the end of March. We were so delighted to welcome schools from Canada, South Africa, Australia, New Zealand and Japan, as well as schools representing England,



Northern Ireland, Scotland and Wales ... and of course our own Rugby School team was there too!

We recognised the School's auspicious **History** through publication of our 450th Anniversary book, *from Elizabeth to Elizabeth*, and by the inspirational Exhibition created from this book, installed for the year at the School.

We have recognised our **Charitable Ethos** at a splendid 'City Dinner' in London on March 21 in Middle Temple Hall, hosted by the Lord Chief Justice, Lord Thomas. In his keynote Speech, Robert Swannell emphasised how the charitable ethos on which the School was first founded, and then strengthened by the influence of Thomas Arnold and subsequent Head Masters, is continued

today through the transformational work of The Arnold Foundation.

Our **Global Reach** will be celebrated on June 24 with the Première of a new documentary film at the School followed by a Gala Ball on The Close. On the same day, screenings will take place in Hong Kong, Sydney, Dubai, New York, San Francisco and Singapore. Our global reach is further demonstrated by 'The Global Pass' which will see 450 Rugbeians passing the ball as it makes its way around the world. You can track progress on Twitter at #globalpass2017 or at www.rugbyschool.co.uk/450th

Our focus on **Music and the Arts** is dramatically brought to life through the 'Festival on The Close' from June 25 to 29. With Dame Judi Dench as Patron and an exciting programme of acts such as Stomp and G4, this will be a fantastic interactive experience for school pupils, and all are welcome to attend the formal performances.

Our **Commitment to the Community** will be admirably expressed on September 27 when the whole School comes together to put the fun into fundraising on behalf

of the Bradby Club in Rugby. And our **Christian Faith** will be beautifully reflected at a Thanksgiving Celebration at the School on November 26, the end of our Anniversary Year.

So, it is 450 years since the founding of Rugby School and therefore of the Rugby Estate in London. On Friday 28 April 2017 we celebrated this anniversary by unveiling a plaque to commemorate our **Founder**, Lawrence Sheriff. Formally unveiled by Rugbeian and historian, AN Wilson, on the corner of Lamb's Conduit and Rugby Streets, the plaque has been carved on Welsh slate by reputed stone mason, John Nash.

Lamb's Conduit Street in Bloomsbury has a very special feel to it. You enter it, and life seems to calm down. The fact that most of the street is pedestrianised of course helps, but the



nature of the shops, cafes and restaurants also adds to this. Most are privately owned and managed, and even those with wider ownership are still able to contribute to the 'boutique' nature of the Estate. The other aspect that so greatly adds to the overall atmosphere is the traders themselves. They are fun, friendly and courteous and remind one of how personal shopping used to be.

This booklet is designed both to applaud and reinforce this aspect of The Rugby Estate... the human side. Images focus on the owner, manager or shop assistant for each outlet,

and the words that accompany their images are theirs. I am very grateful to Ellie Broughton for carrying out the face-to-face interviews, and to Gabriella Karney for carrying out the photography.

I do hope that you will enjoy looking through this booklet. Keep it to hand for your next visit to the Estate and pick up another copy to give to friends. This is a rather 'secret' part of London, but through celebrating the 450th Anniversary of Rugby School, and therefore of the Estate, we are happy to help make it a little less secret!

You can find more detail on all 450th events by going to www.rugbyschool.co.uk/450th. You can also order your copy of *from Elizabeth to Elizabeth* and view the colourful and varied range of 450th Anniversary Merchandise gifts by going to www.rugbyschoolshop.com

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neil@ntprinting.co.uk

We are also very grateful to all traders for being so very helpful in the preparation of this booklet, and for their support for the '450th Anniversary Street Festival' on April 28, 2017. In particular, Steven Quinn, Manager of Oliver Spencer and Chairman of the Traders' Association, and Marie Poutissou of La Gourmandina who managed all permits and insurances on behalf of Rugby School for the Street Festival.

We would also like to acknowledge the ongoing help and professional support given by Andrew Glover at Farebrother, the Estate's managers, aglover@farebrother.com, and thank all our Patrons and Commercial Partners who have supported our 450th Anniversary Year so generously, without whom we could not have realised our ambitious programme of events.

This Booklet has been designed and printed by The Rugby Estate on behalf of the Lamb's Conduit, Rugby and Great Ormond Street Traders' Association. We have endeavoured to ensure that all information given in this booklet is correct at the time of going to press but apologise should there be any inaccuracies or omissions.



THE LAMB

94 Lamb's Conduit Street

020 7405 0713
thelamblondon.com

11am-11pm Monday-Wednesday
11am-midnight Thursday-Saturday
12-10.30pm Sunday

The Lamb's building dates back to 1729, making the pub one of the oldest on the street. It still features the old snob screens that were installed in Victorian times. The landlord, Leigh, worked in Soho before and says Lamb's Conduit Street profits by comparison. He values the quiet environment of the area, and the street's connection to the past.

Leigh Tuohy...

"People are very pleasant - for example I'm good friends with Dominic, who runs the Langham Gallery at the other end. I love this street, its quiriness, and the village feel."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

CIAO BELLA

86-90 Lamb's Conduit Street

020 7242 4119

ciabellarestaurant.co.uk

12-11.30pm Monday-Saturday

12-10.30pm Sunday

Felice and Patrizia Pollano were running a staff agency for the restaurant business when the two people who established the restaurant asked them to take it over. One of London's few remaining family-run restaurants, Ciao Bella has stayed open every day since 31 August 1999. The Pollanos have spent most of their 33-year marriage managing the restaurant, and together they now run a team that includes their two adult children, Patrizia's 16-year-old niece from Italy, and 63-year-old waiter and grandfather Lello.

The restaurant has a few famous regulars, including Rupert Everett, who helps organise Lamb's Conduit Street's annual raffle, and AN Wilson likes to pop in for lunch too. But Patrizia says her favourite thing about working on Lamb's Conduit Street is serving patients from Great Ormond Street Hospital.



Patrizia Pollano, co-director...

"People appreciate that we're authentic and genuine. We shout and speak Italian to each other all the time. We're not fake! We work from the heart."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





THE PEOPLE'S SUPERMARKET

72-76 Lamb's Conduit Street

020 7430 1827

thepeoplesupermarket.org

8am-10pm Monday-Saturday

8am-9pm Sunday

The People's Supermarket (TPS) operates as a social enterprise - it has an organic and healthy ethos, it is quirky and unique, just like the area. It has evolved and grown over time to a position where it now caters specifically for the needs of local residents, and workers such as staff from Great Ormond Street Hospital who benefit from a NHS discount.

As part of our mission as a sustainable supermarket, we "Love Food, Hate Waste", we prepare delicious meals in-house within **The People's Kitchen** for sale to a loyal following of customers using food nearing its "best by date". TPS buys from trusted suppliers, with many British producers and suppliers local to London. TPS also buys directly from farms in recognition of the high value which the community attaches to traceability of their food.'

Aleko Ironside, manager...

"What's really special about our location is the community feel, rarely found in Central London. Some of our customers have lived in the neighbourhood for over 40 years, they pop in, browse, shop, and then spend time having a chat with staff about their day - it's quite like old London used to be. In order to harness this spirit, the local community and beyond are invited to become Members of TPS. They volunteer their time to work in the supermarket and help with local charitable initiatives sponsored by TPS... 'For the people, by the people!'"

**THE PEOPLE'S
SUPERMARKET**

For the people, by the people

LAMB'S CONDUIT ST. LONDON

London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1

OLIVER SPENCER

62 Lamb's Conduit Street

020 7269 6444
oliverspencer.co.uk

11am-7pm Monday-Saturday
12-5pm Sunday

Ten years ago Oliver Spencer was running a successful menswear business on Piccadilly when Cathal McAteer, the founder of Folk, invited him to visit Lamb's Conduit Street. Oliver founded his first shop on Lamb's Conduit Street within six months of seeing the place, and has had a critical role in making the street a destination for independent menswear brands.



Oliver Spencer, owner...

"What I loved about the business here was that you could have your office and your shop in the same place. I have no desire to move now. The feel of the area keeps me and other traders here."

"I do everything on Lamb's Conduit Street, buy wine, flowers, see a doctor or a dentist. It's just life. You don't need to leave. If I could only go to one street in London, this would be it."

London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1





BOUTALLS PHARMACY

60 Lamb's Conduit Street

0207 405 1039

9am-6pm Monday-Friday
Closed Saturday and Sunday

Boutalls is part of a privately owned group of eight pharmacies in London, and has been on Lamb's Conduit Street for over 50 years. Whether selling tissues or dispensing complex prescriptions, giving advice or delivering medicines, the needs of whoever walks in have to be met.....and the pharmacy team thrives on this thinking.

Deepak Mehta, pharmacist...

"Lamb's Conduit Street provides greenery and a village experience in the middle of a city, where modern and traditional outlets live comfortably side by side in a peaceful atmosphere. We enjoy being here to satisfy the needs of the community."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

TUTTI'S

58 Lamb's Conduit Street

020 7404 9254
[facebook.com/tuttiscafe](https://www.facebook.com/tuttiscafe)

6.30am-7pm Monday-Friday
8am-5pm Saturday and Sunday

The corner of Lamb's Conduit Street was a supermarket before Fred and Evelina landed there ten years ago. Fred, originally from Iran, took over the business from a friend and moved from Ealing to Great Ormond Street to be closer to the café. The couple have two young children.

Fred loves the laid back atmosphere and good relationships between traders on the street. Even competitors tend to get on well. He particularly enjoys having regulars, and getting to know customers who come back to enjoy the atmosphere of Tutti's.... day in, day out.



Fred and Evelina Safabakhsh, owners...

"When you walk down this street you have everything. You always see people you know, and people have the time to talk. In other places, people don't know their neighbours. Lamb's Conduit Street really is a village in the city. If you want to live in London, really live, then live here, and anyone who works here finds they don't want to leave."

London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1





ALBION WINE

56 Lamb's Conduit Street

020 7242 0873
albionwineshippers.co.uk

8am-7pm Monday-Friday
12-6pm Saturday
Closed Sunday

Phillip was working in a bar in Mayfair when he and a partner started Albion in 1986. He now runs the business, one of London's last remaining traditional wine trading companies, singlehandedly, and supplies wine to neighbours Cigala, The Perseverance and nearby pub The Enterprise. Albion sells wines, spirits and fortified wines and imports extensively from Spain.

Phillip Amery, managing director...

"There didn't use to be a lot here... just a wine bar, charity shops, empty shops, and hardly any cafés. It has improved a lot in 25 years. It's a lovely street."



London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1

CIGALA

54 Lamb's Conduit Street

020 7405 1717
cigala.co.uk

12-10.45pm Monday-Friday
12.30pm-10.45pm Saturday
12.30pm-9.45pm Sunday

After cooking at the River Café and Moro, Jake Hodges set up Cigala in 2001; his team is small and tight-knit, with some members of staff having worked there for six to nine years. When Jake offered Gary the opportunity to manage the restaurant three years ago, he jumped at the chance.... despite the 60-hour weeks ahead!

The most important thing to Gary, besides ensuring quality at the restaurant remains high, is the sense that colleagues are there for one another. For example, he leaves his phone on at weekends when he goes back to his family in Kingston, in case colleagues have an emergency.



Gary Bave, general manager...

"We're all really part of the restaurant - we bring our kids here, and even our dogs. People look out for each other."

Jake Hodges, owner...

"It takes the whole team to keep it going."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





RUGBY TAVERN

19 Great James Street

020 7405 1384
rugbytaavernlondon.co.uk

11am-11pm Monday-Friday
12-11pm Saturday
12-10.30pm Sunday

This Shepherd Neame pub on the corner of Rugby Street dates back to 1850 and proudly publicises its links to the Rugby Estate and School. It has previously featured in the CAMRA Good Beer Guide and has been accredited by Cask Marque.

Justin says his favourite thing about the pub is the mix of customers you get in this part of London.

Justin Gourley, manager...

"Our customers are a mix of locals, lawyers and people from the hospital, which I like. There's a nice historical element in this area - it's got its own flavour."



London Borough of Camden
GREAT JAMES STREET
WC1

SUSANNAH HUNTER

7 Rugby Street

020 7692 3798
susannahunter.com

10am-6pm Monday-Friday
11am-5pm Saturday
Closed Sunday

Susannah Hunter has had a shop at 84 Lamb's Conduit Street for five years, but she has had her leather accessories business in the area for much longer: Susannah trained at Central St Martins, founded her company at Cockpit Arts, and opened her first shop on Rugby Street.

In fact she loved her first location so much she's moving back there. Her plan is to incorporate the studio into the shop so that people can see her team designing and making bags by hand. Now that anyone can buy online, she wants to offer something more to the personal shopping experience.

As well as running a business there, Susannah lives on Lamb's Conduit Street.



Susannah Hunter, owner...

"There's something quaint about Rugby Street and its Georgian architecture. This area is really central, friendly and family-oriented. It is a privilege to wake up every day in this special neighbourhood."

London Borough of Camden
RUGBY STREET WC1





MAGGIE OWEN

13 Rugby Street

020 7404 7070
maggieowenlondon.com

11am-7pm Monday-Saturday
Closed Sunday

In late 2005, Maggie visited Lamb's Conduit Street to look for a location to open her first shop and showroom when she spotted 13 Rugby Street – a converted dairy – empty at the time, and opposite the house where Ted Hughes and Sylvia Platt spent their wedding night.

She moved into number 13 in 2006, and began to sell costume jewellery and accessories. She specialises in designs by Paris-based Philippe Ferrandis.

Maggie Owen, owner...

"I love being a part of this area, with its independent businesses and their unique personalities. Bloomsbury has long been home to writers and artists and its history is still palpable in its streets and buildings today. Over the time I've been here it's become a bit grander and a bit smarter, but it's retained the same heartbeat and magic that drew me here in the first place."



London Borough of Camden

**RUGBY
STREET**

WC1

PENTREATH AND HALL

17 Rugby Street

020 7430 2526
pentreath-hall.com

11am-6pm Monday-Saturday
Closed Sunday

Although located in quite a quiet spot on Rugby Street, this independent homewares shop is a 'destination' for most of its customers. Sarah was working as a set designer before she discovered the business via Instagram. She loved the work that the brand was doing, and joined the company two years ago.



Sarah Jones, manager...

"Ben Pentreath has a fun, playful way of designing and decorating, and I love the pieces that Bridie make. Having less passing traffic means that I have the time to talk to almost everyone who comes through the door."

London Borough of Camden
RUGBY STREET WC1





AESOP

50 Lamb's Conduit Street

0207 404 4555
www.aesop.com

10-6pm Monday-Saturday
11-5pm Sunday

Aesop's distinctive store on Lamb's Conduit Street was created in collaboration with local design Studio, James Plumb. The heritage of the street was a primary inspiration for the store design. Once home to the Bloomsbury group of writers, artists and philosophers, this is a neighbourhood in which the brand is entirely at home.

Ed Nelson, store manager...

"Lamb's Conduit Street gave us the ability to reference the history of the street. The water installation inside the store is a destination in itself and combines beauty with fascinating engineering. Even though Lamb's Conduit Street is in the centre of London, it retains a village like feel, a true gem of the city with some of the best retailers and personalities in London. We have very much enjoyed being a part of the Traders' Association and always look forward to hosting the meetings in our basement..... perhaps a nod to the Bloomsbury group of old!"



London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1

BIKEFIX

48 Lamb's Conduit Street

020 7405 1218
bikefix.co.uk

8.30am-7pm Monday-Friday
11am-5pm Saturday
Closed Sunday

Stuart opened Bikefix 27 years ago. The street was dramatically different back then – his neighbour was a Greek bakery, rather than a designer boutique – and most of his customers then were lawyers and doctors, he recalls. But now cycling in London is much more popular he's got a much broader customer base.



Stuart Dennison, owner...

"I like Lamb's Conduit Street today because it's nice and friendly, but I originally picked the location because it was near another big bike shop on Gray's Inn Road... you've got to get your customers somewhere, haven't you?"

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





SIMS & MACDONALD

46 Lamb's Conduit Street

020 7430 1909
simsandmacdonald.com

8.30am-5pm Monday-Friday
Saturday by appointment only
Closed Sunday

When Jonathan moved his tailoring business from the City to Lamb's Conduit Street in 2002, there were no other menswear traders or tailors on the road ...*"Although plenty of cafés",* Jon recalls, *"in fact too many!"* Since then, the company has drawn new customers from the City and West End, and nine out of ten discover the business through word of mouth.

Jonathan Gowdy, owner...

"Lamb's Conduit is London's secret High Street. We love the villagey feel of it. The only complaint we ever get is about how far we are from the Tube."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

SCHULLER OPTICIANS

44 Lamb's Conduit Street

020 7404 2002
schulleropticians.com

9.30am-5.30pm Monday-Friday
9.30am-4pm Saturday
Closed Sunday

Schuller Opticians has been operating on Lamb's Conduit Street for an amazing 28 years. Erika Arltova joined the business ten years ago and never looked back; she now works as a buyer for the company.

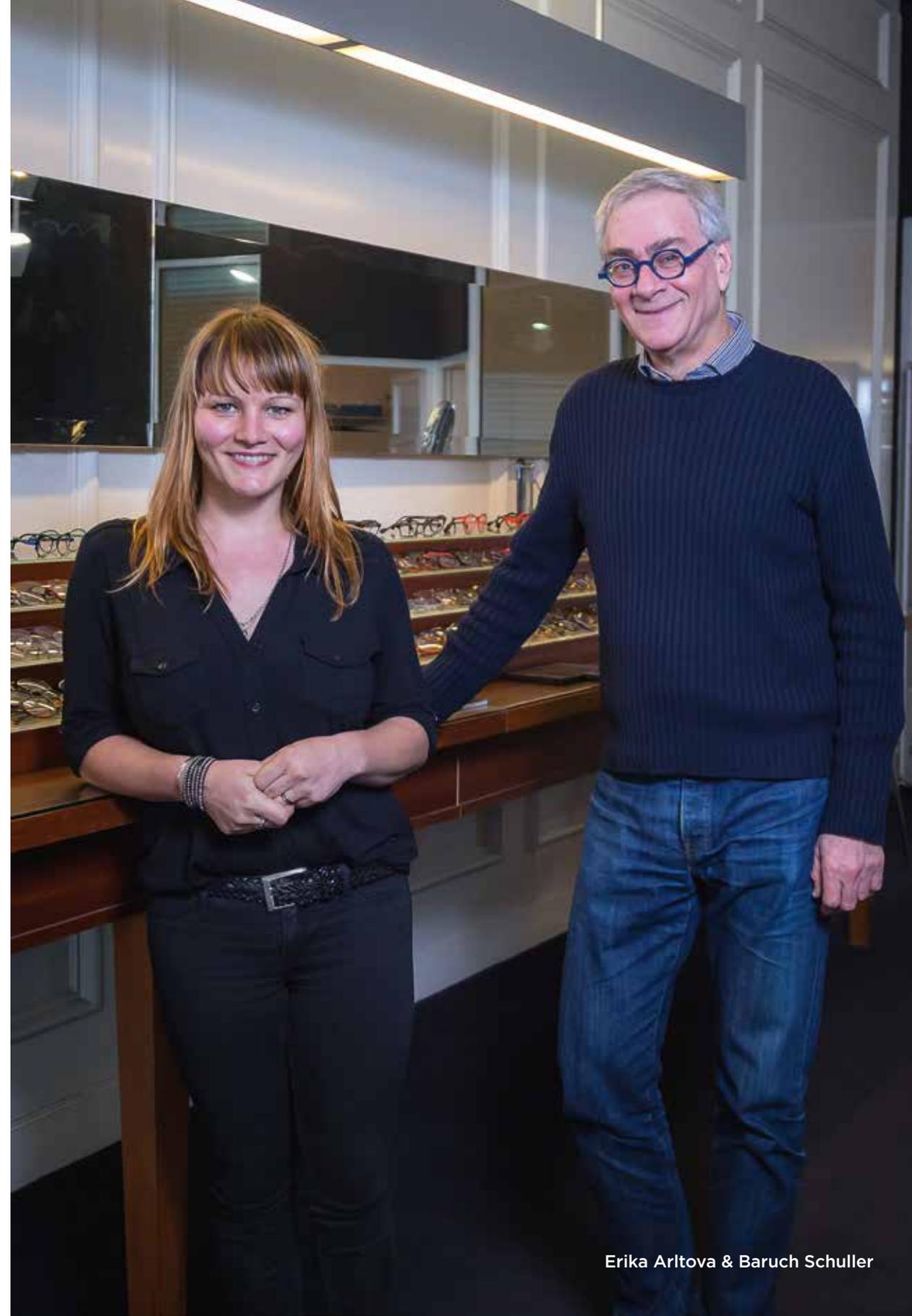
Erika likes that the shop has kept its originality, that the business is unique and independent. She praises the local trading community - she particularly enjoys the fact that several of her neighbours are also customers.



Erika Arltova, buyer...

"The street is very unique, and full of surprises."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1



Erika Arltova & Baruch Schuller



FRANKIE COCHRANE

42 Lamb's Conduit Street

8am-8pm Tuesday and Thursday
8am-6pm Wednesday
8am-7pm Friday
8am-5pm Saturday
Closed Sunday and Monday

020 7405 7797
frankiecochrane.com

Paul has worked as a hairdresser in London for 26 years, 20 of which he's spent at Frankie Cochrane. His favourite thing about the area is the mix of people in the community, and the way it represents the city's diversity.

Paul Cochrane, manager...

"What makes London work? If you were looking for a slice of the City, this street would be an excellent example to look at - we have all types of races and creeds here. Forget my business for a minute - as a human being, Lamb's Conduit Street is a beautiful place to be."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

GRENSON

40 Lamb's Conduit Street

020 3689 2970
grenson.com

11am-7pm Monday-Friday
12-5pm Sunday

Although a newcomer to the street, like many businesses on Lamb's Conduit Street, Grenson has a long heritage behind it: the business dates back to 1866 when the founder opened his first shop for handmade shoes in Northamptonshire. John, who moved to the shop six months ago after working in retail on Upper Street, is also a newcomer to the area, and he's quickly grown to appreciate it.



John Longmuir, store manager...

"Lamb's Conduit Street is the best menswear street in London at the moment. The shops here complement one another. It's a really nice community for traders; we're supportive and close knit, and there's no rivalry...just friendly competition!"

London Borough of Camden

**LAMB'S CONDUIT
STREET** WC1





J CREW

38 Lamb's Conduit Street

020 7430 0326
jcrew.com

11am-7pm Monday-Friday
11am-6pm Saturday
12-5pm Sunday

Rosie Aslan has worked on Lamb's Conduit Street for two and a half years and loves the quiet environment around her. J Crew's shop, which opened in October 2013, was its first in the UK. Like many other businesses on the street, it specialises in menswear.

Rosie, Lucy and Ellie, assistants...

"Customers say they can find everything they need on Lamb's Conduit Street. Stores are small and it doesn't feel competitive. We know many of our customers already. I'd recommend it as somewhere that's quiet, not manic, and somewhere you are encouraged to slow down and spend as much time as you like."



London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1

SIMON CARTER

36A Lamb's Conduit Street

020 7242 9772
simoncarter.net

10am-6pm Monday-Friday
Closed Saturday and Sunday

Simon was first attracted to Lamb's Conduit Street six years ago by its unique Architecture, and the Bloomsbury address is the second of four London shops for the brand.

All of his shops have 'characterful' buildings, but the Lamb's Conduit address is the smallest of the quartet.



Simon Carter, owner...

"I have enjoyed watching the street evolve as a shopping hub since first opening a shop at number 36A. The area appeals because it feels like one of London's villages."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





LANGHAM GALLERY

34 Lamb's Conduit Street

0207 242 0010
langhamgallery.com

10am-6pm Monday-Friday
10am-4pm Saturday
Closed Sunday

Langham Gallery has been open for ten years, after Dominic gave up managing galleries in Piccadilly to start his own business. He used to drink in The Perseverance, then The Sun, when he was a teenager and had come back for a nostalgic pint with friends when he spotted the empty unit at the Theobald's Road end of the street. Within months he had signed the lease.

Dominic Reay, owner...

"I'm surprised by the amount of people who know about it and the number of international visitors we get - many US and Australian tourists come for Persephone. Lamb's Conduit Street is increasingly on the map."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

FLEXI NAIL BAR

30 Lamb's Conduit Street

0207 242 5666

10am-7pm Monday-Saturday
Closed Sunday

The Flexi Nail Bar is privately owned and has been on Lamb's Conduit Street for 8 years. Phoebe Trinh and Bich Dao look after customers of all ages who come in on a regular basis, both local residents and from local businesses, and special arrangements can be made for fun children's birthday parties....with parental supervision! They both like it that the Street's traders support each other too.

Phoebe Trinh...

"Lamb's Conduit Street is quite unique and has a wonderful community spirit. It has its own atmosphere, and we like the different shops. It is central but not busy like Oxford Circus. We have seen a trend towards men's clothing over the 8 years since we have been here, and so we are happy to cater mainly for women.... although we do have male customers too!"



London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





THE CONTENT STORE

28 Lamb's Conduit Street

020 3411 5703
contentstorelondon.com

11am-7pm Monday-Saturday
12-5pm Sunday

Pan has had a menswear shop on Lamb's Conduit Street for about two years. It's a great place for an independent shop, he says, and the quieter environment on the street gives him time to develop a second skill amongst sales assistants - for example buying, copywriting or photography.

Pan previously ran the British clothing brand Diesel, and chose the street for his shop because of its destination status for Londoners, and international visitors - the street recently featured in BA's High Life.

Panicko Philippou, owner...

"Customers here are connoisseurs and they know what they want."

Emmanuel, assistant...

"I value the buzzy atmosphere. You get to know your neighbours. It's a really close-knit community."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

KNOCKBOX COFFEE

29 Lamb's Conduit Street

020 3489 7325
knockboxcoffee.com

7.30am-6pm Monday-Friday
8am-5pm Saturday
9am-5pm Sunday

This single room coffee shop where Lamb's Conduit meets Dombey Streets belongs to Mete Dogrul, who designed the vibrant orange interiors that light up the sunny corner unit. Edio Mortoza manages the shop and uses the expertise he gained growing up on a coffee farm in Brazil to keep the drinks fresh and tasty.

Edio's favourite thing about working in the area is building up regular customers.

Edio Mortoza, manager...

"We know many customers by their names and we're building a friendship with people, because we see them every day. I feel at home here. I feel among friends."



London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





ALLY CAPELLINO

31 Lamb's Conduit Street

020 7404 3113
allycapellino.co.uk

11am–7pm Monday-Friday
11am–6pm Saturday
11am–5pm Sunday

Alison Lloyd set up her leather accessories label in 2000 but her store on Lamb's Conduit Street is a new addition to the business, opened just last January. The new store sells Italian leather bags and accessories for men and women that are made in Hackney and is one of three, with others on Calvert Avenue in Shoreditch and another on the corner of Golborne and Portobello Roads.

Alison likes being part of the community of independent traders. Like her other two shops, her location on Lamb's Conduit Street has a unique identity that's off the beaten track.

Alison Lloyd, owner...

"I love the scale of Lamb's Conduit Street, and the architecture. It's walkable, and it's not full of Tescos. The street is much friendlier than I had expected, and I like the fact that many of my customers live and work locally. It feels like a little island."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

CONNOCK AND LOCKIE

33 Lamb's Conduit Street

020 7831 2479

9am-5pm Tuesday-Saturday
Closed Sunday and Monday

Connock and Lockie, founded in 1902, is a vital part of the street. Its owner Yusuke loves the local community spirit on Lamb's Conduit Street, and the relaxed attitudes of local residents and traders. The business is his first, and in keeping with the heritage of the brand, he continues to train apprentices in the shop to pass his expertise on to the next generation of tailors.



Yusuke Nagashima, owner...

"It's a nice environment. Even with branded outlets on Lamb's Conduit Street it still has an independent feel, and the charm of the Street remains."

London Borough of Camden
LAMB'S CONDUIT STREET
WC1





COFFEE BLOOMS

39 Lamb's Conduit Street

8am-6pm Monday to Saturday
Closed Sunday

0207 430 0058

Coffee Blooms has been trading for over two years now. All food is made in house daily, offering breakfasts and quick lunches to cakes and sweets. Their regular customers come from the other traders as well as from residents and businesses in the local area.

Candela Kusack...

"With mostly independent traders, Lamb's Conduit Street is a fashionable pedestrian street that brings a lovely atmosphere to this part of Bloomsbury. We believe it is our local residents and workers who make this street so special!"



London Borough of Camden
LAMB'S CONDUIT STREET
WC1

DAWSON'S FLOWERS

43 Lamb's Conduit Street

020 7404 6893
dawsonflowers.com

9am-5pm Monday-Friday
Closed Saturday and Sunday

John and Paul Dawson, although sharing the same surname, are not related! Both grew up in the flower business and worked extensively in the industry, then opened a shop together on Lamb's Conduit Street over a decade ago.

When they first visited the street, John recalls, they found it looking quite run down. But they fell in love with the site and its location between the City and the West End, and snapped up the chance to open a shop in Bloomsbury.

Despite the fact most of their business relies on delivered flowers, Paul appreciates the fact that Lamb's Conduit Street is pedestrianised - footfall goes up in the summer months as more people are out and about enjoying the area.



John and Paul Dawson, owners...

"Lamb's Conduit Street has a village feel combining community and quirkiness in equal measures. It's been 13 years since we moved and though businesses in the street have changed, the mix of different trades and people has broadly stayed the same. Everyone's growing and thriving here.....and we feel we are the vibrant heart of the street!"

London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1





Michael France & John Sells

A FRANCE AND SON

45 Lamb's Conduit Street

020 7405 4901
afrance.co.uk

8.30am-5pm Monday
9am-5pm Tuesday-Friday
Closed Saturday and Sunday

The France family has been in the funeral business since 1780, and developed its own rite of passage for the men of the family. Michael, now the director of the company, worked his first funeral in the summer of 1973, aged 13, and now manages a staff of ten including his nephew, Tom. Originally a solicitor, he returned in 1991 and has stayed ever since

The office on Lamb's Conduit Street opened in 1898, and the front window still bears a kink in the frame that appeared after a bomb fell behind the building in 1944. The company has managed the funerals of generations of local residents, forging particularly strong links with local Italian families.

Michael France, director...

"My thing about the street? Its identity - its character and history. I'm proud of the diversity amongst my neighbours... we're only missing a fishmonger!"



London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1

FOLK MEN

49 Lamb's Conduit Street

020 7404 6458
folkclothing.com

11am-7pm Monday-Friday
10am-6pm Saturday
12-5pm Sunday

Folk's menswear shop opened ten years ago, and Steve has worked there for half of its lifetime. His favourite thing about his work is having the time to talk to customers and suppliers, and what he loves most about the location is the atmosphere in the summer: he opens the shop door, puts a bench out and sits around after work having a drink, dinner or playing tennis or football outside.



Steve Walker, buyer...

"It's better for me working here because you can create relationships. Your job always feels more personal when you work with independents."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





NOBLE ROT

51 Lamb's Conduit Street

020 7242 8963
noblerot.co.uk

12-11pm Monday-Saturday
Closed Sunday

In November 2015 after producing half a dozen issues of cult wine publication Noble Rot, editors Mark Andrew and Daniel Keeling decided to add menus to mags! They took over the site vacated when long-running wine bar, Vats, closed and within a year, the new business has become a popular and attractive addition to the local restaurant scene.

Charlie Blightman, one of Noble Rot's managers...

"I like the location. It has a nice feel. Lamb's Conduit Street is not old fashioned but it's traditional. It's a bit like going back in time, like how a parade of shops would have been."

"I've been pleased by both the staff retention that the business has been able to cultivate, and the regulars it has attracted. We have everyone from the guy who comes in religiously for the set lunch on Wednesdays to the connoisseurs. It's a really good mix, and to me the sign of a good business is people coming back."



London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1

FOLK WOMENS

53 Lamb's Conduit Street

020 8616 4191
folkclothing.com

11am-7pm Monday-Friday
10am-6pm Saturday
12-5pm Sunday

MJ was part of the original team that opened Folk's womenswear shop seven years ago, and she is delighted to still be there. All of the brand's clothing is designed on Lamb's Conduit Street itself, and the other branded products they stock are often made locally: for example, wash bags made by a designer in a studio a few minutes' walk away.



MJ Broadhurst, buyer...

"It's unusual to have this kind of stability in retail, but the reason we're all here is the community. It's like a family. Lamb's Conduit Street isn't such a hidden gem any more but it still feels very special."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





HUCKLE THE BARBER

55 Lamb's Conduit Street

020 7831 4870
hucklethebarber.com

11am-7pm Monday-Friday
9am-5pm Saturday
Closed Sunday

The second of two branches of the barbering business, the Bloomsbury branch of Huckle opened a year ago but already it's a valued member of the trading community. The extensive display of polaroids over the stairs testifies to a year's worth of sharp cuts and happy customers - some of the chemists' customers even make a habit of coming for a cuppa and a chat while they wait for prescriptions !

Marshal, barber, worked at a barber's in Soho before moving to this branch of Huckle. He finds Lamb's Conduit Street is a calm retreat in the City centre compared with Carnaby Street.

Chris Ward, owner...

"People enjoy treating Lamb's Conduit Street as a destination rather than just a drop-in visit. It is an area that encourages you to take your time, particularly for customers from the City, and they often enjoy stopping for lunch or a coffee as well as a haircut!"



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

LA GOURMANDINA

57 Lamb's Conduit Street

0207 404 0279
lagourmandina.co.uk

8.30-6pm Monday
8.30-10pm Tuesday to Friday
10am-6pm Saturday
Closed Sunday

Marie left a job in finance in Rome in order to pursue a career in London's restaurant business and hasn't regretted her decision. Part of the reason she came into the catering industry was to forge relationships with customers. Working on Lamb's Conduit Street has given her the rare opportunity to attract regulars - and for customers to come back to her French-Italian restaurant again and again.

Marie Poutissou, owner...

"The reason I like working here is that it's a community. It's a little village in the heart of London, and the feeling amongst traders is strong. I also love it that this street is well-organised and well-designed - it's a pretty street and there's a nice balance of businesses. But best of all is the inclusive attitude of the street and its customers. As one of the non-British traders on this street I feel very welcome, like I'm really part of London."



London Borough of Camden
LAMB'S CONDUIT STREET
WC1





PERSEPHONE BOOKS

59 Lamb's Conduit Street

020 7242 9292
persephonebooks.co.uk

10am-6pm Monday-Friday
12-5pm Saturday
Closed Sunday

Persephone Books first opened in 1999 when its founder, Nicola Beauman, had a seemingly humble mission: to republish lost novels from the interwar period. Three years and 21 books into the project, *Miss Pettigrew Lives For a Day* became a runaway success. Seventeen years and 122 books later, this unique publishing story has become a mecca for international visitors.

Although Nicola began by focusing on 1920s and -30s novels, and female authors, Persephone's back catalogue is now broader. She has published male and female writers, short stories, and non-fiction. Work comes from a range of literary eras too. The one thing all titles have in common is that each has its own distinctive patterned endpapers, as well as one of Persephone's distinctive grey covers.

Megan Jones, assistant...

"I've worked here for two years., and Lamb's Conduit Street is lovely, especially in the summer. It feels like a street for people, not traffic. The atmosphere is friendly and when you work here you get to know people. It's the nicest place I've ever worked."



London Borough of Camden
**LAMB'S CONDUIT
STREET**
WC1

SID'S

61 Lamb's Conduit Street

020 7242 8707

[facebook.com/pages/Sids-Cafe](https://www.facebook.com/pages/Sids-Cafe)

7am-5.30pm Monday-Friday

Closed Saturday and Sunday

Sid's is the oldest café on Lamb's Conduit Street. It boasts a proud 52-year-long history of serving coffee, breakfast and lunch to Bloomsbury residents, workers and visitors, making it one of the oldest businesses on the street.

As well as welcoming a host of celebrity guests, whose signed pictures hang on the wall, the café is also popular with patients at Great Ormond Street Hospital and their families. John and his team Anna, Esme and Omar enjoy keeping it a vibrant part of the street.



John Ozalp, owner...

"Lamb's Conduit Street is one of the nicest streets in London... all the neighbours are so friendly."

London Borough of Camden
**LAMB'S CONDUIT
STREET** WC1





THE PERSEVERANCE

63 Lamb's Conduit Street

020 7405 8278
markettaverns.co.uk

12-11pm Monday-Thursday
12-midnight Friday
12-10.30pm Sunday

Keith had never worked in Bloomsbury before he came to this free-of-tie pub in 2010. He worked here for three years, took a short break from 2013 to last August, then returned to the business. He now lives upstairs in the historic listed flat above the pub.

His favourite thing about the area is the sense of community between local traders. He buys in wine from Albion, the business opposite, and meat from McKenna's, the local butcher. He enjoys the many different customers - from the local hospital, from media businesses and from Holt University campus - and also likes it that the local residents are such a mix of people from different backgrounds.

Keith Lentern, manager...

"I was surprised by the villagey feel when I first arrived. If you walk out the front door in the morning, you end up saying hello to ten people, just on your way to getting a coffee. It's got a homey feel, and in London that's very unusual ...and relaxing!"



London Borough of Camden

**LAMB'S CONDUIT
STREET**

WC1

London Borough of Camden

**GT. ORMOND
STREET**

WC1

VOLTE FACE

21 Great Ormond Street

020 7430 0021
volteface.co.uk

10.30am-6.30pm Monday-Saturday
Closed Sunday

John manages Volte Face, a shop selling design-led gifts and stationery on Great Ormond Street. He has worked on the street for six years now, and previously worked in the same shop, which was a specialist bookseller before Volte Face opened.

He loves working in the friendly atmosphere around Lamb's Conduit Street and says he particularly enjoys making friends with his neighbours, for one of whom he brings the paper in each day.



John Newton, manager...

"We get all sorts of customers, but the one thing people have in common is, they nearly always leave the shop with a smile."

London Borough of Camden
GT. ORMOND STREET
WC1





THE ESPRESSO ROOM

31-35 Great Ormond St

7.30am-5pm Monday-Friday
9am-3.30pm Saturday
Closed Sunday

theespressoroom.london

In a café no bigger than a postage stamp, baristas make quick coffees for everyone from Great Ormond Street Hospital's doctors and nurses to lawyers from the Inns of Court. Although there's no room for tables or chairs inside, customers still take time to chat: no wonder staff feel so close to them.

Lewis McTighe, area manager...

"I've worked here for a year. The area's kitschy, homely, and feels very safe. It's pleasant, neighbourly and well-to-do, full of independent retailers, and it's so nice for us to be part of it."



London Borough of Camden
GT. ORMOND STREET
WC1

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AS PRINCIPAL PARTNERS...



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Ajan Reginald - CEO, Celixir PLC

Ajan Reginald (TU 88-90), is CEO of Celixir PLC. After working at companies such as The Boston Consulting Group, Roche Pharmaceuticals and Hoffmann-La Roche, Ajan co-founded Celixir (formerly Cell Therapy Limited) in 2009 with Nobel Laureate, Professor Sir Martin Evans. Celixir discovers, develops and commercialises Regenerative Medicines. Ajan is an inventor of Celixir's core technology and leads all the company's commercial, research and development activities which now encompass the United Kingdom, the EU, North America and Asia. Ajan is a graduate of the University of Oxford, Kellogg Business School, Northwestern University and a Fullbright Scholar, and represents England as an International Masters hockey player.

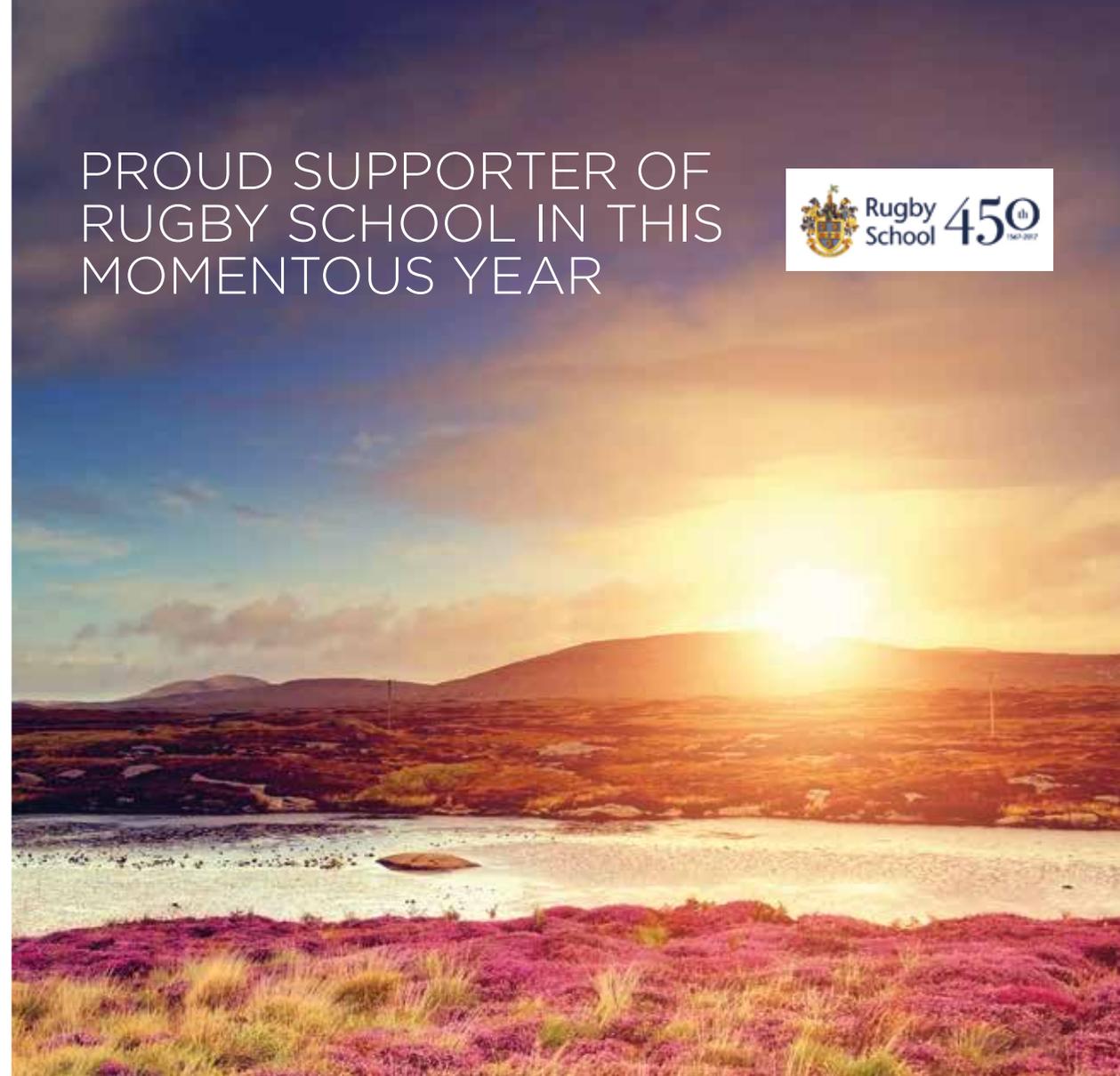
AS INDIVIDUAL EVENT PARTNERS...



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PROUD SUPPORTER OF RUGBY SCHOOL IN THIS MOMENTOUS YEAR



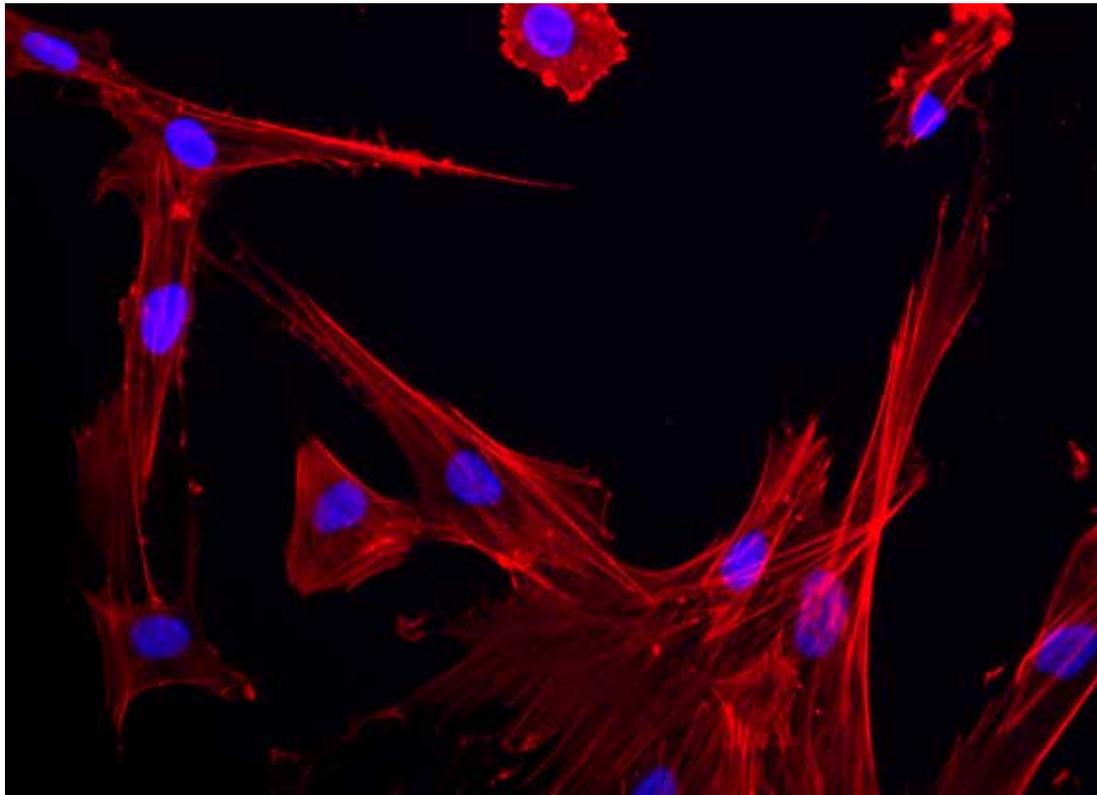
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