

## Nominate a Heritage Asset

Name and location of your candidate heritage asset

Shop at **69 London Road, Headington, Oxford OX3 9AA**



*Photographed in August 2019 from the top of New High Street*

This shop is on the east corner of Osler Road. It is currently S. & R. Childs Funeral Services

[GoogleMap showing location](#)

1. <b>WHAT IS IT?</b> Is it one of the following?	Tick
a <b>building or group of buildings</b>	✓
a <b>monument or site (an area of archaeological remains or a structure other than a building)</b>	
a <b>place (e.g. a street, park, garden or natural space)</b>	
a <b>landscape (an area defined by visual features or character, e.g. a city centre, village, suburb or field system)</b>	

2. <b>WHY IS IT INTERESTING?</b> Is it interesting in any of the following ways?	Tick / Rank
<b>Historic interest</b> – a well documented association with a person, event, episode of history, or local industry	✓ / 3
<b>Archaeological interest</b> – firm evidence of potential to reveal more about the human past through further study	
<b>Architectural interest</b> – an example of an architectural style, a building of particular use, a technique of building, or use of materials	✓ / 1
<b>Artistic interest</b> – It includes artistic endeavour to communicate meaning or use of design (including landscape design) to enhance appearance	✓ / 2

What is it about the asset that provides this interest?

No.69 London Road (originally numbered 9 London Road) was designed in c.1924 by the well-known local architect Thomas Rayson.

See his Wikipedia entry: [https://en.wikipedia.org/wiki/Thomas\\_Rayson](https://en.wikipedia.org/wiki/Thomas_Rayson)

It is a particularly attractive shop – compare it in the above photograph with the much duller architectural style of the shop next door that was built just a couple of years later (and which has since been thoroughly ruined at ground-floor level)

No.69 was built as a chemist's shop for Herbert Oddy: it was a popular shop, as it also sold

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sweets and cigarettes. It remained a chemist's shop (latterly Bellamy's) until the late 1970s, and is now a funeral parlour.

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3. <b>WHY IS IT LOCALLY VALUED?</b> Is the interest of the asset <b>valued locally</b> for any of the following reasons?	Tick / Rank
<b>Association:</b> It connects us to people and events that shaped the identity or character of the area	✓ / 4
<b>Illustration:</b> It illustrates an aspect of the area's past that makes an important contribution to its identity or character	✓ / 3
<b>Evidence:</b> It is an important resource for understanding and learning about the area's history	✓ / 5
<b>Aesthetics:</b> It makes an important contribution to the positive look of the area either by design or fortuitously	✓ / 1
<b>Communal:</b> It is important to the identity, cohesion, spiritual life or memory of all or part of the community	✓ / 2
How is the asset locally valued as heritage?	
It is an outstandingly handsome building in a rather dreary shopping centre. It is unaltered and shows how a chemist's shop would have looked almost a hundred years ago	

4. <b>WHAT MAKES ITS LOCAL SIGNIFICANCE SPECIAL?</b> Do any of the following features make the heritage significance of the asset stand out above the surrounding environment?	Tick
<b>Age</b> ... Is it particularly old, or of a date that is significant to the local area?	✓
<b>Rarity</b> ... Is it unusual in the area or a rare survival of something that was once common?	✓
<b>Integrity</b> ... Is it largely complete or in a near to original condition?	✓
<b>Group value</b> ... Is it part of a group that have a close historic, aesthetic or communal association?	
<b>Oxford's identity</b> ... Is it important to the identity or character of the city or a particular part of it?	✓
<b>Other</b> ... Is there another way you think it has special local value?	
How does this contribute to its value?	
It is by a local architect, Thomas Rayson, who lived at The Ridings on the edge of Headington and had the honour of designing the Oxford War Memorial just a few years earlier.	
The front and side of this shop look much as they would have back in the mid-1920s: even its chimney is intact. Most other shops in Headington of the same period were of an inferior design to start with and have subsequent ugly alterations. The old photograph below shows how unchanged it is, and how it has always been superior to other nearby architecture.	

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