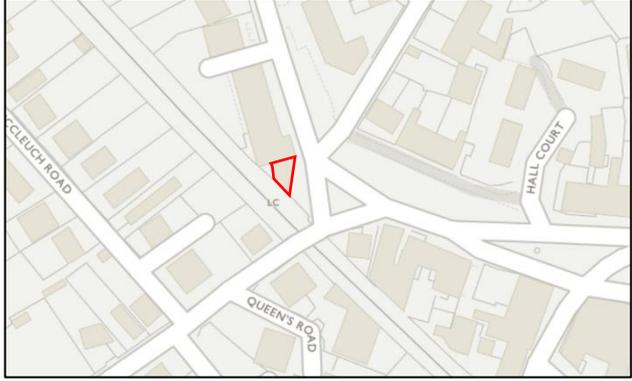


Datchet Local List – Non-Designated Heritage Asset Information Sheet

Name, address, location of asset	Number	
WVL Garage (Windsor Vehicle Leasing) Car Leasing House The Green Datchet SL3 9AS	Is the asset ✗ In the Conservation Area ✓ In Datchet Parish	
OS Map and coordinates		
	SU986770 The garage is located north of the railway line and opposite May's Island, to the west of Datchet village centre.	
Significance of asset (NPPF)		
✗ Archaeological ✓ Architectural ✓ Historic ✗ Artistic ✗ In the setting of a heritage asset		
Type of Asset Please select relevant category		
✓ <u>Individual building</u>		
Description/History of asset		
<p>The present building dates from around 1935. It was built on the site of a shop listed from 1903-1920 in Kelly's Local Directories as J Dickinson, plumber's, but by 1924 it had become 'Dickinson and Flexman, Premier Motor Garage'. The shop predated the Country Life Club terrace (see Appendix) to which it became attached in 1911. In 1935, a new purpose-built garage was recorded in Kelly's Local Directory as Frank Jarrett Ltd, Motor Garage.</p> <p>Built in dark-red mixed bricks, with a pitched tiled roof, it is the design of the façade which reflects the popular art deco look of 'modernism' which is shown in the streamlined arrangement of rectilinear panels and pilasters for display. Above the central broad entrance area is a distinctive mounted octagonal clock (of a type often found on MG dealerships and visible on early photographs) and three leaded-light windows. Above the large side display windows are two larger leaded-light windows and a sixth much smaller window set just below the eaves to the north. The upper windows originally seem to have been painted white with the lower windows black. There used to be chimneys on both the southern apex of the roof and on the north side. On the southern forecourt there used to be a row of petrol pumps as can be seen in Francis Frith postcards of the time.</p>		
<i>Below left, 1947. Below right, 2021</i>		
		

Present condition and originality (See also RBWM planning history and give details where relevant)	
<p>Today the building is still used by the motor trade although the petrol pumps have gone and the present tenants mainly lease cars and sell ex-lease cars. However the appearance of the building has changed very little. Signage and the colour of the upper window frames are different, but the windows retain the original leaded lights. Ground floor windows are modern plate glass and the ground-floor brickwork has been rendered and painted white.</p> <p>Unfortunately the southern chimney has been removed which has resulted in a loss of character and balance, but overall the east façade, which faces into the Conservation Area, is very much as it was, albeit with changes to the signage. There have been suggestions, locally, that the building should be listed.</p> <p>The building appears to be in good condition and it is remarkable that it has survived so long with little change. The simplicity and practicability of the design has been easily adapted to modern usage. There are few art deco buildings in Datchet and as a result this relatively ordinary, but attractive garage is more significant and its simple clear-cut lines are a good contrast to the decorated Victorian and mock-Tudor designs so predominant in the village centre.</p>	
Is site in use?	Give details of use
✓ YES	Vehicle leasing
<p>Criteria Fill in the relevant boxes stating the reasons why the asset meets these criteria. <i>(Please score to indicate how well the asset meets the criteria where 0 is not applicable, and 3 indicates very well.</i></p>	
1. Has architectural interest or quality 1	It is an unusually intact survival of a purpose built garage built in the Art Deco style popular in the 1930s
2. Is a landmark feature 2	In architectural contrast to the rest of central Datchet, and positioned between the railway line and the curve of Slough Road, it stands out as the first building outside the Conservation Area.
3. Has a relationship with adjacent designated heritage assets in age, materials, or in any other historically significant way 0	
4. Individually, or as part of a group, illustrates the development of the local area 2	It is attached to a remnant of the Victorian Country Life Club Terrace. As a part of a group of buildings adjacent to the Conservation Area, it does not detract from the character and offers an illustration of commercial development in the 1930s.
5. Has significant historic associations with features such as a historic road layout, a park or a landscape feature (designed or natural) 1	Positioned between the railway line and the Slough Road it has historic associations with the growth of the motor trade on this historic route to Slough. The Slough Trading Estate was established during the 1930s and it is possible that the need for a petrol station and garage was increased during this time of expansion of commuter traffic between Slough and Datchet.
6. Has historic associations with important people or past events 0	
7. Reflects the traditional functional character or former uses of the area 1	Initially a plumber's shop, which may have sold spare parts for cars, a garage reflects the former use. Being slightly outside the historic centre, property was likely to be less expensive for commercial use. The trade prospered and another garage was built a little further north east on Slough Road. (see Appendix)

8. Contributes positively to the character or appearance of the area	1	It gives a different architectural dimension and period to the Conservation Area with a rare link to the 1930s in the village centre.
9. Other. Is there another reason it has special local value?	0	

Have owners been notified? (Give details of date, method, eg letter/email, response and comments)

The tenants/lessees (WVL) were notified in June 2021 by email. Peter Fletcher said the NDHA form made fascinating reading and had forwarded it to the owner of the building, Chris Keely, as requested. The owner has some old photographs framed in his office. He also mentioned a painting of the garage by a parish councillor which hangs in the main showroom.

General feedback from members of the public

In 2016, the garage was discussed for inclusion in the Datchet Conservation Area by the Datchet Parish Council and Janet Kennish for Datchet Village Society.

The garage was also nominated for consideration as an Non-Designated Heritage Asset in a Datchet Neighbourhood Plan survey in 2020-21.

Appendices Give details of any supporting documents or sources, eg background history and websites

Datchet History website:

<https://datchethistory.org.uk/streethouses/south-greens/country-life-shops-offices/>

Kelly's directories

Kelly's 1939 is the first appearance of Jarrett's in DVS's copies of Kelly's. (They have 1931, 1932, 1939)

Kelly's 1947 lists businesses by name so there is only one listing but the 1947 photograph shows that Jarret's also had a building on the east side of Slough Road.

Kelly's 1950 has listings by street and indicates two Jarrett's garages, on east and west of Slough Road.

Kelly's 1965 Jarrett's is still at both sites.

Kelly's 1970 Jarrett's on the east side. Datchet Green Motors, W T Richardson, on the west.

Kelly's 1974, Jarrett's is no longer there. There is no listing for a garage on the east side. The west side is still occupied by 'Datchet Green Motors, WT Richardson, (flat, Datchet filling station)'.

Historic England

See also: *Buildings that wouldn't exist if it wasn't for the car* – Historic England <https://heritagecalling.com/2014/06/13/8-interesting-buildings-that-wouldnt-exist-if-it-wasnt-for-the-car/>

Country Life Club

The garage adjoins the remaining section of the Country Life Club. In November 2016, local historian Janet Kennish wrote the following for Datchet Parish Council:



Postcard 1913 (Royal Windsor Website image)

This block dates from about 1910 but has almost all been rebuilt and only the southernmost section of the original design survives. It was built as *Country Life Club* at the height of Datchet's popularity as a summer riverside resort, a gentlemen's club where members could book rooms as well as eat and relax.

The 1913 postcard (*Royal Windsor Website image*) shows a central brick-faced bay with an entrance arch, and two pairs of timber-decorated and gabled bays to its north and south. There were four shops at ground level, one in each bay except the central one. It also shows the Dickinson family's single-storey plumber's

premises which was listed in Kelly's Directories in Slough Road from 1903 and so pre-dates the Club. This site was later developed as the MG garage.

Country Life Club in Kelly's Street Directory

- Kelly's Street Directory first listed Country Life Club in 1911.
- Club Buildings, the southernmost section of the whole property, was owned separately from the rest of the original Country Life Club by about 1930. In 1931 the present southern end section was identified as: 1 Club Buildings, Dickinson (motor engineer); 2 Club Buildings, Bettles (draper).
- By 1950 and at least into the 1970s, Frank Jarrett, the garage owner, was listed at 1 Club Buildings, and at 2 there was a chemist shop. Next were numbers 2 to 8 Country Life House, with shops below.

The Country Life Club block was rebuilt or remodelled as a 'modern' design based on the original, but I have no evidence as to when that took place. It is now officially known as Sopwith Court while 1 & 2 Club Buildings retain their old name. (The property now called Sopwith Court has no historical connection with aviator Thomas Sopwith's family, who actually lived in one of the Manor Houses and at 11 Slough Road.) Club Buildings represents the original proportions and appearance of the early 20th century Country Life Club, but I can see no case at all for suggesting Listed Building status.

Images



1918 floods J Dickinson
Source: Royal Windsor Website
Sign says J Dickinson, builder, plumber, decorator, carpenter and undertaker.



1947 Frank Jarrett
Source: Datchet Village Society



1947 Frank Jarrett East side Slough Road, opposite
Source Datchet Village Society

Datchet, Mays Crossing c.1950



Online Copy Protection. © The Francis Frith Collection

Photo ref: D9006

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NB These photos are copyright Francis Frith

1950 Francis Frith Postcard ©Francis Frith
https://www.francisfrith.com/datchet/datchet-mays-crossing-c1950_d9006

Datchet, Frank Jarrett's, Mays Crossing c.1950



Online Copy Protection. © The Francis Frith Collection

Photo ref: D9006X

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1950 Francis Frith Postcard ©Francis Frith
https://www.francisfrith.com/datchet/datchet-frank-jarrett-s-mays-crossing-c1950_d9006x

Datchet, Frank Jarrett Vehicle Engineering, The Green c.1950



Online Copy Protection. © The Francis Frith Collection

Photo ref: D9036M

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1950 Francis Frith Postcard ©Francis Frith
https://www.francisfrith.com/datchet/datchet-frank-jarrett-vehicle-engineering-the-green-c1950_d9036m

Datchet, The Green c.1965



1965 Francis Frith Postcard ©Francis Frith
https://www.francisfrith.com/datchet/datchet-the-green-c1950_d9016



2014 (photograph Alison Crampin)
Between approximately 2014-2018, the garage was leased by SMC, a dealer for MG cars. During this period the distinctive MG logo was displayed on the façade.



1916 Datchet Village Society
Still owned by SMC, the garage is now a business vehicle dealership



Windsor Vehicle Leasing from c2018
2021 (photographs Marjorie Clasper)



2021 (photographs Marjorie Clasper)

Date form completed	By whom
March 2021	Marjorie Clasper