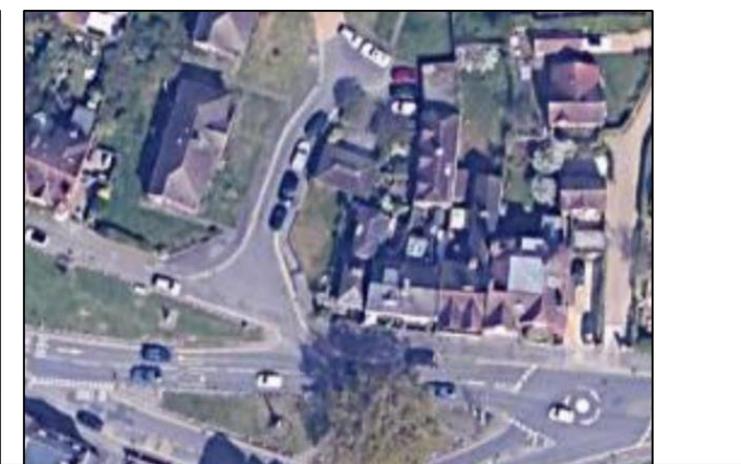


## Datchet Local List – Non-Designated Heritage Asset Information Sheet

Name, address, location of asset	Number	
Datchet Village Pharmacy The Green Datchet SL3 9JH	Is the asset ✓ In the Conservation Area ✓ In Datchet Parish	
OS Map and coordinates (Outline asset in red on map and provide OS coordinates)		
SU987770		
		
Significance of asset (NPPF)		
✓ Architectural   ✓ Historic   ✓ In the setting of a heritage asset		
Type of Asset Please select relevant category		
✓ <u>Individual building</u>		
Description/History of asset		
	<p>The Datchet Village Pharmacy is located in a small group of mixed residential and commercial properties to the north of the Green. It is a relatively tall, narrow, black-and-white two-storey building which stands out from the other properties facing the Green because its façade is such a fine example of mock-Tudor/Jacobean architecture.</p> <p>Most people are familiar with mock-Tudor features in Datchet. The original style was heavily influenced by the classical symmetry of the Italian Renaissance and the decorative effects of Netherlandish architecture. In the reigns of James I and James II, the wood and plaster decoration became very rich, often over-extravagant and with frequent use of gables. This became known as Jacobean and is displayed on the Pharmacy façade, from the double gables to the shop window. All is generously embellished with decorative mock-Tudor features which produce a shop front which makes an exceptional addition to Datchet’s Conservation Area.</p> <p><i>Datchet Village Pharmacy, photography by Adrian Giddins, Datchet Village Society, June 2021.</i></p>	



From the ground floor, the shop window is an eight-panelled bay, with a main and two side windows below, and five smaller square panels above. The mullions are decorated with barley-sugar pilasters and the transoms by 'reels'. The top windows are scalloped at the top, and the larger windows have 'fans' in the top corners. There is also attractive gold-letting on the glass. Beneath the windows is a red tiled plinth, which is the exception to the red-brick

surrounds. On the eastern side the doorway is slightly recessed; the door is glass which is panelled with stained glass in three small lights at the top of the door and in the three transom lights. The transom is decorated with small blocks which give it a 'crenellated' appearance. Above the main window, the shop fascia curves to meet the second-storey balcony which prominently overhangs the ground floor and has two decorative buttresses. The balcony has a carved wooden balustrade. Set back are two second-floor windows which are surrounded by black and white wood panelling and above which the red tiled roof overhangs.

The roof has double gables which have decorative wood panelling and carved white barge boards. They are topped by red ridge tiles and on the front apex by long white finials which have black pinnacles attached.



Above left: west window frame decoration.  
 Above centre: entrance door leded lights.  
 Above right: east window frame decoration.  
 Photographs by Marjorie Clasper June 2021.

**History:** (as per *Datchet History website*) The building was part of a group of cottages on a site which once belonged to Eton College which also owned the surrounding land and fields, (1498-1800). The college sold the property in 1800 and the cottages were bought by John Nash. The pharmacy was originally called Tring Cottage but when it was purchased by the village pharmacist, Arthur Willcocks, in 1904 it was given a dramatic new façade to become the Datchet Village Pharmacy. Two of the cottages to the east were demolished to become a branch of Barclays Bank. The other two cottages to the west still survive and are called Rose Cottage and Chestnut Cottage.

Arthur Willcocks, from Portsea, Hampshire, had previously run his pharmacy from a leased shop in Datchet's High Street. He was reported to be a dignified, morning-suited figure. He certainly spared no expense on the refurbishment of his new shop façade as the 1910 Valuation Survey records £300 spent on alterations. This is evident in the quality of the decorative detail which has lasted well to this day. In 1940 the pharmacy was sold to William A Herbert, who went on to found a pharmacy chain. He sold to George Walmsley from whom it passed to son Roger. Roger worked as the village pharmacist for 40 years and eventually sold to the present owner, Simon Carter in 2000 (see *Pharmacy History by Roger Walmsley in Appendix*).



*Left: 1890s image, Tring Cottage on left  
Source Datchet History website.*



*Left: the pharmacy at Tring Cottage just seen at left edge of photograph, before the neighbouring cottages were demolished and the bank was built. Date: before 1910.  
Source Datchet History website.*

<b>Present condition and originality</b> (See also RBWM planning history and give details where relevant)	
The façade, which is the focus of this NDHA assessment, has remained intact. It appears to be in good general condition although the shop window and door areas show signs of needing fresh paint, and some of the tiles below the window are chipped. The interior of the pharmacy has been changed several times over the years to meet modern requirements but many of the earlier small pieces of equipment and containers have been retained, and are displayed in the shop.	
Is site in use?	Give details of use
✓ YES	The Village Pharmacy
<b>Criteria</b> 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>	
1. Has architectural interest or quality <b>3</b>	Exceptional architectural interest and exception quality. The architectural style of the façade is not unique but it is rare for such fine mock-Tudor features to be seen in a village shop. It is markedly different from the applied timber facades added to earlier buildings in Datchet (the Manor House and Manor Hotel) in the 1870s. In the early 20th century, this mock-Tudor style had developed to become more densely decorative, using a wide range of carved patterns on all the architectural features. Together they present an emphatically black-and-white façade which has little relationship to the structure of the complete building. The combined effect of all the mock-Tudor/Jacobean features gives the interest. Most notably: the steep gables with their embellishments and deep overhang; the carved wood effects on all pillars, corners, the balustrade, transoms and mullions. The deep overhang of the balcony creating the Tudor 'look' as well as the stained glass and window details.
2. Is a landmark feature <b>3</b>	It is a very distinctive, 'over the top' building and even though there are other black and white buildings around the Green, there is nothing else quite like it.
3. Has a relationship with adjacent designated heritage assets in age, materials, or in any other historically significant way <b>2</b>	The listed Manor Houses and Manor Cottages, to the south of The Green are also mock-Tudor in architecture with red tiled roofs. At a glance there is a relationship although the pharmacy has much more elaborate and intricate decorative features.
4. Individually, or as part of a group, illustrates the development of the local area <b>3</b>	It developed during the Victorian/Edwardian era when Datchet grew in prosperity as the railway brought rich commuters from London and the middle class population grew. Initially this period supported two pharmacies in Datchet which gave an edge to the competition for the best shop and may have motivated the special refurbishment of the earlier relatively humble Tring Cottage. Now the village only supports one pharmacy. Smaller neighbouring cottages were also turned into commercial premises at around the same time the pharmacy was being renovated, eg the Old

	Bank and the Bank House. These have now reverted to residential, apart from the ground floor of the Old Bank which is an Antique and Art shop.
5. Has significant historic associations with features such as a historic road layout, a park or a landscape feature (designed or natural) <b>1</b>	Tring Cottage was built by John Nash after 1840 on land, which was part of the farmstead owned by Eton College then later John Goodwin.
6. Has historic associations with important people or past events <b>tbc</b>	Under investigation. The local historian, Janet Kennish, is conducting research into any link between this building design and the architect, Michael Vyne Treleaven, who designed the famous Boots the Chemist façades, who died in Windsor in 1934.
7. Reflects the traditional functional character or former uses of the area <b>0</b>	
8. Contributes positively to the character or appearance of the area <b>3</b>	Really boosts the picturesque image of Datchet as a pretty historic village centre because of the charm of the decorative façade.
9. Other. Is there another reason it has special local value? <b>3</b>	The pharmacy is of great value to the community as the only community pharmacy in Datchet. Its value is therefore doubled, both as an important heritage asset and as a key retail and medical service.

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

The owners were notified by email in June 2021.

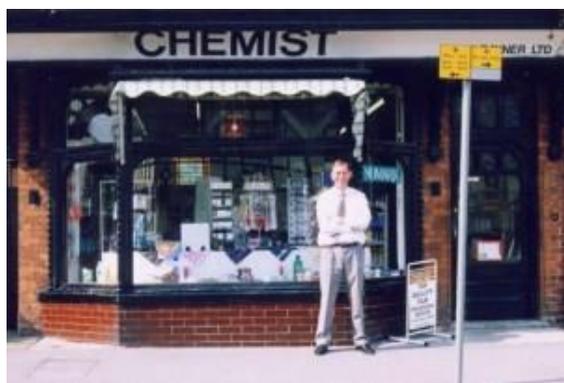
**General feedback from members of the public**

In a 2021 survey when residents were asked to nominate buildings for NDHA status, the historic non-listed buildings around the Green were among those which received the most nominations. There were 11 nominations for the pharmacy individually from 61 responses.

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

**Datchet History** website by Janet Kennish. See <https://datchethistory.org.uk/streetshouses/the-north-greens/pharmacy/>

**40 years of recent history by Roger Walmsley (from Datchet History website)**



Roger Walmsley, pharmacist, 2000



Rose & Chestnut Cottages and the Pharmacy, 1948

In 1934 Charles Rayner, owner of a Gerrards Cross pharmacy, took a lease on No. 2 Club Buildings (just past the Queens Road level crossing) as a surprise gift for his apprentice, George Walmsley (my father), and his daughter, Jacinthe. The two of them ran a combined pharmacy and hairdressing salon there. Jacinthe's hairdressing business was at the back of the pharmacy. They called their company Jacinthe Rayner Ltd., which is still the registered name of Datchet Village Pharmacy.

Now there were two pharmacies in the village. Arthur (Pip) Willcocks, a dignified, morning-suited figure, was still running his one in the building on the Green which still houses the village pharmacy. He was not pleased to have a competitor. When the newcomer, George Walmsley, decided it would be courteous to introduce himself, the indignant Pip saw him coming and hid behind his pharmacy screen. He refused to see or speak to George, never relenting although they were fellow pharmacists in the village for the next six years.

In 1940 Pip Willcocks sold his pharmacy on the Green to William A. Herbert who went on to found the Cross and Herbert pharmacy chain. Datchet was his first pharmacy. Then in 1956 George Walmsley bought Herbert's pharmacy on the green and moved Jacinthe Rayner Ltd to its present premises. By then the company's only real connection with the Rayner family was its name. Jacinthe had married before the war and moved to a farm in Southern Rhodesia (now Zimbabwe) to raise horses. I qualified as a pharmacist myself in 1962 and became a partner in the pharmacy that year. My father continued to work part time in the pharmacy until he was over 80, and then in March 2000 I sold the pharmacy to Simon Carter.

After studying pharmacy and optics at Manchester University, my father began his working life in 1926 at the Gerrards Cross pharmacy where the owner, Charles Rayner practised as a dentist, optician, faith healer, spiritualist and homeopath as well as a pharmacist. His pharmacy boasted a portable x-ray machine alongside a large tin bath used to ferment a mixture of various roots dug up (often by my father) from Gerrards Cross Common. The resulting brew was perfumed with rose water and sold as hair restorer which people travelled from all over the south of England to buy.

In the early years of my father's pharmacy at Datchet, most medicines were made by hand but he restricted himself to manufacturing more orthodox cures. Like all his contemporaries, he made pills, powders, suppositories, mixtures, ointments and creams. The present owner of the pharmacy, Simon Carter, has a fine collection of the antique gadgets used in their manufacture on display in the pharmacy.

Unlike most children growing up during World War II, I was not deprived of sugar. Pharmacies were copiously supplied for the making of medicines. My mother helped me to impress many young friends with her memorable sugar sandwiches. Sugar may have been plentiful but drugs were primitive by today's standards. There were no antibiotics to treat infections until the late 1940s. My father was also an optician, supplying spectacles to the people of Datchet until the 1970s when he felt that he was no longer sufficiently up to date with modern practice. His retirement was a great disappointment to many elderly people in the village because he had never charged modern prices for his glasses. Pharmacy has changed over the past 50 years from a practical science to a more academic, advisory role. Now many medicines are dispensed in calendar packs with advisory leaflets. The pharmacist's job is to explain the effects and side-effects of these potent treatments.

During my 40-year span as a pharmacist in the village I have known the pharmacy with three different looks. The beautiful Victorian mahogany fittings were removed in 1960 and replaced with then modern self-service fittings. The year 2000 has seen another dramatic change, the shop area has been increased in size and brought into the 21st Century with the latest designs and new technology.

## Building Our Past website, [buildingourpast.com](http://buildingourpast.com)

This 'black-and-white' style was adopted by the Nottinghamshire-based company Boots the Chemist in the decade prior to the Great War. Nottingham architect Albert N Bromley had been responsible for Boots' neo-Jacobean style terracotta-fronted shops of the 1890s and early 1900s but it was Michael Vyne Treleaven (1850-1934), Boots' in-house architect for over a decade in the early 20th century, who was responsible for designing the company's well-known black and white mock-Tudor shops.

The timber fronts belonged to a widespread 'Tudor Revival' fashion of the time, seen in important urban stores particularly in the north-west, including Goodall's in Manchester (1899-1902) and Whittaker's in Bolton (1906-07), possibly inspired by the rebuilding of medieval shops in Chester.

It is not clear whether Treleaven came up with the original concept or was steered by the aesthetic tastes and interests of Jesse and Florence Boot who had taken on a couple of genuine timber-framed buildings before beginning to erect new mock-Tudor fronts. Jesse Boot himself was claiming some credit as an architect at this time. One of his acquaintances remarked: 'nothing in life gave Mr Boot so much pleasure as building and, if it could not always be new buildings, then alterations'.

Treleaven appears to have had no formal architectural training. He was born in Cornwall and was variously described as a wheelwright, builder, or carpenter and joiner. By the time he was 31 he was married with a family, had built the Methodist chapel in Bude, been declared bankrupt and moved to Brixton in London where he worked as a builder's foreman.

In 1891 he was listed as a Builder (Surveyor) in the Census and had begun to design his own buildings. Treleaven appeared in Boots' wages book in 1898 and two years later became Boots' architect. In the 1901 and 1911 Census he was living in Beeston, Nottinghamshire.

In 1903, Treleaven submitted a scheme for a timber-framed front in King's Lynn. It does not survive as designed and can probably be regarded as an early venture in this style and seems to have been the first to be completed.



Later examples of Treleaven's 'black-and-white' shops include Winchester (1905), Trent Bridge (1906-07), Exeter (1905-07), Wellingborough (1907), York (1907), Shrewsbury (1907), Beeston (1908), Kingston-upon-Thames (1909), Lichfield (1909-10), Bury St Edmunds (1911) and Peterborough (1911-12). At least three other shops designed by Treleaven adopted a medieval or Jacobean style, sharing many features with the 'black-and-white' shops but without having exposed framing. These were Derby (1911-12), Newcastle (1912) and Edinburgh (1912).

*Left: Lichfield branch. Trent Bridge had a similar façade. Source Building Our Past website. [Datchet Pharmacy's façade was added in 1904.]*

Treleaven seems to have left Boots employment in 1912-1913. He later found work at Holsworthy Rural District Council in the south-west where his wife died in 1921. Treleaven died in 1934 and his death is registered in Windsor. He may have possibly been in the area because one of his children, Vyne Deacon Treleaven, b1881, was living in Burnham. (Vyne Deacon Treleaven had entered the military and fought in the Boer War. In 1906 he was in the Grenadier Guards and was on trial in Pirbright. The earliest date found for him in the area is 1912 when he married Agnes Annie Gilder from Stoke Poges. Their marriage was registered at Eton. He fought in WWI with the Royal Fusiliers and received the Military Medal in

1919. Vyne and his wife were still in Burnham in 1939 and their deaths, in King Edward VII Hospital in Windsor, were registered in Windsor.)

Is there a link between the style favoured by Boots' firm and the Datchet Pharmacy in a very similar style? It is difficult to establish a connection between Arthur Willcocks of Datchet, who had a new shopfront added to the old house he had bought in 1904, spending £300 on its conversion, and Michael Treleaven, Boots' architect, but local research is continuing on this possibility.

**Source:** Details of Michael Vyne Treleaven taken from:

<https://buildingourpast.com/2017/04/08/boots-architects-2-michael-vyne-treleaven/>

This website also credits the following sources: Stanley Chapman, *Jesse Boot of Boots the Chemists. A Study in Business History*, Hodder & Stoughton, 1974. Kathryn A. Morrison, *English Shops & Shopping*, Yale University Press, 2003.

**Images** Please caption images, add date the image was taken, and credit source where relevant.



*1877 The Greens Looking East by William Corden. Rose, Chestnut and Tring Cottages can be seen on the left, next to Hall Cottage, source Datchet History*



*Left: before 1910, postcard image, source Datchet History*



*Left: 1915, source Datchet History*



*Datchet Village Pharmacy, photography by Adrian Giddins, Datchet Village Society, June 2021.*

Date form completed	By whom
30/05/2021	Marjorie Clasper, Janet Kennish and Alison Crampin