

ORIENTAL SPLENDOUR: LONDON PUBS GROUP DAYTIME PUB TOUR OF DAGENHAM AND EAST HAM ON SATURDAY 16 OCTOBER 2021

For pictures of the pubs on this crawl go to the London Pubs Group website www.londonpubsgroup.camra.org.uk

PLEASE NOTE: the second pub on the tour, the Admiral Vernon, only accepts CASH, not cards.

12 noon Eastbrook, Dagenham Road/Rainham Road South, Dagenham, RM10 7UP. Not only is this pub a grade II* listed building, it is also on the Campaign for Real Ale's (CAMRA) National Inventory of Pub Interiors of Outstanding Historic Interest and the description is as follows: "For quality and completeness this is one of the finest 1930s pubs anywhere. It was built in 1937 for G A Smith & Sons, wine merchants and off-sales proprietors, whose name is still in evidence, notably on the former off-licence (now a scrap metal dealer's). The architecture makes considerable play of panels of brick alternating with render, and hipped roofs with pantile coverings. The left-hand projection (explained inside) makes the building decidedly asymmetrical. There are two separate bars known as the Oak Room (right) and the Walnut Room (centre) plus the left-hand projection which was called the Music Room – hence the stained glass depicting a variety of instruments and framed by wooden Tuscan columns. The room size can be varied by a folding glazed screen. There is another such screen to the elegant Walnut Room, named for the wood used for the counter (note its distinctive circular decoration) and the high-level screen above. Don't miss the Art Deco-style mirrors in the bar-back with their wavy decoration. More columns frame the front area. The Oak Room (so-called for obvious reasons) is plainer and played public bar to the Walnut's saloon. Here the style is 'brewers' Tudor'. So we have beams cased in to imitate sturdy timbers, exposed joists, Tudor arches in the servery area and much wall panelling. The counter and bar-back fittings are original but perhaps the most remarkable survivors are the half dozen glass and metal light fittings. In all, this is a truly remarkable survivor which will repay the trek out to see it."

The listing description is as follows: "Public house, 1937-8. Architect unknown; built for the pub company GA Smith and Dunning.

PLAN: U-shaped public areas with central Walnut Bar, adjoining Music Room to the east and separately-accessed Oak Bar to the west.

EXTERIOR: two-storey, Neo-Georgian, red brick building with rendered upper storey, modillion eaves cornice, a hipped, pan-tiled roof with sprocketed eaves and tall brick chimneys. To the north the frontage has an advancing central bay with brick quoins, entrance portico leading to the Walnut Bar, iron balconette to the blind first floor window and triangular pediment above. Flanking this are set back wings, that to the west with a large chimney; this has tiled detailing to the brickwork and bears a single surviving original pub sign in timber and iron. To the east is the flat-roofed Music Room which has its own front and side entrances. The second principal façade, to the west, has a projecting central bay and portico leading to the Oak Bar and window with balconette above. The windows are all the original timber mullion and transoms with leaded lights, some with timber shutters. All four entrances retain their original glazed doors and fanlights, some with tile-lined vestibules.

INTERIOR: the survival of original features is exceptional. The character of the two main bars, the Walnut and the Oak, is different. The Oak Bar is rustic and neo-Tudor, with encased beams to imitate sturdy timbers, exposed joists, panelled walls and a Tudor-arched fireplace. Above the panelling the plasterwork is roughly textured to give the appearance of rubble walls. The original bar counter survives as does the back bar and servery, all with four-centred arches. A second fireplace is blocked in, although the mantle shelf survives. Banquettes along the walls and some unfixed bench seating additionally appears to be original. There is also a set of glass and metal light fittings, like most of the furnishings in a deliberately rudimentary style. In contrast, the Walnut Bar is neo-Georgian in style and refined in character with a classical fireplace, walnut panelling, and walnut bar counter with square and round panels. The back bar is original too and has slender paired columns and wavy Art Deco detail in the rear mirrors (some covered by later mirrors). There are full-height timber fluted Tuscan columns to either side of the window bays and original radiator covers below the windows. The ceiling beams are moulded. Next to the Walnut Bar is the Music Room, the two separated by a folding partition in walnut and glass with leaded panes. A second folding screen allows the Music Room to be subdivided if required. The Music Room has a stage, proscenium of wooden, fluted, Tuscan columns, walnut panelling, moulded ceiling beams and a set of eight stained glass windows depicting musical instruments. The WCs in the Oak Bar survive, but those in the Walnut Bar are modern; there is also a modern disabled WC in the vestibule of one of the Music Room's two separate entrances. The non-public areas are plainer, with simple finishes and joinery, but well-

preserved. Floor surfaces are either wood block or quarry tiles. The stair survives and there are a number of upstairs rooms containing three original fireplaces in Art-Deco designs and bathrooms complete with cream and black tiles.

HISTORY: The Eastbrook was built in 1937-8 for the pub company GA Smith and Dunning who were the first licensees. It was an 'improved' public house, serving the rapidly expanding suburbs of Dagenham. Such establishments, built in great numbers between the wars, rejected the flamboyant architecture, brilliant décor and small bar layout of the late Victorian 'gin palaces'. Instead they aimed to encourage sensible drinking and to attract respectable customers with vernacular or Neo-Georgian exteriors and an open plan interior, with large windows and tasteful décor. Many included a restaurant, billiards room or function room in order to encourage activities other than just drinking to take place inside. Those improved public houses situated close to major roads sometimes had accommodation for travellers available too, as the Eastbrook appears to have done in its upper rooms.

REASONS FOR DESIGNATION: The Eastbrook public house is designated at Grade II* for the following principal reasons: * architecture: smart Neo-Georgian exterior with good detailing and materials; * design quality: contrasting aesthetic in the Oak and Walnut Bars, which epitomises the pluralistic approach to design in the inter-war years, and nostalgia for 'Merrie England'; * planning: an archetypal inter-war improved road house with a range of rooms for different functions and clientele; * intactness: virtually unaltered, high-quality interior complete with walnut or oak panelling, glazed partitions, bars, seating, stained glass, and fireplaces * suburban landmark: the pub exemplifies inter-war arterial development."

This pub is the official lunch stop.

Caledonian Deuchars IPA; and Greene King IPA are usually served here. Turn right out of the pub and walk along Dagenham Road to the bus stop called Eastbrook School. Catch a 174 bus to the stop called Church Elm Lane. Alight from the bus and continue along Heathway to the junction with Broad Street. Walk along Broad Street to

- 2) 2.00 pm Admiral Vernon, 141 Broad Street/Morland Road, Dagenham, RM10 9HP. Although this pub is not a listed building, it is on CAMRA's National Inventory and the description is as follows: "Built c.1937 say locals (1929 says Pubology) possibly by Courage, this estate pub has kept a great deal of its original plan, fittings and character. It is in the popular 'brewers' Tudor' style with imitation half-timbering above and buff faïence cladding below. On the far left is a former off-sales shop, now occupied by a floral designs business. The rear lounge bar/function room is in a single-storey part of the building. On the left is the public bar which was two rooms and you can easily see where the partition separating them was as the upper section remains - it could be that what has been removed is a folding screen (one survives in the right-hand bar). The room has three-quarter height panelling and a decorative plaster frieze with depictions of hops, flowers and acanthus leaves. The original bar counter remains with an orange terrazzo trough around the base, panelled front and original top. The bar back is a series of leaded glass panels with some wooden shelves and a cupboard with panelled front instead of lower shelving. In the rear section there is a leaded glass counter screen in the closed position, also an original bar counter with an orange terrazzo trough around the base, panelled front and original top; an original blocked-up wood-surround fireplace also survives. On the wall between the left-hand bar and the middle bar there is a low service door. The ladies' here has original wall and floor tiles. The gents' has original urinals, wall and floor tiles. The middle bar was originally two rooms - on the left was a small snug and then a saloon bar - and you can easily see where the partition separating it was as the upper section remains. The original bar counter remains with an orange terrazzo trough around the base, panelled front and original top. The bar back is of fielded panelling with just a piece of wood for optics added. In the lower section one part is a cool shelf and fridges have replaced half of the remaining shelving. There is an original tiled and wood surround fireplace with a new stove at the right-hand end near the folding screen. The room has three-quarter height panelling and a decorative plaster frieze with depictions of hops, flowers and acanthus leaves. Behind the servery there remains the original publican's office that is still in daily use. Folding doors separate the middle bar from the rear lounge bar / function room - most parts are in the open position for most of the time with just the right-hand section in the closed position; however, for functions the folding doors are completely closed. The original bar counter remains with an orange terrazzo trough around the base, panelled front and original top. The bar back is of fielded panelling with just a piece of wood for optics added. In the lower section one part is a cool shelf and lots of original shelves remain with only one fridge. The room has three-quarter height panelling and a decorative plaster frieze with depictions of hops, flowers and ancathas leaves. A stage has been added and the wall panelling around it

is missing. The gents' here has access from both the rear and middle bars, retains original doors, original floor and wall tiling in both the ante rooms and gents' itself (a lot of wall tiling has been painted over in a light blue colour) and large original urinals. Fixed seating throughout is modern."

No real ale is served here and CASH ONLY is accepted. On leaving the pub, retrace your steps to the bus stop and then continue along Heathway to Dagenham Heathway station. Catch a District line train to East Ham station then a 238, 300 or 474 bus to the stop called Newham Town Hall. Alight from the bus and cross over Barking Road and High Street North to

- 3) 3.15 pm Denmark Arms, 381 Barking Road, East Ham, E6 1LA. Not only is this pub a grade II listed building, it is also on CAMRA's London Regional Inventory and the description is as follows: "Over the crossroads from the stunning town hall, this is a pub in two parts – a late 19th-century building on the corner by Frederick Ashton (source: Pevsner's *Buildings of England London East*, uncorroborated) and a major extension of 1903 along High Street North. The ground floor is now one large room wrapped around the servery (modern back fittings) but what makes it special are the ornate details, notably the lovely tiled frieze on the back wall of the older part of the pub with its plain green tiles and statuesque rose bushes, reminiscent of the Glasgow School. Above is a mottled alabaster band then a decorative frieze with tendrils swirling round stylised rosettes. In the new part (former saloon) the treatment is different with a ceiling divided into bold panels with deep cornices, and a high-level frieze with figures. The columns in the two areas are also different - thin Corinthian ones in the older area, chunky Ionic ones in the newer. If the pub's not too busy do ask to see the upper floor (now a function room). The front part was a restaurant and the back almost certainly a billiard room, and a very spectacular one at that with a fine skylight and a glazed-in servery with hatches. At the foot of the stair is a unique feature for a pub - a ticket booth-style shop for selling cigarettes and drink. This looks interwar as do many of the features of the upper floor. There is a separate, tall entrance with staircase from High Street North.

History over the road: East Ham's (now Newham's) town hall was built 1901-3 to designs by Cheers & Smith and is particularly notable for its facing of glazed red Accrington bricks."

The listing description is as follows: "Public House. c.1890, extended to south c.1900. Gault and red brick with sandstone window surrounds and dressings and terracotta plaques; concrete corrugated roof tiles.

EXTERIOR: two storeys and dormer attic; six-window range. Earlier wing to north also two storeys and dormer attic. Four bay ground-floor public house front consists of two tripartite leaded windows separated by pilasters below a deep cornice of artificial stone. Arched doorway under segmental pediment with achievement and second door in canted corner bay under segmental head and cornice of artificial stone. First floor of brick banded with artificial stone. Three two-light transomed windows under alternating triangular and segmental pediments with carving. Canted bay window to right through two storeys pierced by single-light casements, arranged as a frieze of five in attic storey. Tall gabled dormer to left of elevation with three-light mullioned window. Canted bay with artificial stone plaque bearing name of premises. Stacks on north and south wall planes. Later build of six window bays east and south, with a canted corner bay to the south-east terminating in a domed attic cupola. Each elevation identical: four composite pilasters to ground floor frame arched windows with leaded glazing. Arched entrance doors to ends of elevations and a principal entrance in south-east corner. Central three window bays project and the first floor divided by sandstone pilasters. One- and two-light casements. Frieze of terracotta relief panels set in cornice. Attic consists of a central gabled dormer with two single-light arched one/one horned sashes and a small round-headed dormer towards ends of elevation fitted with one one/one horned sash. Reduced ridge stack. Late C20 pentice dormer.

INTERIOR: north bar with open plan. Two Ionic columns support heavy modillion cornices dividing ceiling into 6 rectangular compartments. Walls with dado rail and deep plaster cornice decorated with putto supporting achievements. Pedimented doorcases to toilets at north end separated by marble chimneypiece with a mirror as overmantel. Similar chimneypiece in south wall at east end. Further pedimented doorcase to exterior to right. Bar counter altered 1970s. South bar designed as public bar and less elaborate. Two thin Corinthian columns rise to plain cornices dividing ceiling into six rectangular compartments. Bar counter altered 1970s but west side retains original Ionic columns. Walls with heavy lincrusta frieze. Main doorways with engraved glass."

East London Brewing Co Dragon Session Pale Ale; and Volden Session are usually served here. On leaving the pub, cross over Barking Road and walk along High Street South to the

bus stop called Newham Town Hall. Catch a 5, 58 or 115 bus to the stop called Upton Park/Green Street. Alight from the bus and cross over Barking Road to

- 4) 4.00 pm Boleyn Tavern, 1 Barking Road, East Ham, E6 1PW. Not only is this pub a grade II listed building, it is also on CAMRA's National Inventory and the description is as follows: "This is one of the more spectacular late Victorian pubs around and is a prominent landmark at a crossroads right by the former West Ham football ground. It is a thoroughly exuberant piece of French-style Renaissance architecture built in 1899-1900 by Shoebridge & Rising who were responsible for designing many fine pubs in London. It reopened in June 2021 after a spectacular £1.5 million restoration by Remarkable Pubs with the aim of making the interior look like it was when it first opened. New hand-crafted wooden screens have been created, complete with acid-etched and Brilliant cut glass, replicating one of the original wood and glass panels in the old saloon bar. This means the original seven-bar layout has been restored. The highlight is the truly spectacular glazed skylight that spans what once would have been a billiards room, but is now an open kitchen, servery and dining area. Other quality fittings include the Victorian bar counters & bar backs (some have modern replacements); the big arch straddling the servery on the east side is original; a tiled lobby on the east side; cast-iron columns and a good deal of etched glass."

The listing description (dating from 1984 when the building was listed) is as follows: "Public House 1899-1900: W G Shoebridge and H W Rising. (Entrance consoles dated 1900). Conspicuously sited corner public house. Red brick with pointed stone or stucco enrichment. Red polished granite to pilastered ground storey. Lead to turret. 3½ storeys. Three bays to both fronts with lower extension to Green St. Large Flemish gabled dormer to each front. Octagonal corner turret with ogee dome and finial. Mullioned and transomed windows. Rusticated Ionic columns to first floor supporting enriched segmental pediments. Three rusticated segmental arches to second floor windows on Barking Road. Good interior, especially plasterwork and glass."

Dark Star Hophead; East London Brewing Co Foundation; Fuller's London Pride; and Siren Session IPA are usually served here.