

Stroud Town Council Local Heritage Asset List

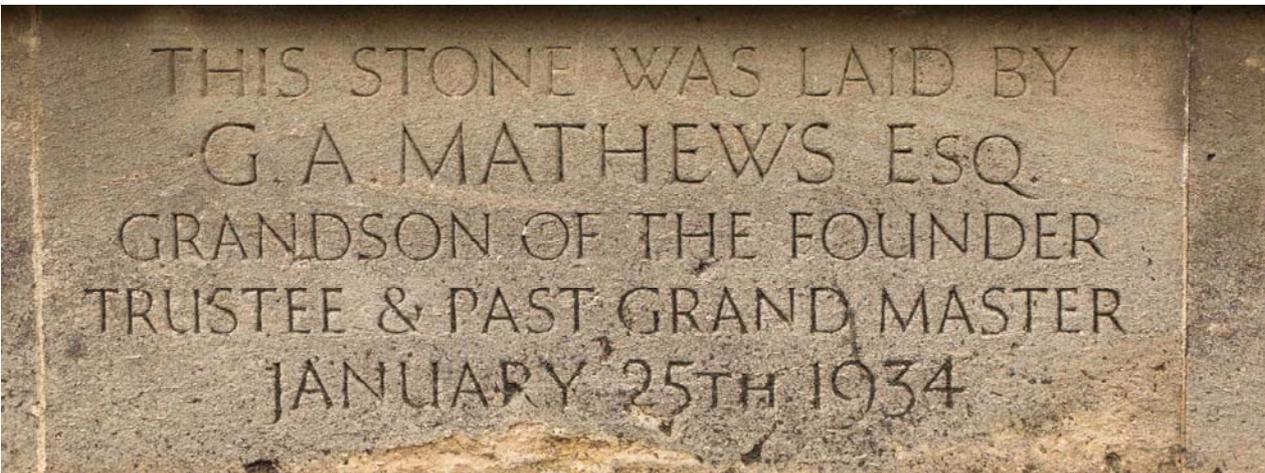
Station Road, Holloway House, GL5 3AP

Historic building

Conservation Area: Stroud Town Centre
Stroud Town Centre NDP area

Offices

List entry number SLHA0034



Description

A two storey (at front, single storey to rear), stone extension to the Holloway Institute (see Local List entry SLLH0032), built 1934, architect, Vernon S. Barnes, in art deco style. Striking front entrance with original double wooden doors with art deco details, including detailed brass handles, post box and window light with decorative iron work; carved stone name plate with date and carved bundles of fasces above. The rear entrance accessed by steps from Rowcroft has the same original double doors, handles (no post box) and decorative window light. There are original interior details including such as a glass-doored lobby before the main reception hall, internal doors and unusual concrete art deco banisters; reportedly unreliable plumbing. Built to provide new offices for the Stroud Holloway Original Benefit Society, a social

insurance scheme devised by George Holloway, clothing manufacturer, philanthropist & politician, Conservative MP for Stroud 1886-92. The Society still exists but is now based in Gloucester.

Sources

Holloway Friendly, About Us, History

<http://www.holloway.co.uk/about-us/history> viewed 14 June 2017

Stroud Local History Society, People and Places Index, Companies Local, Holloway Clothing Factory and Benefit Society

<http://www.stroudlocalhistorysociety.org.uk/people-places/companies/holloway/> viewed 14 June 2017

Verey, D and Brooks, A (2002), The Buildings of England, Gloucestershire 1: The Cotswolds, New Haven and London, Yale University Press (p.661)

Selection Criteria	.
Rarity	Art deco buildings not common locally
Architectural and aesthetic value	Pleasing and solid version of art deco style in local material.
Historic association	Associated with George Holloway, prominent local businessman, politician and philanthropist.
Landmark status	One of a series of landmark buildings close to the station.
Degree of completeness	Exterior complete, most windows probably replacements, some original interior details.
Date of inclusion	June 2017

With thanks to Stroud Preservation Trust – www.stroudpreservationtrust.org.uk

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