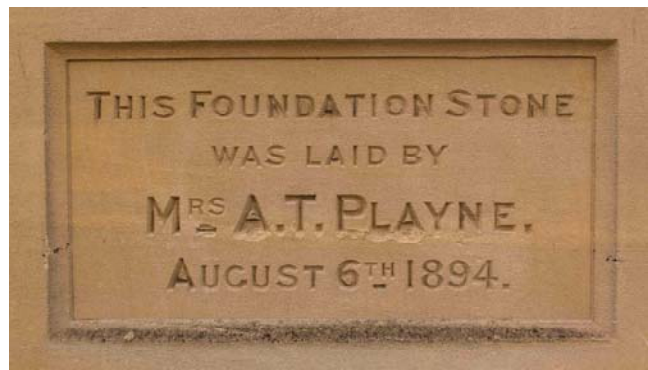


## Stroud Town Council Local Heritage Asset List

<b>Russell Street, Stroud House, GL5 3AN</b>	
<b>Historic building</b>	<b>Conservation Area: Stroud Town Centre Stroud Town Centre NDP area</b>
<b>Conservative Club, now shops and offices</b>	<b>List entry number SLHA0032</b>



### Description

Imposing three storey stone building occupying the end plot of Russell St. "Ashlar faced with curved corners," (Verey and Brooks, 2002) Good carved stone swags on the Station Rd facade, and date stone. Splendid stone balcony on top floor. Large diagonal chimney stacks. Built in Anglo Italian style 1894-6, architect, William Clissold. Built originally as the Holloway Institute, the Conservative Party Headquarters. Also first home of the Stroud Holloway Original Benefit Society (see Local List entry SLLH0034).

Shop on ground floor with 20<sup>th</sup> century (1950s-60s?) replacement windows and replacement doors (except door to main entrance), of some interest, in brass coloured metal with the handle of one door incorporating the words "Stroud House". Apart from these, the exterior is largely original. There are offices and businesses on other floors. Original interior details remain including good staircase in solid arts and crafts style, possibly oak; there is a finely carved sunflower on all four sides of the substantial newel post on the ground floor.

### Sources

Digital Stroud, Key Landmarks, Stroud Town, Stroud House

<http://www.digitalstroud.co.uk/landmarks-stroud-town-stroud-house> viewed 14 June 2017

Stroud District Council, Conservation Area Statement -Conservation Area No. 16

Top of Town, 2008, (p8)

<https://www.stroud.gov.uk/media/1462/16-top-of-town-cas-april-2008.pdf> viewed 14 June 2017

Stroud District Council, Conservation Area Statement -Conservation Area No. 18

<p>Stroud Town Centre, 2008, (p18-19)  <a href="https://www.stroud.gov.uk/media/1972/17-18-stroud-town-centre-cas-april-2008.pdf">https://www.stroud.gov.uk/media/1972/17-18-stroud-town-centre-cas-april-2008.pdf</a>  viewed 14 June 2017  Stroud Local History Society, People and Places Index, Companies Local, Holloway Clothing Factory and Benefit Society  <a href="http://www.stroudlocalhistorysociety.org.uk/people-places/companies/holloway/">http://www.stroudlocalhistorysociety.org.uk/people-places/companies/holloway/</a> viewed 14 June 2017  Stroud News and Journal, 5 May 1966, article, sourced by Stroud Local History Society  Verey, D and Brooks, A (2002), The Buildings of England, Gloucestershire 1: The Cotswolds, New Haven and London, Yale University Press ( p.661)</p>	
<b>Selection Criteria</b>	
<b>Architectural and aesthetic value</b>	<b>Solid yet florid example of late Victorian architecture, the work of a prominent local architect, William Clissold.</b>
<b>Historic association</b>	<b>Associated with George Holloway, clothing manufacturer, philanthropist &amp; politician, Conservative MP for Stroud 1886-92; the building was first known as the Holloway Institute and was HQ for the Conservative party as well as the workers' friendly society founded by Holloway.</b>
<b>Landmark status</b>	<b>A highly visible building close to the station gateway to Stroud.</b>
<b>Social and communal value</b>	<b>George Holloway had a long lasting impact on Stroud as a major employer and a proponent of a philanthropic form of Conservatism. As well as the Holloway Institute, he built terraced housing for his workers in the Horns Road area of Stroud.</b>
<b>Degree of completeness</b>	<b>Exterior largely complete except for insertion of modern ground floor windows. Condition of interior not known.</b>
<b>Date of inclusion</b>	<b>June 2017</b>

With thanks to Stroud Preservation Trust – [www.stroudpreservationtrust.org.uk](http://www.stroudpreservationtrust.org.uk)

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