



THE ELEPHANT

MAGAZINE

Issue 6 / Autumn 2015

THIS ISSUE

LIGHTS, CAMERA, ACTION

Take a trip back in time
at the Elephant's unique
cinema museum

SHOPPING CENTRE PLANS

Delancey reveals
initial proposals for the
transformation of the
shopping centre

CATCH THE LADYBIRD BUG

LCC students celebrate a
design classic, Ladybird
books, with a new
exhibition

THIS IS THE ELEPHANT

This is the Elephant.
And this is the Elephant Magazine.

The Elephant Magazine is the publication dedicated to all things Elephant and Castle. We want to celebrate all that is fabulous about our neighbourhood and our community. We want to look back with fondness on the area's past and look forward with optimism to the future. The Elephant is changing and the Elephant Magazine will be following every step of the way.



The Elephant Magazine is published by Southwark Council. We welcome your ideas, comments and contributions, so please get in touch.
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LIGHTS, CAMERA, ACTION!



Once famed for its cinemas and theatres, it's apt that Elephant and Castle is now home to a unique volunteer-run museum that celebrates the golden age of a trip to 'the pictures'.



Hidden away off Renfrew Street, The Cinema Museum is a veritable treasure trove of cinema memorabilia, from plush velvet seats, impressive illuminated signs and elegantly tailored usher's uniforms to movie stills, posters and cans of film. On 19 and 20 September it opens its doors for free, as part of Open House weekend.

Fittingly, this imposing Victorian Gothic building was once the Lambeth Workhouse which briefly housed the eight-year old Charlie Chaplin when his mother faced destitution. In the vast, high-ceilinged main exhibition hall, a striking prototype sculpture of Chaplin, by artist and museum volunteer, Anna Odlich, takes centre stage. Anna hopes to create a monumental version of 'The Tramp' for a public space in Elephant and Castle in the future.

Perhaps unsurprisingly, Chaplin had bleak memories of his time in the workhouse but one would imagine that he'd be rather pleased that the building, which went on to become Lambeth Hospital (and is still owned by South London and Maudsley NHS Foundation Trust) now houses a remarkable museum that pays homage to the very industry that made him world famous.

Founded in 1984, the museum is the result of a life-long fascination with cinema-going by avid collectors Ronald Grant and Martin Humphries.

"In the 70s, lots of high street areas and cinemas were being demolished. We'd give the demolition people some beer money so they'd let us in" reveals Martin, who says they rescued everything they could from "seats to signage". "The collection grew to such proportions that we just had to make it publicly available" he explains.

In 1986, the museum became a charity and, after finding temporary premises in the Old Fire Station in Renfrew Road and then in Raleigh Hall in Brixton, moved into its current home. Initially, the museum was situated in the administration block but a few years ago they were able to expand into the whole of the building and have gradually raised their profile through guided tours and events ever since.

"We're unique" declares Martin "no other museum in Britain is devoted to the experience of going to the cinema. It used to be a very important part of people's social lives and lots of people went once a week, possibly twice."

A steady stream of visitors from all around the globe regularly book the museum's 45 minute guided tours, which are often led by Martin.

"We have a real mixture; lots of international visitors from America, Japan and Europe but local people too" he says. "The other day, we had an older couple who said it really stirred up memories of going to the cinema around this area years ago."

Once known as the Piccadilly of the South, for the first half of the 20th century, Elephant and Castle was a Mecca for entertainment. "There used to be seven cinemas including the Trocadero which had 3,000 seats and was one of the biggest in Europe" explains Martin.

As well as tours, the museum offers a packed programme of talks, Q&As and film screenings, all held in either the main hall or in the 36 seat screening room. It also hosts numerous film related launches and activities.

Over the years, an impressive list of industry names have taken part in events and offered their support, ranging from comedian Paul Merton, film critic Mark Kermode and Monty Python's Terry Jones through to actors Rory Kinnear, Simon Callow and movie legend Sylvia Syms.

The museum also undertakes a programme of wellbeing activities, often working with people with Alzheimer's and dementia, as well as embarking on projects with media students at the nearby London College of Communication.

With no public funding, keeping the museum going is a huge challenge. "It's very much a labour of love" says Martin, adding that they are always on the look out for more volunteers.

"We could do with an ex-projectionist, someone who's good at DIY and a gardener. We're also trying to sort out a lot of duplication in the collection, so people with patience who don't mind doing repetitive tasks would also be handy" he smiles.

The museum is usually only open for pre-booked conducted tours (£10/7). However, on 19 and 20 September it will take part in Open House from 10am-5pm daily. Entry will be free and there are free tours at 11 am, 2pm and 4pm on a first come, first served basis.

The Cinema Museum,
The Master's House,
2 Dugard Way (off Renfrew Rd)
London SE11 4TH

020 7840 2200
www.cinemamuseum.org.uk

SHOPPING CENTRE PLANS REVEALED

Delancey has revealed initial proposals for the transformation of the shopping centre into a new town centre for Elephant and Castle.

Incorporating the redevelopment of the shopping centre and the adjacent London College of Communication site, the emerging proposals include a first class shopping and leisure destination with new homes to rent, educational facilities for students, excellent transport links and better public spaces.

The redevelopment of the shopping centre, which was purchased by APG and DV4 (an investment fund advised by Delancey) in November 2013, will be central to the ongoing regeneration of Elephant and Castle as a whole.

By partnering with University of the Arts London (UAL) to create a new state-of-the-art campus for the London College of Communication (LCC) and a new centre for core university services, this scheme will reinforce the Elephant's status as one of the most significant cultural and educational destinations in central London.

Nigel Carrington, UAL's Vice-Chancellor, told The Elephant Magazine "We're delighted that a new centre for UAL's core university services and a new, cutting-edge campus for London College of Communication will now be at the heart of one of London's most exciting regeneration projects. UAL is proud to have been an integral part of Elephant and Castle for more than half a century and this development will ensure that we're here for many years to come. This investment will mean a great deal to our staff and students, many of whom live locally and all of whom contribute greatly to the vibrancy of the area."

At its heart, the proposed town centre will include a new public space. The surrounding buildings will wrap around

this space to create an area for the community, which is calm, open and easy to navigate. Some of the railway arches along Elephant Road will also be opened up and better east-west links created at ground level to improve the way people move around the centre. There will also be easy access to a new Northern Line station entrance and ticket hall, with wider and more accessible pavement and outside space to reduce congestion and encourage footfall.

Retail and leisure space will remain central to the scheme, with an increased number of shops and restaurants. This open air space will be spread over three connected levels and include a varied shopping environment with a mix of convenience shops at ground level, high street shops on the first floor and new restaurants and leisure on the second floor.

By 2025, the regeneration of Elephant and Castle will have created more than 5,000 new and replacement homes. Delancey's scheme, alone, includes 1,000 new homes; all of which will be for rent rather than for sale and all aimed squarely at people living and working in London.

The apartments will be let directly to tenants, with no fees, a choice of tenancies (ranging from one to three years) and a range of rents to suit different budgets. This model is already proving successful at another Delancey scheme, East Village in Stratford.

Delancey's Stafford Lancaster explains "We want people to be at the heart of our proposals for the revitalisation and renewal of the town centre. So we're working with local people and Southwark Council to ensure the proposed scheme provides maximum benefit for the community and builds upon the cultural diversity that already characterises the area."

Local stakeholders, businesses, residents and community groups were invited to help shape the proposals at an exhibition in July and there will be another exhibition towards the end of the year (or early in the new year) before a planning application is submitted in 2016.

You can find out more and give your own views on the proposals at www.elephantandcastletowncentre.co.uk





**WE WANT PEOPLE TO
BE AT THE HEART OF
OUR PROPOSALS FOR
THE REVITALISATION
AND RENEWAL OF THE
TOWN CENTRE**





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**THIS IS A FASCINATING
PROJECT TO BE
WORKING ON.
THE ELEPHANT AND
CASTLE HAS A RICH
HISTORY AND A
BRIGHT FUTURE.
AND WALWORTH
TOWN HALL
EMBODIES BOTH.**

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WALWORTH TOWN HALL UNVEILED

Avanti architects have been appointed to bring to life the council's vision for transforming Walworth Town Hall and the neighbouring library into a new civic centre for the borough and a community hub for Elephant and Castle.

This autumn, as the scaffolding comes down on the town hall, locals will get their first glimpse of the Grade 2 listed building, which has lain hidden from view for the past two years. It marks the next chapter in the life of this historic Victorian building.

Following the 2013 fire, which badly damaged the town hall and put Newington Library out of action, the council has worked hard to stabilise the building and save as much of it as possible. The most recent work includes the reinstatement of the west wing roof and repairs to the Walworth Road façade. Now the next phase of this complex project is set to begin with detailed proposals being drawn-up by Avanti.

The council hopes the town hall can reopen in 2019 but it will take a huge amount of work to get there both in terms of design and planning and new building work. When finally complete, the rebuilt town hall will host a library, borough museum and registrar service. It will bring together the council's heritage services with the local studies and historic archives and will include a workspace

hub with rentable desks for businesses. There will be a café, catering services and a flexible space for ceremonies and events, plus rooms available for the community to hire.

A fixture in the neighbourhood since the 1860s, Walworth Town Hall has been a beacon for continuity and heritage in an area which has changed more than most over the past century and which is now the site of one of London's largest regeneration programmes.

Avanti intend to honour this heritage while taking full advantage of the redevelopment surrounding the site. In particular, the architects intend to create a strong relationship between the building and the new public square being built as part of the Elephant Park scheme. This will include a main entrance on the Wansey Street side to provide direct access to the heart of the building for large numbers of visitors while avoiding significant change to the historic façade and original entrance on Walworth Road.

Avanti Director, Amir Ramezani told The Elephant Magazine "This is a fascinating

project to be working on. The Elephant and Castle has a rich history and a bright future. And Walworth Town Hall embodies both.

It's the perfect opportunity to demonstrate how regeneration can complement conservation and deliver much needed community facilities into the bargain."

More than 8,000 local residents and businesses were consulted on the outline vision set out by the council last year, with the vast majority of those who took part expressing support for the scheme. Avanti's design team have spent the last six months developing an in depth understanding of the building structure and how the services specified will work in this space. When complete, their proposals will once again be presented for the community to have their say in a public consultation set to take place before the end of the year.

To find out more about Walworth Town Hall and the council's plans visit www.southwark.gov.uk/wth



AUTUMN FUN STILL TO COME

SIX SUPER REASONS TO GET OUT AND ABOUT IN ELEPHANT AND CASTLE THIS AUTUMN.

It's been a jumbo summer of entertainment in the Elephant with free events taking place in glorious sunshine throughout the neighbourhood. From the Refresh festival at Artworks to

the Elephant and the Nun celebration in Burgess Park, we've been treated to some great live music and a whole lot of fun. But although the kids are back at school and the students are flocking

back, it ain't over yet. So sling a jumper round your neck and get ready to enjoy some of the highlights coming up this autumn.



Open House London: 19 - 20 September

Once again, Elephant and Castle will be taking part in Open House London weekend. Participants throwing open their doors to the public this year include: LSBU's Clarence Centre, Perronet House, the Siobhan Davies Dance studios; the Royal Road affordable housing scheme; Grow Elephant mobile gardens (with DJs and onsite café) and hidden

gem, the Cinema Museum, including free tours at 11am, 2pm and 4pm (see page 5 for details).

Find out more at
www.openhouselondon.org.uk



LCC Ladybird Exhibition: Until 21 September

As well as the wide range of events taking place for Freshers' Week at both the universities, this month, London College of Communication is hosting an exhibition of student artworks inspired by the classic design of Ladybird. Celebrating 100 years of the iconic children's books, LCC students present

original artworks reinterpreting the classic Ladybird design for the 21st Century.

Find out more at
www.arts.ac.uk/lcc/events



Elefest: 25 - 27 September

Our favourite local event returns for its 14th year. Elefest, the little festival with the big heart, will once again shine a light onto the Elephant old and new. Since 2002, Elefest has delighted locals with an eclectic programme ranging from solar powered movies and tea dances to photographic exhibitions and live music. The festival, which provides a platform for local performers, gave us

an early glimpse of artists including Saint Saviour, The Smoke Fairies and Paloma Faith. This year all the events will be completely free and held at Elefest HQ, the Longwave Bar.

Find out more at www.elefest.org
Follow @longwavebar for details.



City Hunt Elephant: 24, 25 and 28 October

Following the success of last year's event as part of Blackfriars Stories, the mass participation treasure hunt returns to Southwark with a special focus on Elephant and Castle. Conceived and organised by local social enterprise, Ugly Duck, and supported by the council, this interactive online / offline game aims to bring to life the neighbourhood's rich histories and curiosities in an active - and interactive - way. Once registered online, players take to the streets with their smartphones

to solve a series of clues. The City Hunt website guides participants through the route and tracks their progress, revealing snippets of information about the area. A simpler paper-based version of the game will also be available for children. High scoring players can expect to be rewarded by a range of prizes, including tickets to the Cinema Museum or a trip up the Shard.

Find out more and register to play at www.cityhunt.co.uk



Black History Month: October

Black History Month will be celebrated throughout October with Southwark's events primarily taking place at Peckham and Blue Anchor libraries. However, here in Elephant and Castle the Imperial War Museum marks the occasion with a series of screenings and talks. These include two film screenings with Q&A: **Eddie Noble: A Charmed Life** and **Burma Boy** plus two talks from

Southwark historian and LCC alumnus Stephen Bourne: **Mother Country and The Motherland Calls** and **Black Poppies: Britain's Black Community and the First World War**.

Find out more at www.iwm.org.uk/events/iwm-london



Artworks: September and October

And don't forget - despite the Refresh festival being over for 2015 - there's still plenty happening every week at Artworks. Sports bar, The Six Yard Box (described as 'the most fun you can have in a shipping container') is screening live football throughout the season as well as taking a month-long foray into rugby for the World Cup (18 September - 25 October). And if that's not enough to make you head

up to Elephant Road then how about #FoodYardFriday? Every Friday, the Artworks' ten resident food maestros up their game by offering special dishes, drinks and cocktails with a twist whilst the open air food yard kicks back to eclectic beats from the bar and guest DJs. #FoodYardFriday runs from 5pm till late every Friday.

Find out more at www.theartworks-uk.com

ELEPHANT AND CASTLE REGENERATION CREATES JOBS THROUGHOUT SOUTHWARK

As the construction of new homes continues, over 400 Southwark residents have now gained work on Lendlease projects alone.

By 2025, the regeneration of Elephant and Castle will have created more than 5,000 new and replacement homes. So far, the total number of new homes built or under construction by the council's regeneration partner, Lendlease, alone, has reached 900. In fact, residents have already started to move in to Lendlease's first housing scheme at Trafalgar Place.

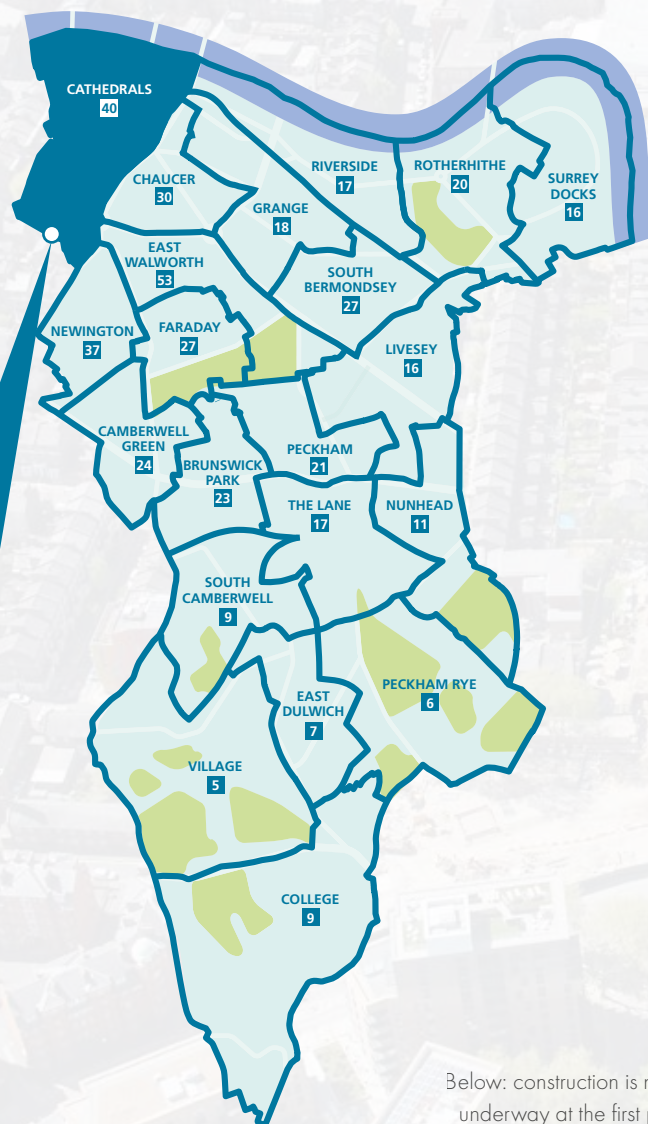
In the process, hundreds of job opportunities have also been created for local people. Since Lendlease began construction in 2013, 433 Southwark residents have now gained employment as part of the regeneration. Of these, 179 were previously unemployed and, as the map shows, at least one person from every ward in the borough has now been employed on the project.



Justin, 25, joined the project through the jobs charity Be Onsite, which was able to find him work with the construction contractor, Careys.

Now he's part of the team at South Gardens, Elephant Park, and primarily works with the site engineer using electrical measurement machinery. Justin lives in Borough and alongside his role at Elephant Park he's looking to get further qualifications in engineering to progress his career.

If you are looking for work then please contact Southwark Works on 0800 052 0540 or email info@southwarkworks.org.uk to learn about the opportunities available.



Below: construction is now well underway at the first phase of Elephant Park - South Gardens



25% affordable housing has been delivered at Lendlease's first phase of development, Trafalgar Place.



COMMUNITY FUND CELEBRATES BIGGEST YEAR TO DATE

The latest round of the Elephant and Castle Community Fund has seen nine local groups awarded a total of £50,000 for community projects, more than double the amount of previous years.

The Fund, which is managed by the London Community Foundation, was set up in 2012 with the aim to build on the strengths of local people and celebrate the rich cultural diversity of the area. Since its inception, a total of £125,000 in grants has been awarded to 19 community projects and organisations through which more than 18,000 people have been supported, with the help of over 1,000 volunteers.

This year, Lendlease and Southwark Council each donated £25,000, enabling more projects to benefit.

For 2015, the Fund has focussed on wellbeing and each applicant has had to show how they are helping local people to feel happier, healthier and more involved in the community. Each award aims to directly support local residents by enabling local groups to develop projects for the benefit of the whole community.

Rob Heasman, Lendlease's Project Director for Elephant and Castle, told The Elephant Magazine "I congratulate all those who have been awarded grants and look forward to seeing

the positive impact that these projects will have on the area, following in the footsteps of some notable success stories over the last few years."

Alex Smith of South London Cares, said: "We're so chuffed to have the support of the Elephant and Castle Community Fund to develop those vital relationships in Elephant and Castle and to continue and to expand our various social clubs in the neighbourhood."

THE NINE WINNING GROUPS

CoolTan Arts

Funded to create a book celebrating 25 years of CoolTan and the creative achievements of people with mental distress.

English For Action

Funded to continue an existing English class to help migrants improve their quality of life.

Futures Theatre Company

Funding to enable four local schools to participate in the 'Sugar & Spice' participatory drama tour, which looks at gang mentality and peer pressure.

Hotel Elephant

Funded to provide a two-year afterschool art club to young people aged 15-16, to raise aspirations through harnessing their passion for art.

Latin American Women's Rights Service

Funded to deliver a programme of support to improve the wellbeing of older women from the Latin American community.

Mouth That Roars

Funded to deliver a three-month filmmaking project for marginalised young people that explores Elephant and Castle's past, present and future.

Paxton Green Time Bank

Funded to establish timebanking – the reciprocal exchange of skills, services or resources – in the local area.

Silverfit Ltd

Funded to deliver an older people's physical and mental wellbeing programme, in partnership with London South Bank University.



South London Cares



Future Theatre Company

South London Cares

Funded to continue two existing social clubs that mobilise young people to spend time with and assist older neighbours.

CATCH THE LADYBIRD BUG

To help celebrate the Ladybird centenary, students from London College of Communication were asked to give the iconic children's books a contemporary twist. The winning designs are now on display as part of the London Design Festival.

ABC illustrations, where 'A' is for Apple Mac and 'K' is for Kanye; an animation in which Peter and Jane use emojis and an interactive game, are just some of the exhibits on display in Ladybird Books Reimagined, the culmination of a nine month project by media and design students at LCC.

Lawrence Zeegen, Professor of Illustration and Dean of LCC's School of Design, has been closely involved with the publisher's centenary. Ladybird by Design, his book about the company, was published earlier this year. It explores the social and design history of the children's brand, charting the company's rise from a small printing firm to a global publisher beloved by millions of children, teachers and parents. He also co-curated the successful Ladybird by Design exhibition at the De La Warr Pavilion, Bexhill-on-Sea, which featured original illustrations from the books.

In this spin-off project (a collaboration with the publisher) more than 120 LCC students were given unique access to Ladybird's artwork archive and encouraged to "explore, celebrate and re-interpret Ladybird's rich heritage."

The project was launched by Ladybird Books' Creative Director, Ronnie Fairweather, who gave the students a unique insight into the design approach which made the original books so successful. The students went on to present their own designs to Ladybird, the best of which were selected for the exhibition.

"These new works explore the factual and fictional, from functional to fairytale, bringing new ways of seeing, reading and enjoying Ladybird books, 100 years on from their inception" explains Zeegen.

For most of the students, mainly in their twenties and too young to recall the books' 60s and 70s heyday, it was their first experience of Ladybird.

"The illustrations are beautiful and have so much detail" enthuses MA Illustration and Visual Media student Wajeeha Abbasi who designed an interactive Ladybird game with fellow students Saachi Mehta and Chandr Chandvirochana. Although she acknowledges that the books portrayed a very traditional view of the world. "The mother always looks after the children and there's always a mother and

father and two kids" says Saachi. "In our project we've changed that to two fathers and one child."

Graphic and Media Design student, Nina Vukadin, was impressed with how Ladybird books always presented technology as "so exhilarating". With fellow student, Farahani Wan Budrul Hisham, Nina explored how Peter and Jane, the brother and sister who featured extensively in Ladybirds' Key Words reading books would have kept in contact through the ages. Their contribution is a series of animations based on a scenario in which Jane is 23 and living in Brighton. First she communicates with Peter by hand-written letter, then using a typewriter and, eventually, by text and emojis.

Other students took inspiration from the insider stories they heard about the books.

"There's an anecdote that Ladybird used to employ someone to bash the sharp corners of the books so they wouldn't hurt children" reveals Graphic Design student Samuel Ager Jay, who has created his own 'bashed' typeface for the project. He's screen-printed large A-Z



// THERE'S AN ANECDOTE THAT LADYBIRD USED TO EMPLOY SOMEONE TO BASH THE SHARP CORNERS OF THE BOOKS SO THEY WOULDN'T HURT CHILDREN //



Additional photography Lewis Bush LCC



pages for every letter of the alphabet and has invited suggestions for updates fit for 2015. "Where previously 'A' was for apple, now it could be for Apple Mac. 'K' could be Kanye or Karma and 'H' for Harry Styles" says Sam.

"This project and exhibition has been a wonderful catalyst to investigate how the nostalgia and heritage of Ladybird Books can be reinterpreted with contemporary relevance and intrigue for a new generation of creatives" notes Fairweather. "The students' diverse and unique responses are a fitting tribute for our centenary."

Ladybird Books Reimagined is one of a number of collaborative design projects undertaken by LCC students. Previously they have worked with companies including Paperchase and Nike, designing a series of t-shirts for the sportswear brand in the run up to the London 2012 Olympics.

LCC's Matt Guy, who co-ordinated the project, says this latest collaboration has really fired the students' imaginations. "This exhibition is certainly something a bit different. It will appeal to designers and people in the industry but I think the public will like it too."

The Ladybird Books Reimagined exhibition is free and runs until 21 September.

Upper Street Gallery, LCC,
Elephant and Castle, SE1 6SB
Mon-Sat 10am to 5pm
(4pm on Saturdays)
www.arts.ac.uk/lcc/events



Ladybird Images © Ladybird Books Ltd, 2015

THE BEST OF THE ELEPHANT:

KENNEDYS



Pizza, pasta and some very tempting cakes are now on the menu at the much-loved Grade 2 listed former sausage shop.

Although it's the stunning shop front, with polished glass signage and Art Deco sunburst window panes, that marks Kennedys out from other places on the Walworth Road, it's usually the beautiful cakes in the window that tempt people inside according to Safdar Shah, who re-opened the 1920s style premises as a pizza and pasta café last summer, complete with marble topped counters, green and primrose tiled walls and mirrored display cabinets.

"People can't resist our cakes" says Safdar, adding that, like all the food at Kennedys, the cakes are freshly made. "It's good value, simple food, all prepared on the premises" he explains.

Kennedys is open all day every day and the menu features over a dozen different pizzas plus pasta dishes and a choice of filled baguettes, paninis or ciabattas. For the sweet-toothed there's everything from pistachio to strawberry cake, along with lattes, cappuccinos and teas. On a weekday lunchtime it's buzzing with customers eating at the tables or ordering something to takeaway.

"Kennedys is a local treasure and we have had a lot of support from the local community" says Safdar. "We often get people coming in who say my grandfather used to come here or I used to come here as a child. They feel a connection to the place and the interior and they like what we've done."

Safdar, who previously ran Le Petit Jardin in Rye Lane Market in Peckham, says that Kennedys looked very different when he took it over at the end of 2013. The shop was one of the earliest branches of the family-owned chain, which had nine stores selling sausages across south London. It shut in 2007 when the firm ceased trading after more than a century. For a while, it was a suitcase shop but then lay empty and was on English Heritage's Buildings at Risk Register.

"It was a real mess. The tiles were all dirty and the paint was all mouldy" Safdar recalls, adding that it took six months to clean it up and get it ready to open. "We must have taken seven vans of rubbish from the garden alone."

Safdar's friend, Rozi Khan, who is now his business partner, bought the building at auction.

"No one wanted to buy it as it was listed and they couldn't make changes. So I admire his courage" says Safdar.

The pair worked with the Walworth Society and enlisted the help of a local architect, Benedict O'Looney, who has a track record for restoring historic properties.

"The priority was to keep the character of the building. We had to replace some glass but we left the entire shop much as it was although we have made changes at the rear where we have built the kitchen and pizza oven" Safdar explains.

He's clearly delighted that he has been able to restore Kennedys to its former glory and bring this local gem back to life. "It's been a privilege" he beams.



Kennedys is at 305 Walworth Road, SE17 2TG and is open from 9am to 11pm daily.

OUR TRUNK ROAD TALISMAN



Famous throughout London, the elephant statue that stands outside the shopping centre is a reminder of the neighbourhood's roots.

Dr Patricia Dark explains.

When hoardings went up around the statue earlier this year, some people feared we were about to lose our much-loved mascot. In fact, the Elephant, which has presided over the hustle and bustle of Newington for decades, was simply receiving a well-deserved lick of paint and looks set to continue its watchful vigil for many years to come.

So where did it come from and what is its significance?

We think of Roman roads as being the country's first, but actually many of them were built on even older roads. Since the Iron Age there were trackways carrying people and goods across England. In many cases, the Romans simply expanded on these. For instance, Old Kent Road and Newington Causeway each partially follow the routes of the Roman roads Watling Street and Stane Street, which, in turn, date back to the Iron Age.

The Romans' innovation was to turn these roads into a means of rapid transit. The Roman Empire became famous for paved, straight roads, built to exacting standards which allowed mass-scale troop and supply movement over thousands of miles. As an added bonus, these roads created the infrastructure for widespread, far-flung trade and commerce.

In order to allow troops and imperial bureaucrats to move swiftly and easily between cities and provinces, the road system included official way-stations, known by the Romans as 'mansiones'. These were essentially government hotels, where anyone with an official pass could find food and lodging. They were situated roughly 25 to 30 kilometres apart, about as far as a pedestrian or an oxcart could walk in a single day.

If the remains of one of these lodgings lie somewhere beneath the streets of Elephant and Castle, we don't know about it. But we do know that the Romans turned Watling and Stane

streets into important roads and so the area where the two converged would have been a good spot for travellers to take a rest.

Long after the Romans left, the Elephant remained a vital crossroads, and a new type of establishment arose - the pub, or more specifically, the coaching inn. Like their Roman forebears, these coaching inns also provided a place for travellers to eat and sleep, and often supplied provisions for horses and repairs for vehicles. Travellers could also book seats on a stagecoach at the inn, so they could travel further afield.

And so it is that this important junction eventually took on the name one of its most important features - the Elephant and Castle inn.

Walter Besant's *London* South of the Thames, written in 1912, notes that the area got its name from a coaching inn, and more recently, local historian, Stephen Humphrey, has suggested that there was a pub named the Elephant and Castle in the area at least as far back as 1765, if not earlier. Given the Elephant's important location, it is not fanciful to imagine that any inn in the area (dating back far enough) would have had a history to rival that of the Tabard in Borough, which hosted Chaucer's pilgrims.

The statue, which now faces the Metropolitan Tabernacle, derives from the pub sign, which adorned the grandest incarnation of the Elephant and Castle pub from 1898 to 1959.

Pictorial pub signs date back to a time when many people couldn't read. In order to advertise, businesses used pictures (much like logos) and those businesses would become known by that sign. There are drawings depicting the Elephant and Castle pub, complete with a hanging sign, as far back as 1800. However, the three dimensional statue, which served the exact same purpose, was a much a later addition.

This pub 'logo' - a castle on the back of an Elephant - is very similar to the crest of the Worshipful Company of Cutlers. This mediaeval trade guild was responsible for swords, knives and other bladed implements, which were often made with ivory handles. It seems likely that this symbol is the origin of the pub's sign, its name and consequently the name of the area.

It's unclear what the original connection between the pub and the cutlers company is. Perhaps the pub had a cutler on the premises (after a long journey, a traveller might need a knife, sword or razor sharpened). Maybe the original landlord had some other connection to the company or maybe he just liked the crest or the name (it's not, in fact, an uncommon pub name).

When the London County Council altered the Elephant's street layout as part of its radical post-war redevelopment in the late 1950s, it demolished the Elephant and Castle pub along with the triangular island of land where it stood. The Southwark Local History Library and Archive has pictures of the knees-up on its final night open in 1959. The statue, however, was saved.

A new Elephant and Castle pub was established at the corner of Newington Causeway and New Kent Road and, in time, the statue we see today was erected outside the shopping centre. The pub has recently been given 'asset of community value' status by the council and the statue will remain in the area as part of the plans for the redeveloped town centre, so hopefully both will still be familiar landmarks to passing travellers in another hundred years' time.

The Southwark Local History Library and Archive can be found at 211 Borough High Street. Why not drop in to find out more about Southwark's history? For details see www.southwark.gov.uk/localhistory or follow @SouthwarkLibs on Twitter.

MY ELEPHANT AND CASTLE

Locals tell us
what they
love about
the Elephant



Jon

I'm a keen cyclist and I'm glad that, at last, they're changing Elephant and Castle to be more friendly to cyclists and pedestrians. It's great that they've put in cycle lanes and you don't have to go through tunnels anymore. I've lived here since 1977 and I miss having a local cinema. Two big ones have been demolished in my time alone. I hope we have cinemas again one day.



Sharron

I like Ossie's Jerk on the Walworth Road. I'm looking forward to the development of the shopping centre as we definitely need something around here. If I go out I usually go to the wine bars and tapas bars in Borough Market and it would be good to have more places nearby.



Sue

I came here to study as an art student and I've lived here ever since. I stayed because it was cheap but also because it's like the hub of a wheel - you can get anywhere from Elephant and Castle. I'm an urban sketcher and there is so much to draw here. I often meet up with other sketchers at Chatica. It's a sun trap first thing in the morning so a good place to draw.



Richard

Elephant and Castle is good as it's cheap, there's a good mix of people, plus it's in Zone One. Those are three incredibly important things in London. I love the Southwark Playhouse and I've seen some good shows there. Artworks is great for food too. It feels like things are happening here. Things are being built and things are changing.



Hamayun

I love that the area has a real kind of buzz. There's always such a unique mix of people when you look around and I've lived here over 30 years.



Chris

I love the smell of popcorn in the shopping centre. Whatever they put there in the future I hope that it will still smell of popcorn. I'd also recommend the Early Starter fry-up at Amore on Walworth Road. I've lived here for two years and I plan to stay around for a while, it's so close to everything and you can walk to the river.



Brian

I've lived here all my life and the people are really friendly. I know all my neighbours and we all help each other out and have each other's door keys just in case. It's a real old-style community.



Jennifer

I work in Peacock Yard and I like the collection of artists there. There's a dressmaker, a lute-maker and a florist. It has a real community feel. Elephant and Castle is changing a lot at the moment but I hope that it doesn't change too much. I love the variety of shops as you walk up the Walworth Road and I hope the new retail units don't alter that.



James

I like Corsica Studios on a Saturday night as it attracts good artists and there's a nice vibe. I enjoy the bingo at the shopping centre and like shopping at the Longdan oriental shop on Walworth Road. It's great for any Asian cooking stuff and imported Japanese beers. I lived in North London before and Elephant and Castle has so much more of a community feel. I'm a skateboarder and it's also a good skate spot.

The Elephant Magazine is produced by Southwark Council. We would love to hear your feedback and welcome suggestions for future features. Drop us a line at councilnews@southwark.gov.uk

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