



THE CINEMA MUSEUM

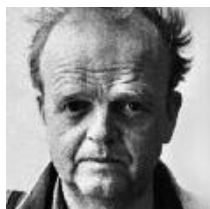
...committed to memory



"We must save the Museum! A charming and eccentric place, it's exactly what this country needs."

MARK GATISS

Mark Gatiss



"I wasn't prepared for the damn magical treasure trove that exists here. The people are passionate."

TOBY JONES

Toby Jones



"This gem of an institution is a fantastic, life-enhancing resource for so many different groups."

SARAH WATERS

Sarah Waters



"A unique and wondrous part of our culture, it has a place in the history of cinema and in the local community."

TERRY GILLIAM

Terry Gilliam



"The Museum does more than entertain. It is a valued and valuable community resource."

GLENDIA JACKSON

Glenda Jackson



"A beacon for what it means to put education, togetherness, inquisitiveness and love at an institution's heart."

RORY KINNEAR

Rory Kinnear

Our Future: November 2018

TimeOut
LOVE AWARDS
LONDON

WINNER
2018

Voted London's most loved cultural venue



TimeOut
LOVE AWARDS
LONDON

WINNER
2018



November 2018

Dear Friends,

Thank you for your interest in our plans moving forward. We have been uplifted by your support over the past decade, in our struggle for a sustainable future and we are enormously grateful for your input into our plans. We know you are keen to hear what the future holds and we are appreciative of your patience.

We don't have any answers yet – but we have been in lengthy discussions with the new owners, Anthology. We have been open with them about our plans and our requirements for ownership if we are to survive. We have shared the terms of our social housing partnership offer to SLaM, which involved transfer of ownership of our current site (and the Male Receiving Ward) to the Museum, and support with the development work; and we have asked Anthology how they intend undertaking their development of the wider site, in a way that also delivers a similarly sustainable future for the Museum. Anthology are currently undertaking investigations to allow them to answer that question – but have expressed a strong desire to work with us towards ensuring a sustainable future – which we are delighted about.

In the meantime The Cinema Museum will work positively with all parties involved to help ensure a successful development of the whole site for everyone. If you need to use our facilities for meetings that involve this or any development or regeneration around Kennington or Elephant & Castle, our space is at your disposal – free of charge. And if you would like to talk to us about how you can help 'Save The Cinema Museum' then please get in touch with the Museum director.

With our thanks and very best wishes,

Martin Humphries

Martin Humphries (Chair of the board of trustees and Director of The Cinema Museum)
On behalf of The Cinema Museum Trustees



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Museum Director Martin Humphries



Museum Curator Ronald Grant



1.1 Introduction

We spoke to volunteers, visitors, partners, stakeholders and local people and businesses to understand what they want for the future of our Museum - and in short, you want more of what we do already and you want our historic buildings saving and their potential unlocking. This document is our response to that work. We will bring our Grade II listed historic buildings back into public use. On securing ownership of our buildings, The Master's House will be extended into the void at the back of the Museum and the Lodge & Male Receiving Ward will be restored – this will allow us the capacity to deal with increasing demand. You said you wanted beautiful, useful spaces for Lambeth and Southwark: so this is (y)our plan.....

- At collection level we will continue collecting, curating and sharing cinema artefacts and memories. And step up our environmental work in creating a marketplace for cinema and film memorabilia.
- At national/regional practice level the Museum will focus on research, learning, international/national exhibitions and partnerships.
- At subject level our work will focus on 'memory' (at individual and collective levels) and on how museum collections can be used for education and wellbeing outcomes.

At local level we will focus on being a local community resource. In order to address concerns over the development-driven longer-term loss of affordable space for arts and community projects, we will use The Lodge and Male Receiving Ward as pop-up space for local artists, entrepreneurs, social change groups to showcase their work. We will continue to be an education partner; a wellbeing hub; a dementia-friendly sanctuary; and providers of affordable cinema-related therapeutic, learning, social, leisure and celebrity experiences.

'The Cinema Museum is culturally very important to the history of movies and gives insight into how things have changed. It was the work house where Charlie Chaplin went as a child. It is a monument of great importance to anyone interested in cinema.'

Sylvia Syms, Actress



Selection of Museum exhibition display

1.2 What Drives The Cinema Museum

The Museum exists to protect and develop its assets and grow its collections – and to use them purposefully to make good on the following core promises:

- Supporting education and jobs
- Promoting health and wellbeing
- Cherishing personal and cultural memory
- Delivering diversity and equality
- Enabling positive social change
- Encouraging sustainable regeneration

We are:

- Specialists in the history of 'cinema and going to the cinema'
- An 'exciting museum' rather than just a 'tourist attraction'
- Somewhere where Chaplin and his work and values are kept alive
- A place where people's memories and works are cherished and shared
- A haven where people experience happiness and feel better after visiting
- A dementia friendly space that helps change the experience of ageing
- A community space for the people of Lambeth and Southwark
- A driver of successful regeneration in Walworth, The Elephant and environs
- Somewhere that is financially sustainable but does not feel commercial



The Five Ways to Wellbeing; the wellbeing model that forms the basis of The Cinema Museums business plan.



Selection from The Cinema Museums Collections





2.1 Site History

During the middle part of the 19th century, intensification of land use saw Renfrew Road and the surrounding streets laid out in a grid and developed with terraced housing. The greater number of residents required increased public services and to this end a number of civic buildings were built on and around Renfrew Road - a large police station, the court house with prison cells (1869), the fire station (1868), a workhouse (1870), and later the infirmary.

The fire station was extended in 1896, the infirmary became Lambeth Hospital and in the 1920's the police station was replaced by Gilmour Section House.



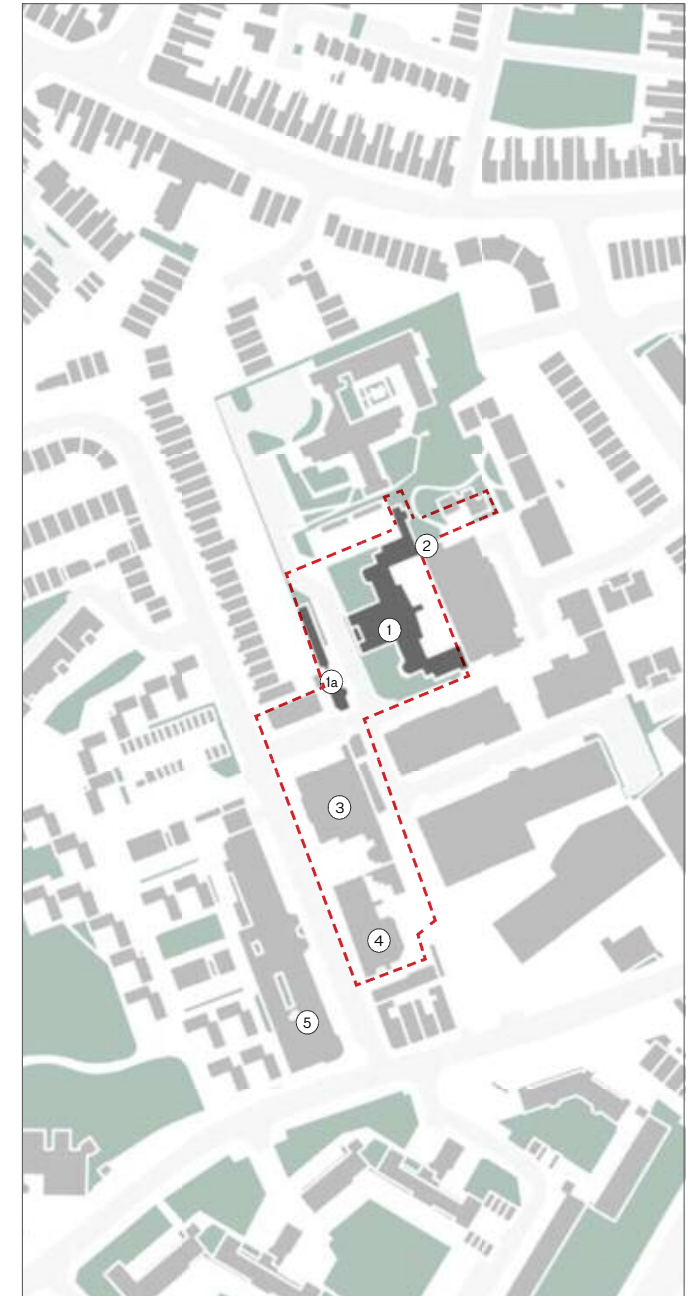
The workhouse as viewed on arrival from Renfrew Road



Historic engraving of workhouse entrance and architectural detail



Historic map - 1883 showing The workhouse and collective civic buildings nearby



Current site map showing conservation area

2.2 Architectural Character

The workhouse and surrounding buildings are recognised for their significant Victorian architectural character and form a part of the Renfrew Road conservation area - noted as an impressive collection of historically-important and architecturally-interesting civic and institutional buildings dating from the mid-late 19th century.

Each of these has its own strong form based on its function and use and this is also reflected in the architectural character of the area.

We want to retain our beautiful buildings, not just for our own use, but to enable visitors and the local community to enjoy them too. This is the last chance to rescue what remains of the old workhouse buildings and put them to use for public benefit.

'The Cinema Museum is a unique resource that London desperately needs.'

Neil Brand - Local Resident and Dramatist, Composer and Author, 2018

Renfrew Road Conservation Area

- ① The Lambeth Workhouse. Currently home to The Cinema Museum
- ①a The Lodge and Male Receiving Ward. Currently reserved for The Museum's development
- ② Former Workhouse and Infirmary Water Tower. Currently single dwelling.
- ③ Former Courthouse. Currently Buddhist Centre and Community Cafe.
- ④ Former Fire Station - Currently residential use
- ⑤ Gilmour Section House - Initially a large police station, currently residential use for serving officers



1



1.a



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2.3 Cultural Heritage

The home of The Cinema Museum is The Master's House – part of the remains of the 19th-century Lambeth Workhouse that was built for 820 inmates. The workhouse cost £64,000 to build and its foundation stone was ceremonially laid on 3rd April, 1871. The Lambeth Workhouse was where Charlie Chaplin and his mother Hannah and brother Sydney were admitted when they fell on hard times - an experience that is credited as shaping much of his political thinking and his work.

The provision of separate workhouse infirmaries followed outcries at workhouse conditions in the mid 1860s. This prompted the rebuilding of several London workhouses, and the building of new workhouse infirmaries. Gradually the poor able-bodied population of the workhouse decreased, while the poor sick population increased. In 1922 the workhouse and Infirmary were amalgamated into the Lambeth Hospital. By 1939 Lambeth Hospital was one of the three largest municipal London hospitals accommodating 1250 patients. The buildings suffered damage during WW2 and underwent many changes. By 1970 Lambeth Hospital was an acute general hospital with 468 beds. The Hospital closed in 1976 and was used as administrative offices, training space and storage and Woodlands Nursing Home was erected (adjacent to The Master's House).

In May 2007 part of the site was sold to Bellway Homes (for £10m), who built 115 flats and resold the redundant water tower (which used to serve both the workhouse and infirmary) to an individual who developed it into a residential home – the development was featured on the television show *Grand Designs*. That Water Tower, along with The Master's House, The Lodge and The Male Receiving Ward are all that remain of The Lambeth Workhouse – and of the formative footprints of Charlie Chaplin and his work. In repurposing these important cultural buildings as a: cinema museum; wellbeing and social change hub; and community resource we aim to rescue our local heritage in a way that respects Chaplin's memory and respects the wishes of our community of interest and the people of Lambeth and Southwark.

'I am thrilled that the site of such a sad part of my grandfathers life should be re-purposed in such a way – it celebrates his values and his work in a way that improves people's lives and brings happiness – what could possibly be better?'

Laura Chaplin, 2018



Image from the show performed at the Museum by The Little Tramp company titled; *Tonight at the Museum – Charlie Chaplin!*



The Master's House and Lodge, and Male Receiving Ward opposite



2.4 Surrounding Cultural Infrastructure

The Cinema Museum and its events and programmes are an essential part of the cultural life of Kennington and Elephant & Castle. The Museum is well connected to the network of venues locally from museums, theatres, bars and clubs to the local schools and Universities.

This map indicates The Cinema Museum's role as a conduit to connect the different opportunities for education, arts and theatre in the local area – and its recent winning of the "TIME OUT LOVE LONDON" award for 'London's Most Loved Cultural Spot' indicates the level of support it gets in this role.

'It's important to retain local amenities and treasures such as The Cinema Museum which gives a sense of identity and individual character to the Kennington Community'

Karoline Newman - Local Resident, 2018

'I live locally and the Museum is a wonderful and unique resource, cared for and curated by those who really care for the collection of amazing cinema artefacts. We, the local people want to keep it with our community, where it belongs.'

Olivia Carruthers - Local Resident, 2018

'The Cinema Museum is such a valuable space and is used to host events for the LGBTQ community and for the local community in the SE11 area.'

Rachel Peacock - Local Resident, 2018

- Theatres and Cinemas
- Museums and Galleries
- Schools
- Universities + Colleges
- Culturally Iconic Buildings



Immersive event for local children and families at The Cinema Museum





3.1 The Master's House

Theme:

Character; vintage; re-purposing; authenticity; yesteryear; golden age of cinema and memories - old and new.

Purpose:

To house our library, archives and collections; to provide permanent exhibitions; non-permanent exhibitions; screenings and events; conference facilities; education and research facilities and to house our retail offering and create a green roof.

Facilities - Ground floor and basement:

- Entrance exhibition
- 300 seat cinema/screening space
- 40 seat cinema, Box office
- Cafe, Shop
- Archive and Lockers
- Male, female, gender neutral and disability access lavatories
- Staff and management offices and associated storage

Facilities - First Floor:

- Large event space
- 8 multi-use break-out rooms (meetings; break-out working; collection study and research; project work, volunteer work-space and volunteers rest/changing room and lavatory)
- In-house kitchens
- Green room/boardroom and en-suite lavatory
- External break-out space and access to green roof and herb garden
- Male, female, gender neutral and disability access lavatories
- Staff and Management offices and associated storage
- Overnight security accommodation

3.2 The Lodge & The Male Receiving Ward

Theme:

Work House history and Sir Charles Chaplin KBE and his values; encouraging and supporting creators and makers.

Purpose:

To celebrate the life and values of Chaplin – and his links to Lambeth and Southwark; to host The Chaplin Collection and Chaplin linked education programmes; to examine current topics through the lens of Chaplin's values; to provide pop-up space for local artists, artisans, social entrepreneurs, small businesses, community groups who seek and deliver positive social change. We intend The Chaplin Exhibition to form part of the various London Chaplin trails, which will increase footfall and spend in the local economy. And in-line with Chaplin's passion for fairness, we want this space to be affordable to all so we will be managing it on a heavily subsidised basis.

Facilities:

- Two flexible exhibition/event/activity spaces (upstairs and downstairs)
- Small service kitchen
- Male, female, gender neutral and accessible lavatories
- Small office/workspace and associated storage

3.3 Grounds and Gardens

Theme:

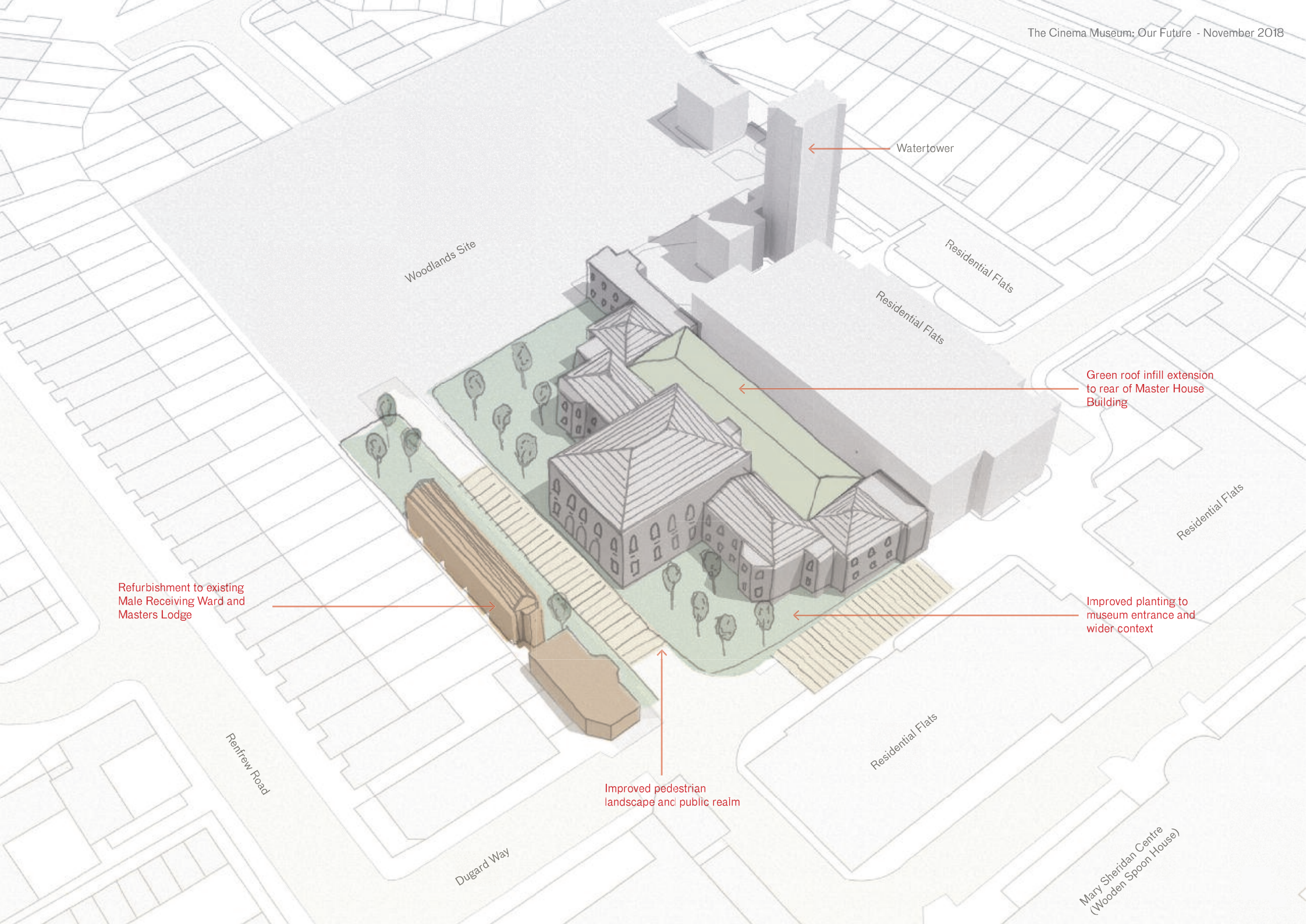
Community, and health and sharing.

Purpose:

To retain a wildlife garden for the provision habitats; green-gym work and temporary hostings of local growing projects. To retain the lawn garden for events and community picnics and increase access to outdoor park space for the public.

Facilities:

- Wildlife Garden
- Lawn Garden
- Coach and car parking/turning for the disabled and elderly and school groups



Woodlands Site

Watertower

Residential Flats

Residential Flats

Green roof infill extension
to rear of Master House
Building

Residential Flats

Improved planting to
museum entrance and
wider context

Refurbishment to existing
Male Receiving Ward and
Masters Lodge

Improved pedestrian
landscape and public realm

Residential Flats

Renfrew Road

Dugard Way

Mary Sheridan Centre
(Wooden Spoon House)

OPPORTUNITIES

Our development plan will guarantee the long-term sustainability of The Cinema Museum and its collections, but it will also provide a lot of opportunity for others:

4.1 Inward Investment

Security of tenure will allow us to apply for and win bids to lever funding into the Museum for development and for the delivery of more local services and subsidised events and programmes.

With ownership of our buildings secured, the owners of the collections that the Museum uses will donate a significant proportion of those collections to The Cinema Museum - this will allow us to lever in substantial 'match funding' donations.

4.2 Access to Resources

This development provides free and subsidised space for local residents' meetings, events, exhibitions and projects and it improves our ability to make the collections more accessible.

4.3 Volunteering, Training and Jobs

Our business plan for the developed Museum space will deliver:

In the region of 30 paid jobs
Three museum apprenticeships
100 volunteering roles

4.4 Partnership Projects

Lack of security of tenure means we have been unable to enter into joint funding bids with local partners to deliver important, exciting wellbeing/ cultural projects. This will change with ownership; our partnership work can flourish and we can add value to the plans of others.

4.5 Sponsorship

Once we know we have a future we can start working with sponsors to make the most of our friendships within the local community and our celebrity support. We plan a range of annual sponsored film festivals to:

- Increase visitor numbers into the area and
- Increase cultural and leisure experiences for local residents.
- Improve leisure, training and employment opportunities for local people.



Guided exhibition tours at the Museum



Volunteers dressed in original cinema uniforms on Home Movie Day



Community event for local children and families at The Cinema Museum



Local school outing to The Cinema Museum

SOME NUMBERS

Even with short leases and limited access to grants, we have still managed to fund and deliver some impressive annual numbers – this is what we have offered up on an annual basis:

- 70 volunteering roles
- 150 sessions of space hire to the local community at no cost or 90% discount
- 5000 people accepted onto tours
- 500 student learning experiences
- 200+ screenings
- 12+ celebrity events
- Research projects
- 6+ educational projects
- 20,000+ visitors
- £5,000 worth of free tickets for local people
- 10,000 free cups of tea and coffee

CONTRIBUTORS TO OUR WORK AND PLANS

The Cinema Museum is supported by a body of screen and stage actors, creators and commentators drawn from the finest – they are generous with their time and their contacts and they visit frequently, helping us raise money and morale – we are very grateful.

Our annual business planning consultation engaged with over 750 local people and organisations who helped us plan our work for the next three years. In this work we also engaged with and were advised by the below. And we are indebted to everyone involved.

Architects Advisory Panel: David Hills, Deborah Saunt and friends at DHDSA Lambeth; Tim Wood and friends at Forge Architects; Mark Bunting and friends at Bunting Architects; David Boardman and friends at The Kennington Association; David Ford Architects.

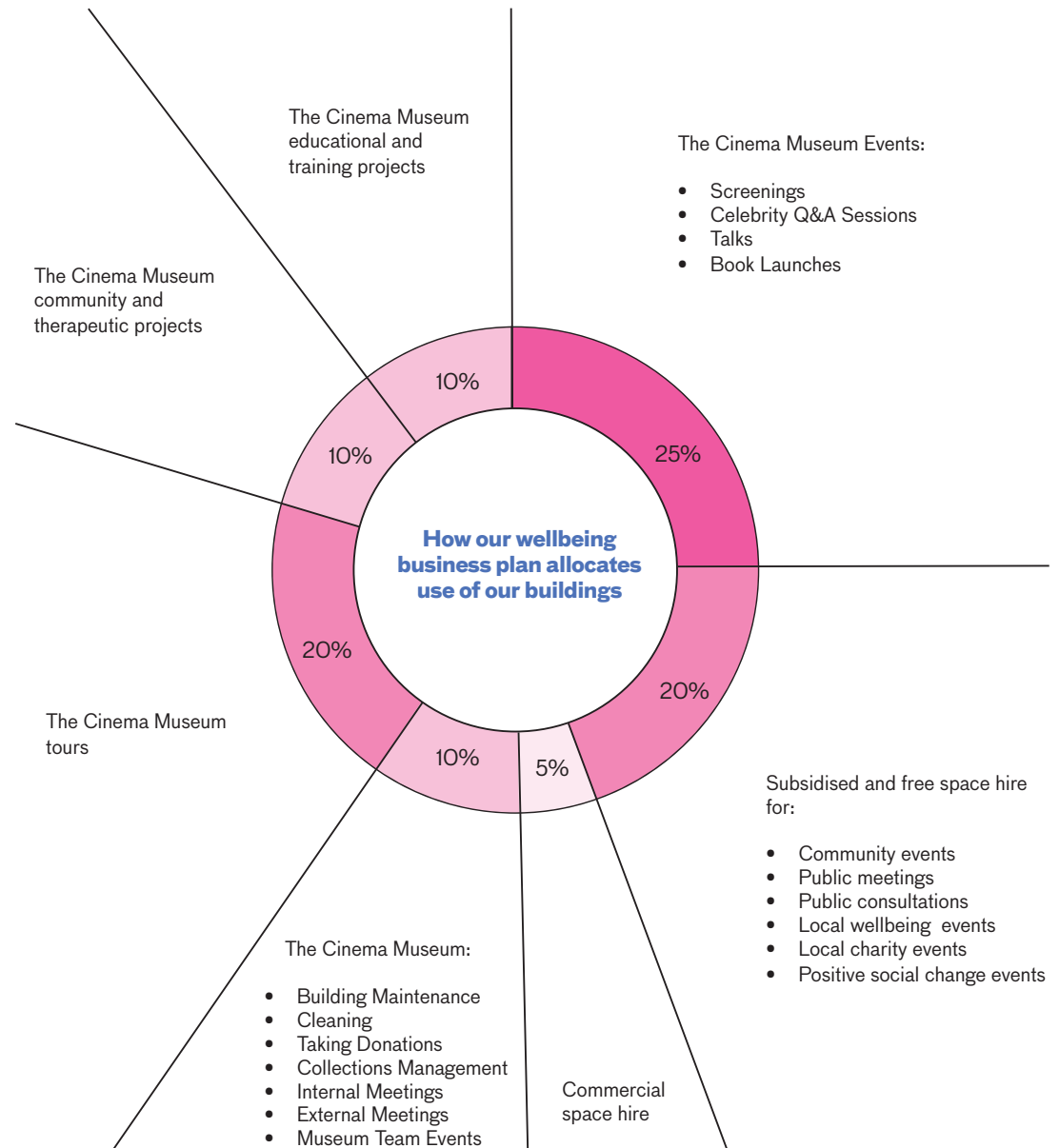
Legal Advisors: Simon Stone and friends from Lester Aldridge Solicitors and Jamie Burton and friends from Doughty Street Chambers.

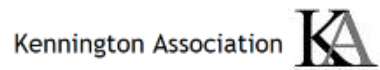
Business Advisers: GK Partners; The Museum of London.

Strategic Partners: London College of Communication; Southwark Playhouse; Lambeth Council; Southwark Council.

We are particularly grateful to the Laurie and Gillian Marsh Charitable Trust that provides advice, encouragement and financial support to help Save The Cinema Museum.

We are indebted to our team of 70 wonderful volunteers who help us, not just to run The Cinema Museum, but give it the unique cultural place it has in people's hearts.





DSDHA

25
FORGE
ARCHITECTS



buntingarchitects

David Ford architects

**The Laurie and Gillian
Marsh Charitable Trust**

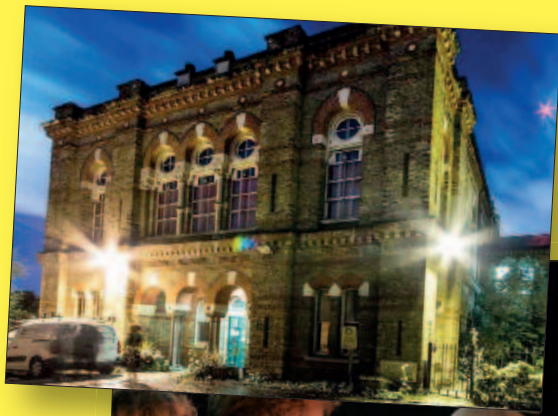


MAYOR
OF LONDON

TimeOut



TFL Northern Line artwork featuring its cultural gems with The Cinema Museum centre stage.



From the Leader of the Council

Our Ref: **Leader/2018-10/29**

Your Ref:

Tuesday, 02 October 2018



Development of the Cinema Museum & The Masters House, Lodge & Male Receiving wards

To whom it may Concern

The Cinema Museum is an important visitor attraction, leisure venue, arts and culture centre and sanctuary for the people of Lambeth, so I welcome its plans for the sustainable development of The Masters House and associated historic buildings.

Retaining The Cinema Museum at The Masters House will protect this important heritage asset, but it will also protect the social, educational, cultural and economic benefits the Museum delivers.

The council supports the Museum's innovative 5 Ways to Wellbeing business plan which puts the physical and mental wellbeing of people and the resilience of the community at its heart.

Using our well-loved, but underused heritage buildings to meet new social and cultural challenges will help us all deliver The Lambeth Local Plan to support job creation and community cohesion. The Museum has made significant contributions to those outcomes in the past and its 2018 development plan are clearly designed to increase that level of contribution.

The Cinema Museum has a history of success in Lambeth and I look forward to working with them in the future.

Yours Sincerely

Lib Peck
Leader of the Council

London Borough of Lambeth
Leader's Office
Lambeth Town Hall
Brixton Hill
London SW2 1RD

Telephone: 020 7926 1167
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Cllr Johnson Situ
Cabinet Member for Growth, Development and Planning
Peckham Ward

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London SE1P 5LX

johnson.situ@southwark.gov.uk

Tel: 020 7525 0243

Date: 15 November 2018

Ref: **JS-03**

Katharine Ford
Director
The Cinema Museum
2 Dugard Way,
London
SE11 4TH

Dear Katharine

The Cinema Museum (Masters House, Lodge & Male Receiving Wards)

I am writing to confirm Southwark Council's support for the future of The Cinema Museum at the Elephant and Castle. Situated on the border of Southwark and Lambeth, The Cinema Museum plays a vital role in the success of the Elephant and Castle regeneration area. The Cinema Museum is one of a number of key cultural gems at the Elephant and Castle which, alongside landmarks like Southwark Playhouse, Siobhan Davies, the Imperial War Museum, and the Art Academy is driving footfall to the area and helping to create a distinctive destination.

As well bringing visitors to the area, The Cinema Museum has been delivering valuable socio-economic projects for the last 20 years from its home on Dugard Way, and forms a key part of the cultural and wellbeing offer in both of our boroughs. The charitable and cultural services fulfill the objectives of a wide range of strategic plans in both the Boroughs, including our corporate and spatial plans and cultural strategies. Many of the programmes provided by The Cinema Museum directly contribute to the council's social regeneration agenda, with creative mental health, dementia, LGBT inclusion and wellbeing projects having had a very positive impact locally.

The Cinema Museum also enables the public to access the very special grade II listed Masters House building which The Cinema Museum has rented since 1998, and which has a protected D1 community use. We are particularly encouraged by the Museum's plans to bring the Lodge and Male Receiving Wards back into public use, by providing more valuable space for local artists, artisans and community groups to further their work.

We are aware that The Cinema Museum has been engaging positively with the new owners of the site, Anthology, and we are keen to ensure that a successful sustainable development plan is developed which enables the listed building to be protected and refurbished, whilst securing the future operation of the Museum and its' charitable services. As part of the wider site, we would be very keen for a new public route to be developed to directly connect the site to the heart of the Elephant and Castle.

Yours sincerely

Cllr Johnson Situ
Cabinet Member for Growth, Development and Planning

Cllr Rebecca Lury
Deputy Leader and Cabinet Member for Culture, Leisure, Equalities and Communities