



Former Odeon Cinema, Hackney, London

Archaeological Building Recording
OASIS Reference: (Waterman2-286406)

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This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2008, BS EN ISO 14001: 2004 and BS OHSAS 18001:2007)

Issue	Date	Prepared by	Checked and Approved by
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Comments

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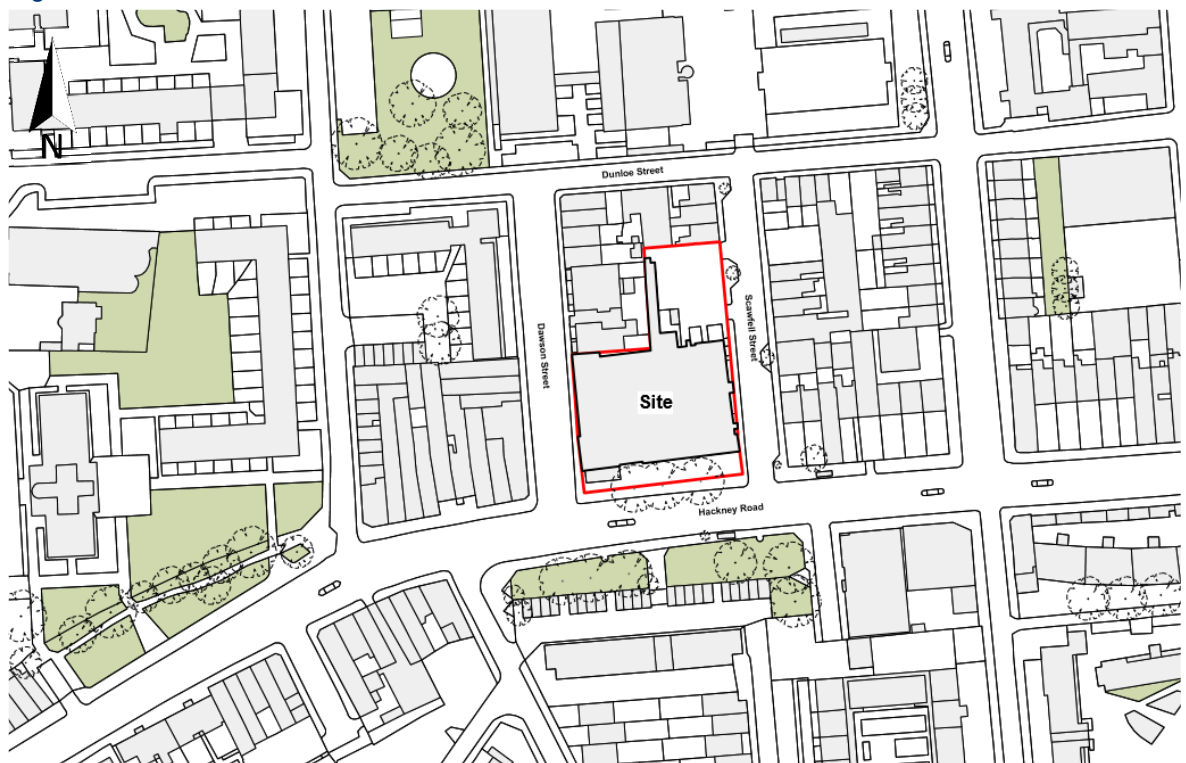
1. Introduction

- 1.1. This scheme of archaeological building recording has been undertaken by Waterman Infrastructure & Environment Ltd (Waterman) for Hackney Property Holdings Ltd and relates to the former Mecca Bingo Hall located at 211 Hackney Road in the London Borough of Hackney (hereafter referred to as the 'Site').
- 1.2. The Site is centred on Ordnance Survey Grid Reference TQ533905 183135 and comprises a building and carpark which was constructed in the 1930s as an Odeon Cinema. The Site is outlined and identified in **Figure 1**.
- 1.3. A scheme of research and archaeological building recording is required as a result of a planning condition (Application Ref: 2016/3602¹) which states:

Recording of demolished building. Prior to any stripping out and demolition works, the existing building shall be subject to a full photographic and textual recording of the standard indicated in the Historic England guidance document Understanding Historic Buildings: A Guide to Good Recording Practice (English Heritage, 2006). The recording should be at Level 2 as described in Paragraph 5.3 and the record preserved as described in Paragraphs 7.1 to 7.3 of that document. The completed record shall be submitted to and approved by the Local Planning Authority, in writing, prior to the occupation of the East Range and shall then be submitted to the Greater London Historic Environment Record. The removal of historic fabric shall not be carried out otherwise than in accordance with the recording thus approved.

REASON: To secure and safeguard the provision for inspection and recording of matters of architectural and/or historical importance associated with the building that may be lost in the course of works.

Figure 1: Site Location Plan



¹ <http://planning.hackney.gov.uk> (Accessed 07/06/2017)

2. Methodology

Aim

- 2.1. The aim of this programme of recording is to provide a long-term sustainable record of the former Mecca Bingo Hall, which was originally constructed as a cinema, and any significant fixtures it holds. This will secure the proper recording of the building prior to its demolition. The aim is also to enhance, through site analysis and research, knowledge of the former cinema.
- 2.2. The scheme of building recording aims to:
 - Provide a history of the building;
 - Where information permits, identify chronological building phases and uses; and
 - Complete Level 2 record of the structure.

Scope of Historic Building Recording

- 2.3. The scope for this scheme of building recording is commensurate with Level 2 as outlined in Historic England's publication *Understanding Historic Buildings: A Guide to Good Recording Practice* (2016).
- 2.4. The scheme of recording will pertain to the Site as outlined in **Figure 1**.

Documentary Research

- 2.5. A programme of documentary research was undertaken to provide an understanding of the Site's history and chronological development. The documentary research focuses on the twentieth century use of the Site, from which the structure derives. Earlier uses of the Site are not discussed.
- 2.6. Archives consulted include:
 - Hackney Local Studies and Archives Centre, Hackney; and
 - The London Metropolitan Archives, Clerkenwell.
- 2.7. The aim of the documentary research is to provide:
 - An understanding of the Site's history; and
 - An understanding of the Site's chronological development.

Photographic Record

- 2.8. A high-quality digital record was made using a digital SLR camera. Photographs were taken at 18 mega pixel resolution and deposited as a JPEG file, subject to consultation with the Archaeological Data Service.
- 2.9. A photographic scale of appropriate size was included in views where needed.
- 2.10. The location and orientation of all external photographic views on Site was recorded on copies of the 'as existing' site plans. These are complemented by photographic registers which, as a minimum, give the direction of the view and a brief description of the subject, date and site reference. The plan showing locations of viewpoints is located on **Drawing 2** in **Appendix E**. The photographic register and archive thumbnails are contained in **Appendices B** and **C**.
- 2.11. A selection of the photographic record is used to illustrate this report to provide an understanding of the Site, its historic use and its context.

- 2.12. The full photographic record, together with copies of any annotated plans and the photographic gazetteer, is included in the site archive.

Measured Survey

- 2.13. Measured surveys of the building were provided. The drawings include floor plans and elevations, contained in the drawing archive.
- 2.14. The drawing register and archive are provided in **Appendices D and E**.

Report and Archive

Report

- 2.15. This report provides a description of the Site and buildings (including scale and massing, construction, materials, layout and architectural detail), its history and heritage significance.
- 2.16. This report is produced to guidance set out within *Understanding Historic Buildings, A guide to good recording practice* (Historic England 2016).
- 2.17. The report is provided in a bound copy and in pdf format. Copies of the report will be submitted to Hackney Local Studies Library, Greater London Historic Environment Record (GLHER) and the Archaeological Data Service and any other depositories subject to consultation with GLASS.

Archive

- 2.18. An archive of this scheme of building recording contains all the raw data from the on-site investigation. The project archive will be deposited with The Archaeological Data Service (ADS). The site code from the Online Access to the Index of Archaeological Investigations (OASIS) is waterman2-286406. This will be used for the ADS deposition.
- 2.19. The archive includes:
- Digital photographic record and register;
 - Drawings and drawing register;
 - Site plan annotated with the locations of selected photographic views; and
 - A digital copy of the report.

Project Management and Staffing

Personnel

This scheme of archaeological building recording was managed and undertaken by Tim Murphy MCIfA IHBC.

3. Historical Baseline and Analysis

Designated & Non-Designated Heritage Assets

- 3.1. There are no designated heritage assets within the Site.

Historical Overview

- 3.2. The Odeon was designed by architect Andrew Mather and opened in 1938. The building's use as a cinema was relatively short-lived, as it closed in 1962.

The Site in Context: Cinemas in Hackney and the U.K.

- 3.3. The early days of film began as a novelty that soon became a form of mass-entertainment in the first half of the 20th century. In 1909 the Cinematograph Act was passed, in response to a number of fires (film being highly flammable), which immediately created a new building typology: the cinema². Cinemas were commonplace in England by 1910, having evolved from music halls and fairground attractions.
- 3.4. By World War One, cities and many small towns in England had their own cinema, and some 4,000 were built before 1914³. Between 1907 and 1914, 52 cinemas were established in Hackney alone but all were not purpose-built cinemas as some were converted shops, chapels, churches and skating rinks as well as converted struggling theatres and music halls eager to boost audiences by installing screens and projectors⁴. After World War One a shortage of housing led to a ban on the construction of luxury buildings until 1921. By this time there was a decline in cinema attendance as a result of the popularity of radio and the domestic comfort it offered.
- 3.5. The arrival of sound films led to a resurgence in the popularity of the cinema. In the late 1920s large American-style movie palaces were opened to launch the latest film releases. These included: the Paramount Plaza at Piccadilly Circus (1927) and the MGM Empire in Leicester Square. The popularity of cinema in the late 1920s led to the formation of British Cinema Circuits. In 1928 the Associated British Cinema (ABC) circuit was formed. Gaumont-British Picture Corporation was one of the largest contemporary circuit companies⁵.
- 3.6. During the early 1930s, cinema design had evolved. Many of the buildings were constructed to be exciting and of an architecture that created an atmospheric experience drawing crowds. One of the finest examples from this 'golden age' of cinema is the Tooting Granada, designed by Cecil Masey. The building is most famed for its lavish interior, designed by Theodore Kumisarjevsky. The foyer of the building resembled a baronial banqueting hall with minstrel's galleries. The auditorium was heavily decorated in a cathedral-like style, with gothic arches upon walls flanking the screen.
- 3.7. By 1934, cinema design came under the influence of the modern movement that represent a more forward looking image⁶. The origins of these designs in Britain are considered to be attributed, to a certain extent, to the architect Ernest Wamsley Lewis. Lewis had studied in Germany and the U.S.A. in the 1920s. This influence was reflected in his design of the New Victoria, at Victoria. The cinema, opened in 1930, demonstrated a reinterpretation of the cinema image, introducing modernism to Britain in a popular form. The New Victoria influenced the designs of the Gaumont-British cinemas throughout the 1930's⁷.

² English Heritage, 2011

³ English Heritage, 2011

⁴ <https://www.hackneycitizen.co.uk/2016/10/28/history-hackney-cinemas/> (Accessed 05/06/2017)

⁵ Eyles, 2005

⁶ Eyles, 2005

⁷ Gray, 1996

- 3.8. The 1930s boom in cinema attendance led to their construction on a mass scale. The ABC circuit opened 98 new cinemas in the 1930s and the Gaumont-British 51 during the same period. The Odeon Circuit, now one of the most recognised in contemporary cinema, was relative latecomer to the British cinema industry. After opening 136 cinemas and acquiring many existing ones, Odeon came to symbolise British cinema design at its most progressive stage.
- 3.9. By 1939, the number of operating cinemas reached its peak of 4,901. At the outset of World War Two cinemas were closed but reopened a week later to provide a psychological boost and a relative safe-haven from air raids. At its peak, wartime cinema attendance reached 31,000,000 per week⁸.
- 3.10. After World War Two, the celebratory mood pushed cinema attendance to a record high. This was, however, short-lived as the onset of T.V., and its rising popularity, had a dramatic effect of cinema attendance⁹. This was coupled with factors resulting from the War, such as the housing shortage in London causing people to move to the home counties away from the inner boroughs. The cinema industry replied to the downturn with gimmicks such as widescreen formats and three-dimensional films. The later arrival of Independent Television (ITV) resulted in attendance figures halving between 1957-1960. By the 1970s, by which time the Hackney Odeon had closed, cinemas began to create more screens. This was, however, unpopular and damaged the reputation: the division of an auditorium to create a number of smaller cinemas often detracted from the cinema experience.
- 3.11. The introduction of the American-style multiplex in the 1980s ultimately sealed the downfall of early cinemas. The new multiplexes consisted a number of similarly-sized screens, attached to a single foyer under one roof. They were constructed in areas easily accessible by car and normally provided parking. The old-style cinemas that had been modified in an ad hoc manner were no competition for these new large multiplexes.
- 3.12. Since the 1980s, a new form of cinema has been constructed allowing for a large variety of films to be shown, and for merchandising and consumer opportunities to be maximised. Over the past 30 years many towns and boroughs have witnessed the demise of their old local cinema. In most cases this has resulted in their reuse or demolition.
- 3.13. Hackney experienced a decline in cinema numbers during the second half of the twentieth century. There had been 60 cinemas in Hackney at different times throughout the twentieth century, reaching a peak of around 30 in the period 1920-1950. This number was reduced to around 9 in the 1970s and 1 in the early 1990s¹⁰.

Odeon: An Overview of the company

- 3.14. The Odeon cinema circuit was setup up by Oscar Deutsch in the 1930s. The name was derived from his motto 'Oscar Deutsch Entertains Our Nations'. What initially started as a handful of cinemas in small towns and suburbs grew to a national offer. Whilst there were many cinema circuits operating during the 1930s, the two main ones were ABC and Gaumont. Odeon exploited advantages over these companies as it was able to tie-up with major film distributors to ensure a supply of quality English and American films and Odeon, unlike Gaumont and ABC, did not become involved with the financially hazardous area of film production. By the end of the 1930s Odeon was setting the benchmark for film exhibition in England, opening modern cinemas with better designs than the other circuits, putting customer comfort and experience at the forefront¹¹.

⁸ Gray, 1996

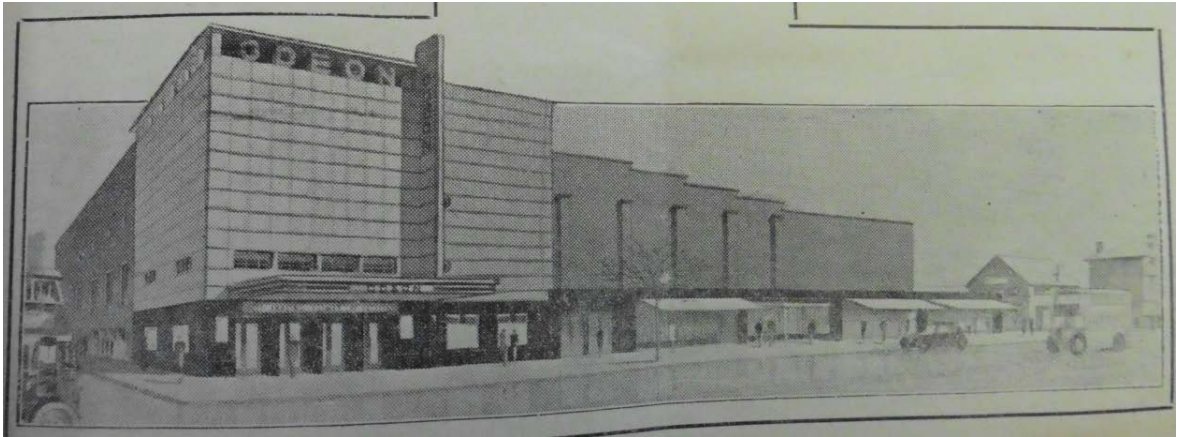
⁹ Eyles, 2005

¹⁰ <https://www.hackneycitizen.co.uk/2016/10/28/history-hackney-cinemas/> (Accessed 06/06/217)

¹¹ Eyles, 2002

- 3.18. The Odeon at 211 Hackney Road was the 124th to be built by the Odeon circuit. The cinema (**Figure 3**) was designed by architect Andrew Mather, an associate of Harry Weedon, who designed 11 other cinemas for the circuit¹³ and collaborated with Weedon on the prestigious Leicester Square Odeon. The original design of the cinema is detailed on drawings located in **Appendix A**.

Figure 3: Publicity image of the Hackney Odeon



Source: *The North London Recorder*, July 27th 1938

- 3.19. The cinema opened on 27th July 1938 screening “Thanks Evans” starring Max Miller. The opening of the cinema was a notable event at the time, the newspaper *The North London Recorder* publishing a special Odeon supplement (**Figure 4**). The cinema was opened by 1930s radio personality Christopher Stone with Odeon director Mr W.E. Elcock in attendance. The opening showings were a sell-out. The roads were closed and police brought in to control crowds who had come to see the opening fanfare, which also include the H.M. Scots Guards Band who played in the auditorium prior to the first screening. Prior to the showing of the first film, Christopher Stone (opener), Andrew Mather (architect), Phillip Cussins (contractor) and the mayor Shoreditch, Councillor George Jeger, took to the stage. The film started after a speech from Stone, the national anthem and a collection for Queen’s Hospital for Children. The new cinema’s manager was J.J. Stoker who has been transferred from Foresters Cinema in Bethnal Green which had recently been taken over by Odeon.

¹³ <http://cinematreasures.org/theaters/13886> (Accessed 06/06/2017)

Figure 4: The North London Record, Odeon supplement

SPECIAL ODEON SUPPLEMENT

North London

Recorder

Special Issue. Wednesday, July 27, 1938.

MAGNIFICENT SCENES AT ODEON OPENING

BY "RECORDER" STAFF REPORTERS

North London's newest cinema, the magnificent new Odeon in Hackney Road, E.2 was opened tonight by Christopher Stone, famed radio star.

The new building, which seats nearly two thousand, imposing in its modern design of black and cream, was specially decorated for the occasion.

Traffic was blocked in neighbouring roads half an hour before the opening by sight-seeing crowds waiting to welcome the guests.

People stood on housetops to watch the opening.

Quiet, retiring, Christopher Stone, loudly cheered by the crowd, waved greetings as he entered the cinema.

Police controlled the crowds that had collected for the opening. Though doors were not due to open until 7.15, hundreds had waited since half-past six. Trams coming from the Shoreditch Church end of Hackney-road were held up until people could be cleared from the road.

Impatient onlookers got their first inkling that something was at last happening when a squad of kilted pipers emerged from the cinema shortly after seven, played wild Scottish airs until a troupe of trumpeters from the Scots Guards lined up outside and sounded Ketelby's Ceremonial Fanfare. A queue of 2,500 ticket-holders was coolly handled by the new staff when they were admitted at 7.15. All the seats had been sold out by Tuesday evening.

Representing Mr. Oscar Deutsch, who was unable to be present, was Mr. W. E. Elcock, a director of Odeon Theatres.

They Laughed at At Max Miller

For three quarters of an hour the band of H.M. Scots Guards, under the direction of Captain H. E. Dowell, played to the audience from the orchestra pit, until at 8 sharp cheering from outside proclaimed that the party had arrived.

To the wailing skirl of the pipes, leading them up the aisle, the party followed to the stage, took up their position in a circle of chairs.

The main film of the evening was the pre-release "Thank Evans," starring wise-cracking Max Miller, supported by musicals and cartoons. It was clear to the guests at the opening performance that the cinema is admirably suited for sound.

In this supplement the "North London Recorder" tells

On page 2 the full story of the opening.

Page 3 an account of the new cinema.

Page 4. The story of the man who made it possible—Mr. Oscar Deutsch.

LATE NEWS !

News of the Odeon opening was flashed by our reporters to the "NORTH LONDON RECORDER" offices, and this special souvenir edition was printed and delivered to the Odeon within half an hour of the official opening.



Source: Hackney Local Studies and Archives Centre

Figure 5: Photograph of Cinema shortly after construction



Source: Historic England Archive

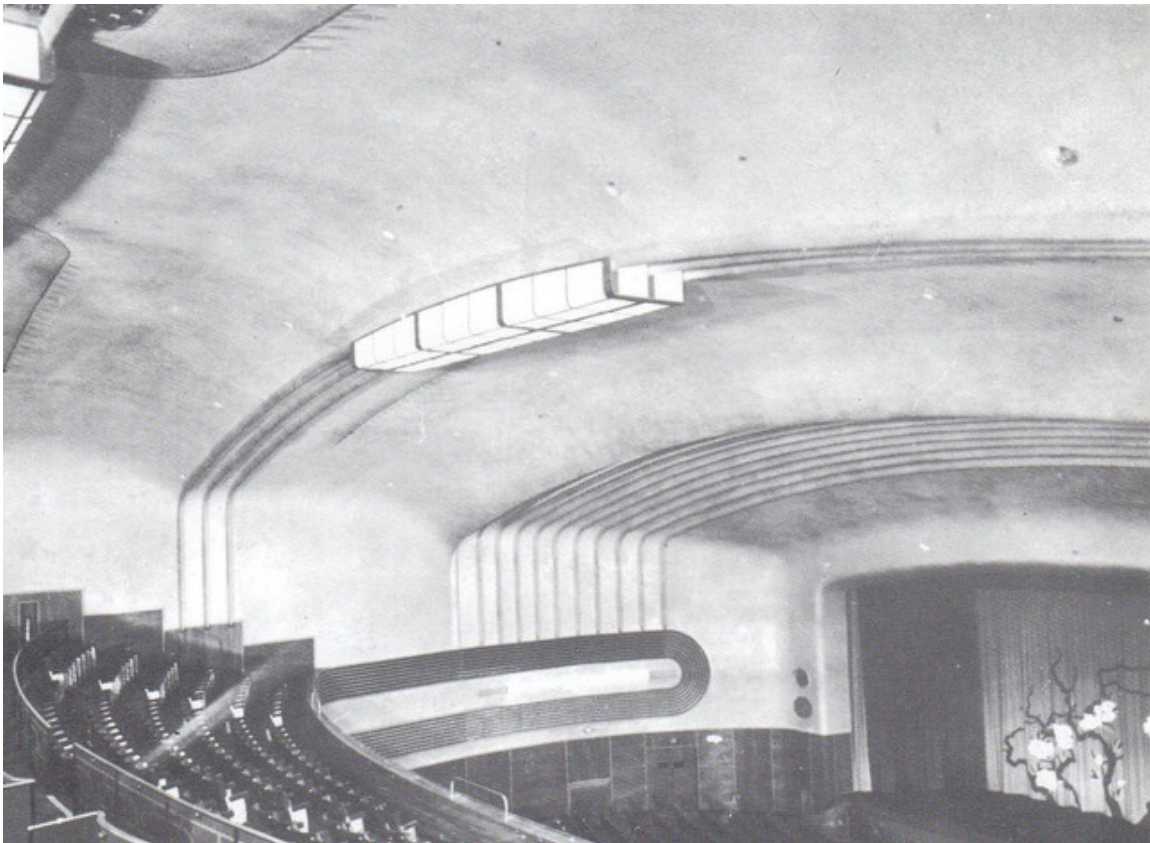
Figure 6: Photograph of cinema shortly after construction



Source: Historic England Archive

- 3.20. Whilst built in the Art Deco style, this was a plain example of Odeon Cinema. The main façade of the building was located at the southeast corner (**Figure 5** and **6**). The flat elevation was covered in cream faience tiles and broken by horizontal bands. A vertical off-centre sign was located on the elevation which terminated at a recess with the name Odeon. The building also incorporated four shops which were located in the south elevation and a car park on the north side.
- 3.21. The interior was accessed via the main doors leading to an entrance hall with a central ticket box. At ground floor was a foyer which serviced the stalls and a wide staircase led to the upper foyer which serviced the circle (balcony). The auditorium seated almost 2,000 with 1,260 in the stalls and 666 on the balcony. The interior of the auditorium was understated with decorative ribs across the ceiling and horizontal bands along the sides walls. The carpets and seats were in tones of green and the walls were painted peach. All wood panelling was walnut. Whilst yellow vitrolite was used in the interior, this example was considered more understated and austere relative to other contemporary Odeon cinemas.

Figure 7: View of interior shortly after opening



- 3.22. Bomb damage maps suggest the Odeon was not impacted during World War Two and is believed to have functioned throughout the War and after.
- 3.23. The Hackney Road Odeon closed on 20 May 1961 and was the first purpose built Odeon to cease operation as a cinema. The last programme included Ian Carmichael in “Double Bunk” and Johnny Biggs in “Wind of Change”. The building was immediately converted into a Top Rank Bingo Club (**Figures 8** and **9**) and later a Mecca Bingo Hall before closing in June 2015. The conversion into two phases of bingo hall resulted in significant alterations to the building’s interior and exterior. Drawings from 1966 detailing the conversion are located in **Appendix A**.

Figure 8: Photograph of former Hackney Odeon in 1970



Source: Hackney Local Studies and Archives Centre

Figure 9: Photograph of former Hackney Odeon in 1970



Source: Hackney Local Studies and Archives Centre

Site Assessment

- 3.24. The Site survey was undertaken on 1 June 2017. The survey sought to record the former cinema, as discussed above in the methodology. The photographic archive from this inspection is detailed in **Appendix B** and **C**. Plans and elevation of the existing building, including a photograph location plan, are detailed and contained in **Appendix D** and **E**.

Exterior

- 3.25. The building's facade elevation is located on the south side (**Figure 10**). The principal elements of the original design are discernible at the south west corner. All Odeon paraphernalia was removed during the building's 1960s conversion. The shops in the south elevation are no longer evident and the openings have been blocked and rendered. The lower part of the elevation has been altered since the cinema closed with the application of tiles to the ground floor. The south auditorium wall, with pitched roof, is visible from the front (south) and stepped back from the building line. Since the building's closure as a cinema, three trees have been planted in the paved public realm which have obscured views towards the building and detracted from the appreciation of the composition.

Figure 10: View of principal south elevation and west elevation



- 3.26. The west elevation is formed at the south extent by a continuation of the frontage design. The north section of the elevation is more utilitarian in form. The un-rendered elevation is constructed of stock brick laid in Flemish bond. The elevation is broken only by ground floor exit doors and original Crittall-type windows with flat soldier brick heads. The large windows at first floor lit the circle foyer and the ground floors doors would have provided after-performance exits from the stalls and circle.
- 3.27. The east elevation is of the same understated form as the west. The large brick elevation is broken only by windows and external services. An original metal railings upon a brick wall bounds most of the elevation. The flat roofed elevation is higher than the pitched auditorium allowing space for the proscenium arch.

Figure 11: View of east elevation



- 3.28. The north elevation is at the rear of the cinema and purely functional in form. The elevation is constructed of a cheaper rough textured brick laid in Flemish bond. The elevation forms the north auditorium wall and as such is void of windows.
- 3.29. To the north of the building is the original car park which was constructed within the cinema property. Within the car park is a single-storey building containing storage rooms and a generator.

Figure 12: View of north elevation



Interior

- 3.30. Only some areas of the interior was accessible during site visit due to the poor condition of the building and the asbestos risk.
- 3.31. Inspection of the building revealed that the conversion to a bingo hall had removed most of the fixtures and fittings from the former cinema. This included the removal of all seating, orchestra pit and the insertion of a large mezzanine floor opposite the balcony which truncated the proscenium arch. However, principal original features within the auditorium were still discernible such as the balcony (circle) (**Figure 13**), projector room openings and location of the proscenium arch (**Figure 14**). The original decorative ceiling ribs, ceiling ventilation grills and wall bands have survived within the auditorium. The exit stairs on the east and west side of the auditorium were located intact although these were understated with only a decorative skirting (**Figure 17**).
- 3.32. The entrance foyer has been altered and removed all fixtures and fittings. The only surviving features in this area of the building include the original main stair and handrail rail and the first floor circle foyer (**Figure 16**). This foyer retains some decorative ceiling ribs, wall pilaster and ventilation grills but the space has been significantly truncated, likely during the cinema conversion, through the insertion of a partition.
- 3.33. The south west service stair to the roof retains an original door with sign to the Plenum (an area used for air circulation). The projector room is accessed via the service stair and a roof passage. Only some roof rooms were accessible for safety reasons. The projector room (**Figure 18**) has been subject to significant alteration and now contains a large water tank. Original features in this room included the timber herringbone floor, auditorium openings and a wall panel.
- 3.34. All small ancillary rooms and spaces accessed from the auditorium and balcony were not accessible for safety reasons.

Figure 13: View of circle from inserted mezzanine



Figure 14: View of auditorium



Figure 15: View of the former ground floor stalls area

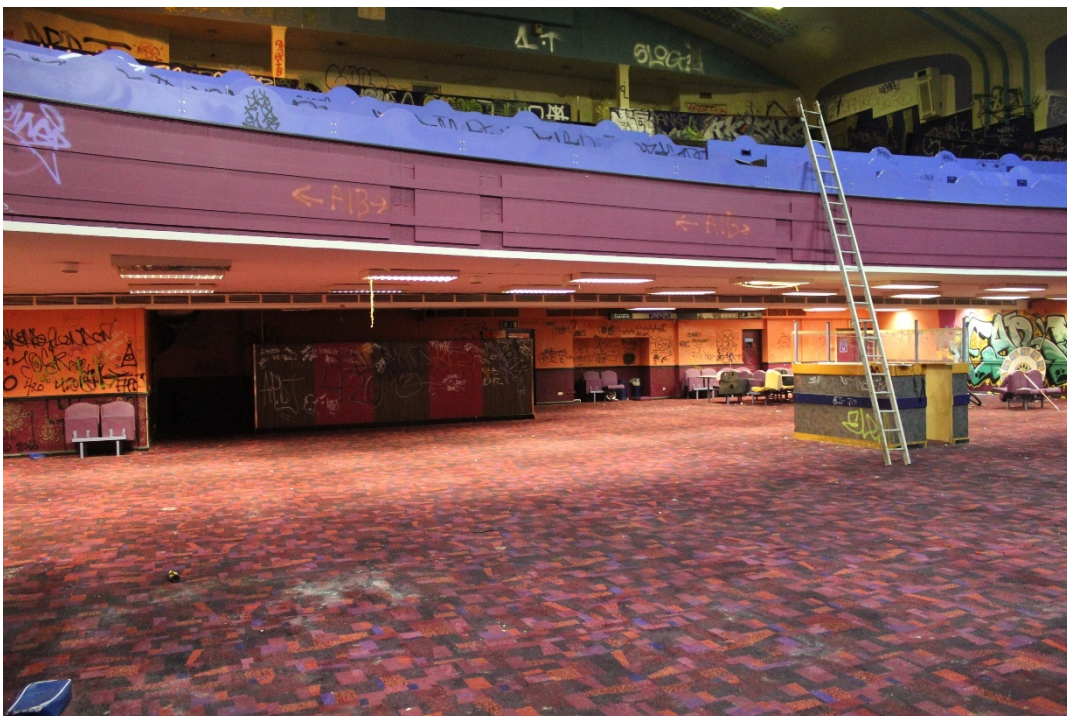


Figure 16: View of first floor circle foyer



Figure 17: View of exist stair



Figure 18: View of projector room



4. Assessment of Significance

Significance Criteria

- 4.1. Significance is unique to each heritage asset and can be defined as the sum of tangible and intangible values which make it important to society. This may consider age, aesthetic and the fabric of an asset as well as intangible qualities such as associations with historic people or events.
- 4.2. To assess the heritage significance of the Site this report has drawn guidance from Historic England¹⁴ which recommends making assessments under the categories of: Evidential, Historical, Aesthetic and Communal Value.
- 4.3. The significance of the Site will be assessed using a number of significance ratings:
 - **High:** A feature, space or theme which is significant at national or international level. These will tend to have a high cultural value and form an important element of a building or site.
 - **Medium:** A feature, space or theme which is significant at a regional or national level. These will tend to have some cultural merit and form a significant part of the building or site.
 - **Low:** A feature, space or theme which is of local or regional significance.
 - **Neutral:** A feature, space or theme which has no cultural significance but is also not considered intrusive to heritage value.
 - **Intrusive:** A feature, space or theme which detracts from heritage value.

Statement of Significance

Evidential Value: Low

“Evidential value derives from the potential of a place to yield evidence about past human activity.”¹⁵

- 4.4. The Site is considered to be of low evidential value. The building has been subject to extensive alteration which has removed almost all architectural fixtures and fittings. As such there is little building fabric that can further our knowledge of 1930s cinema design. Indeed, there are better existing and more complete examples elsewhere. The original design of this cinema is also well documented on plans, sections and elevations.

Historical Value: Medium

“Historic value derives from the ways in which past people, events and aspects of life can be connected through a place to the present.”¹⁶

- 4.5. The Site is of medium historical value. This value is drawn from the building’s association with Andrew Mather, a prominent cinema architect, and the Odeon cinema circuit of which it formed part. This cinema was built in a ‘golden age’ of the industry and formed part of Odeon’s rapid growth which led to its dominance of the sector that continues to present day. Whilst this cinema is certainly not considered Mather’s magnum opus, it is of value in a local context. The cinema was constructed at a time when Hackney had around 30 other cinemas and its bold modernist design

¹⁴ English Heritage, April 2008. *Conservation Principles, Policies and Guidance for the sustainable management of the historic environment*

¹⁵ English Heritage, April 2008. *Conservation Principles, Policies and Guidance for the sustainable management of the historic environment*

¹⁶ *Ibid*

created a landmark which stood out and was celebrated for a time. However, the building's use as a cinema was relatively short-lived and by the 1960s was converted to a bingo hall which resulted in intrusive alteration. The main historical value of the building is drawn from its 1930s design, construction and use. The later use of the building is considered to be of local value as it continued to be used as a hub for social activities until 2015.

Aesthetic Value: Low

*"Aesthetic value derives from the ways in which people draw sensory and intellectual stimulation from a place."*¹⁷

- 4.6. Although not considered a high quality example, the original building would have been of higher aesthetic value (than existing) presenting an example of bold, if not a little understated, 1930s design in the 'Odeon Style'. The interior of the building has been altered to such an extent that whilst original decorative features are discernible, the ability to appreciate their context and composition has been significantly diminished by unsympathetic conversion.
- 4.7. The exterior of the building retains much of its original design, particularly with regard to the main façade. However, alteration since the cinema's closure has included removal of Odeon paraphernalia and insertion of poor quality tile cladding has detracted from the original design aesthetic.

Communal Value: Low

*"Communal value derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory"*¹⁸

- 4.8. The Site is, today, considered to be of limited communal value. The cinema ceased use in the 1960s and as such the building's association with the historic Odeon circuit is considered to be largely unknown beyond those who appreciate this building typology. The main communal value of the building is likely found in the building's recent hub for local social activities; this is drawn from the Site being a local amenity rather than from an appreciation of heritage value which is not believed to be widely known in the public consciousness. Since 2015 the building has been closed which has limited public interaction, particularly with any of the few remaining original cinema features in the interior.

¹⁷ Ibid

¹⁸ Ibid

5. Overview & Summary

- 5.1. This report outlines the results of a scheme of historic building recording of the former Odeon Cinema, located at 211 Hackney Road. The record has been undertaken commensurate with a Level 2 record as outlined by Historic England.
- 5.2. The Odeon was designed by architect Andrew Mather and opened in 1938. The building's use as a cinema was relatively short-lived and closed in 1962; it was the first purpose built Odeon cinema to close. The building was immediately converted into a bingo hall which removed much of the building's internal fixtures and fittings. The bingo hall closed in 2015 and there is now planning permission for the building to be demolished for residential development.
- 5.3. The main interest of the building is found in its historical value which is drawn from its association with architect Andrew Mather and the Odeon cinema circuit during the 'golden age' of cinema. The much-altered building is not considered to be a good example of the 'Odeon Style' with better and more complete examples surviving. The building is also considered to be of local value, being one of approximately 60 cinemas to have been constructed in Hackney's during the twentieth century.
- 5.4. This scheme of building recording has met its aims in providing a sustainable photographic record of the former cinema prior to its demolition. The study has also included research and assessment to further understand the Site's historic development.
- 5.5. Future research questions could include investigating the growth of cinemas in Hackney and other London boroughs in the inter-war period, the reasons for the peak in their popularity, the competition and enterprise between them and ultimately the reasons for their decline in numbers in the post war period.
- 5.6. The full archive of this scheme of archaeological building recording is available online and can be accessed through the Archaeological Data Service website (<http://archaeologydataservice.ac.uk/>).

References and Sources

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Eyles, A (2002) *Odeon Cinemas 1: Oscar Deutsch Entertains our Nation*, Cinema Theatre Association

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Websites:

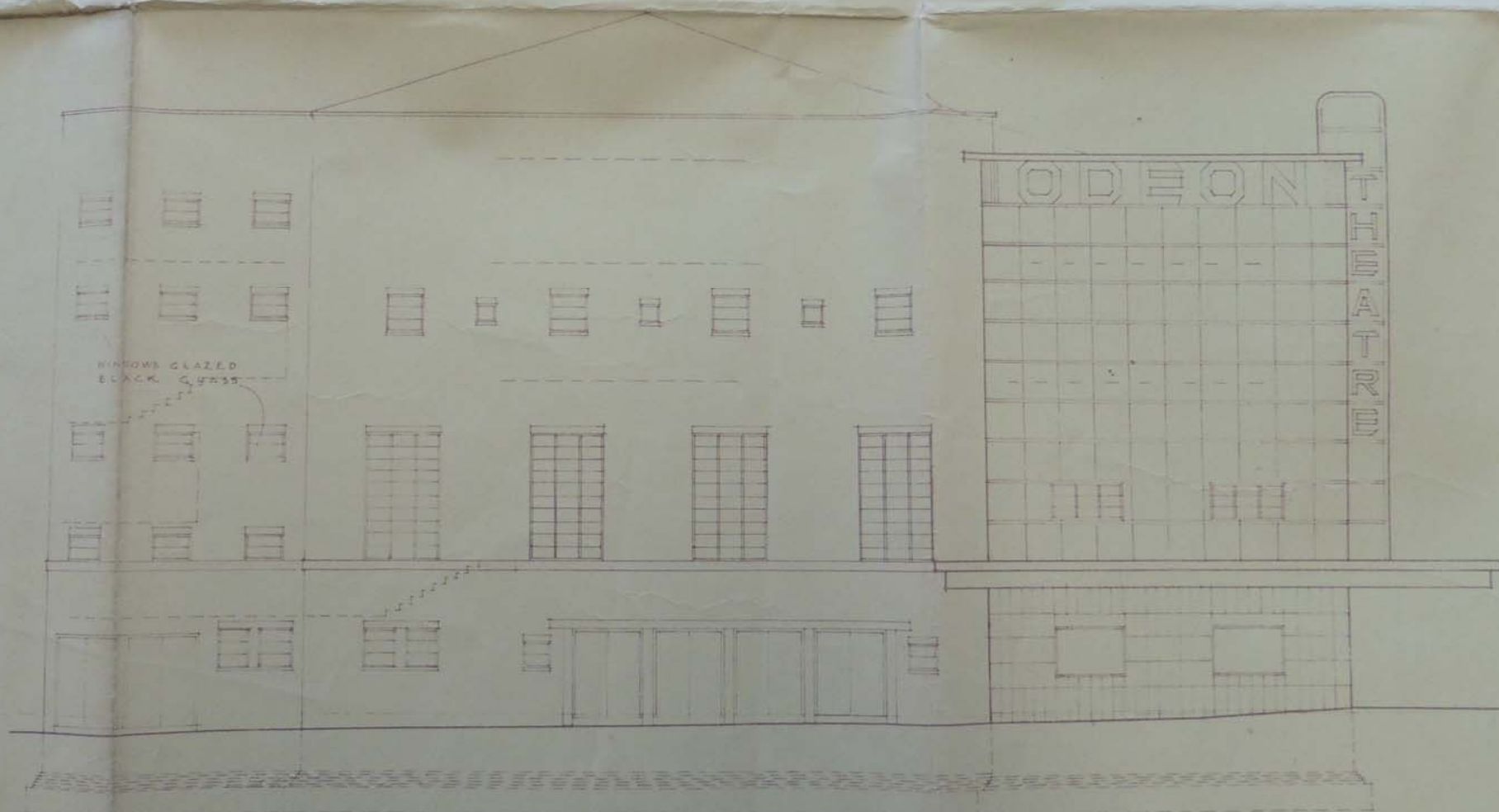
<http://cinematreasures.org/theaters/13886> (Accessed 06/06/2017)

<https://www.hackneycitizen.co.uk/2016/10/28/history-hackney-cinemas/> (Accessed 05/06/2017)

APPENDICES

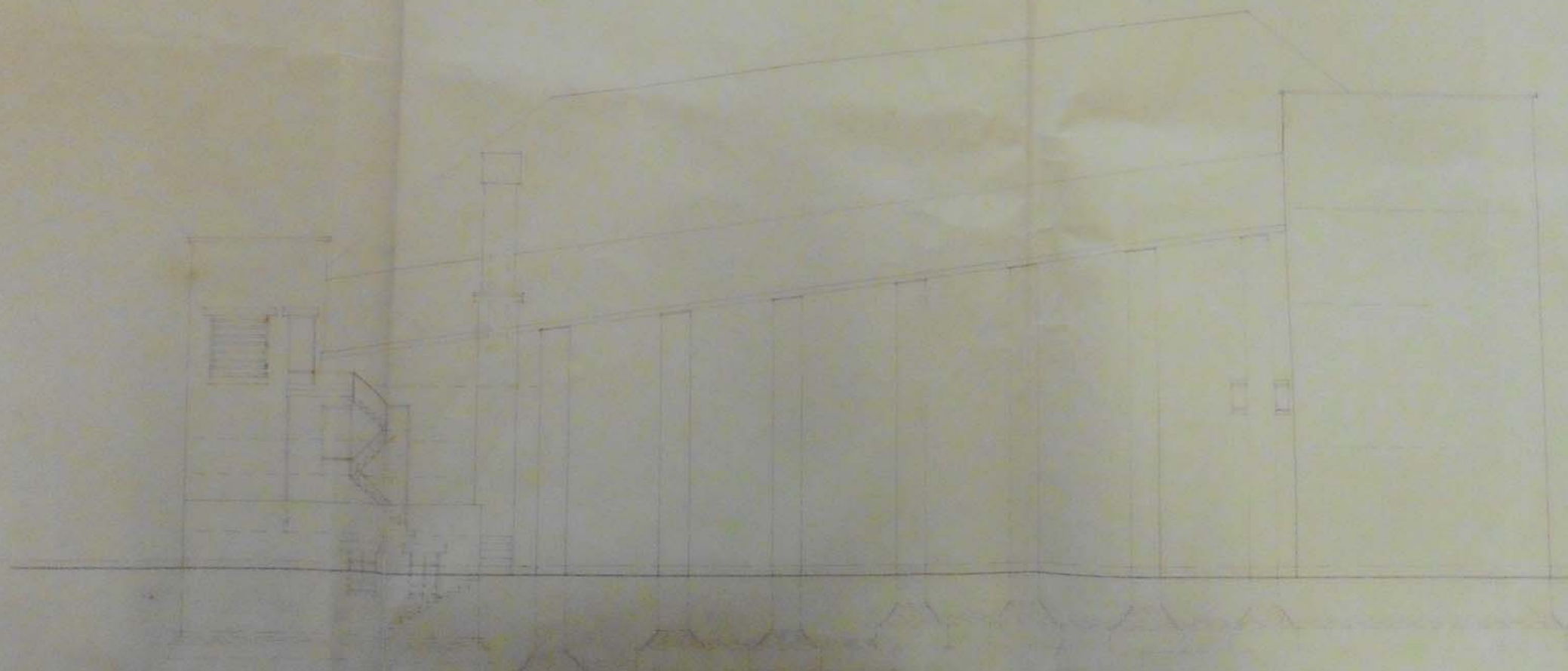
A. Original and 1960s Conversion Drawings of Hackney Odeon

ELEVATION TO HACKNEY ROAD.



ELEVATION TO BRUNSWICK STREET.

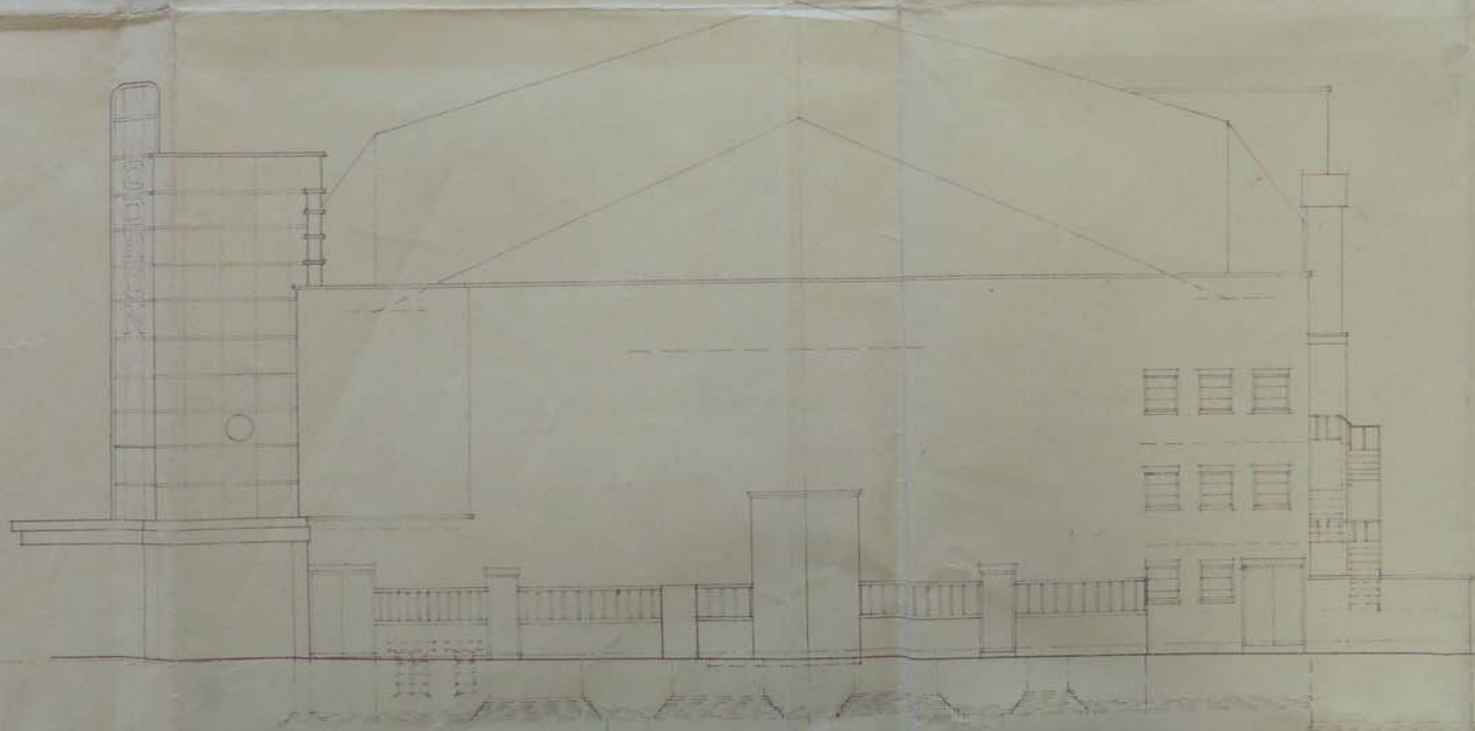
ELEVATIONS.



B A C K E L E V A T I O N



BACK ELEVATION



ELEVATION TO SCAWFELL RD

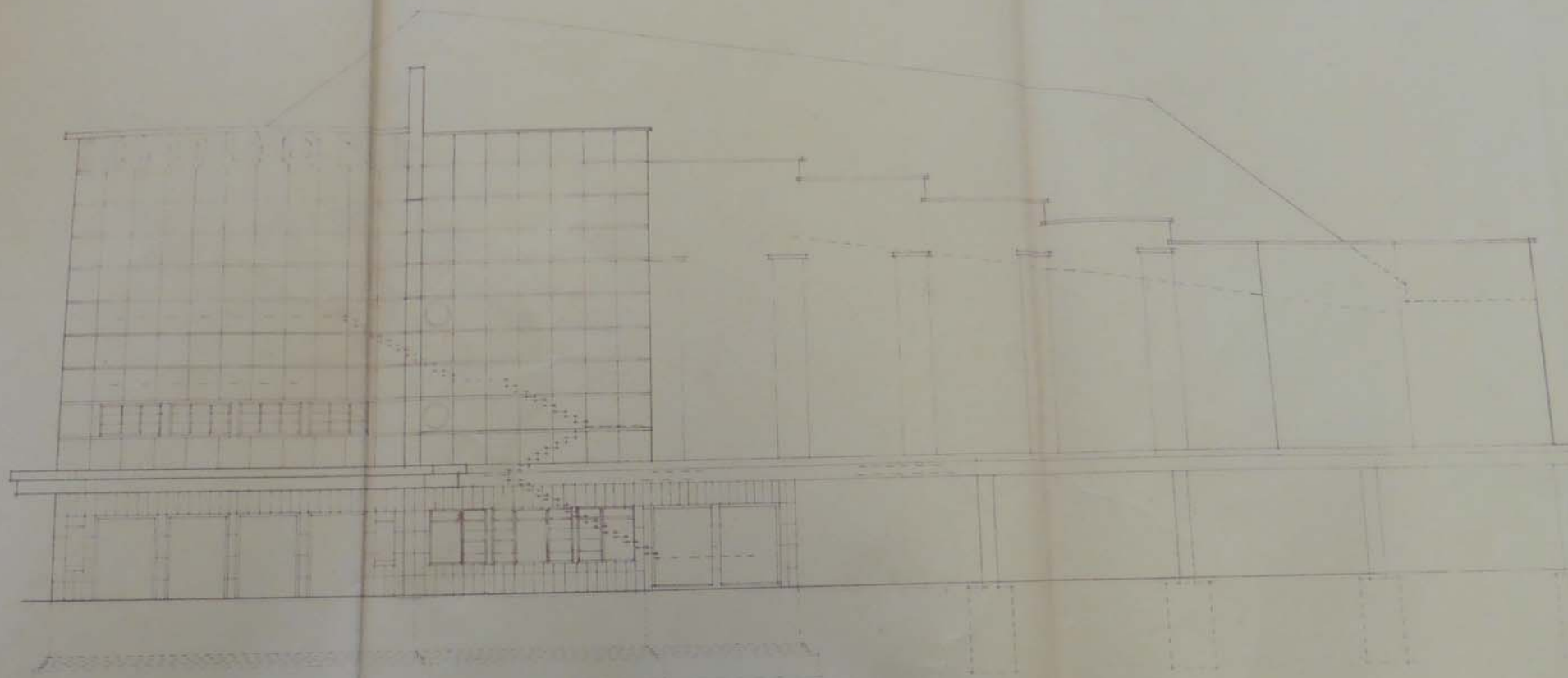


HACKNEY ROAD · E ·

ODEON THEATRE FOR MESSRS
ODEON (HACKNEY ROAD) LTD

ANDREW NATHAN, ARCHT.
ARCHT. TEST
11, GILBERT ST. LONDON
W.C.

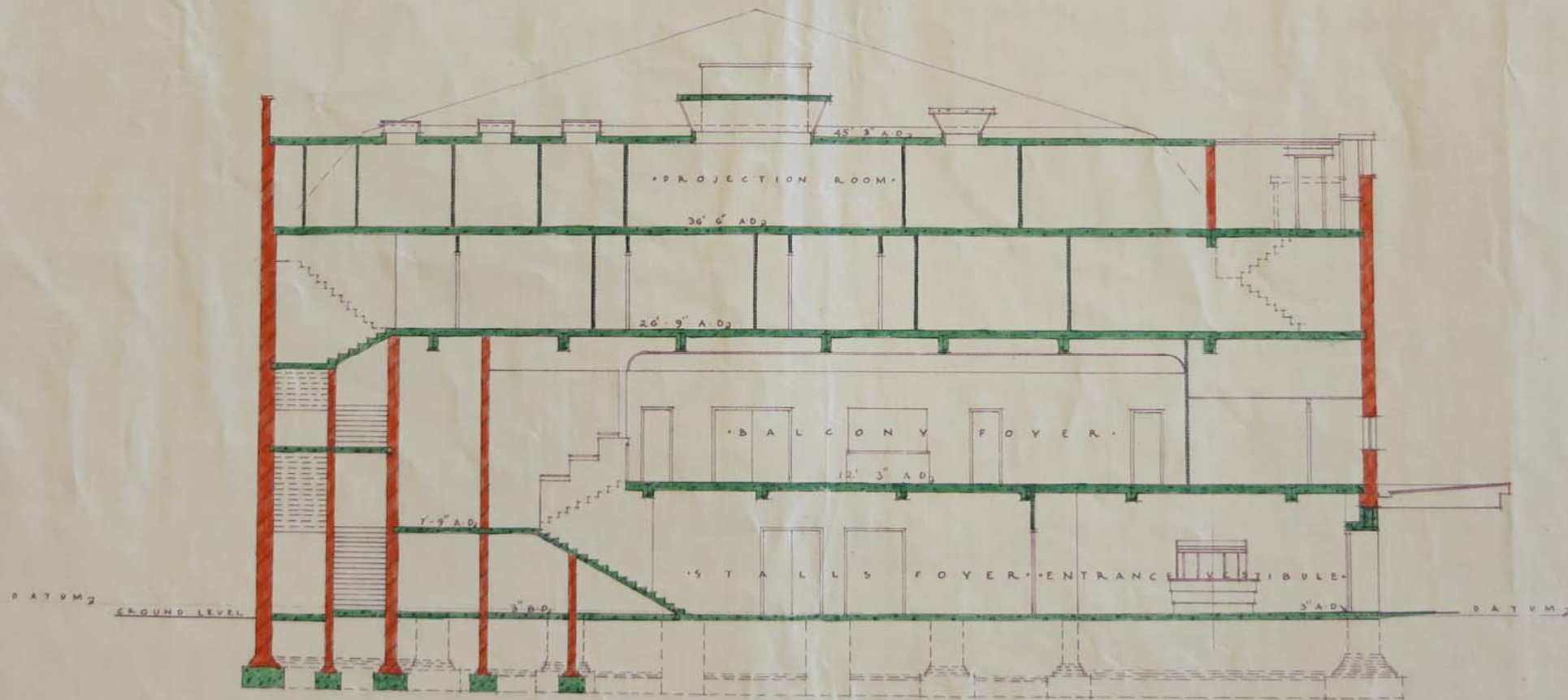
SCALE 1/4" = 1'-0"	ORIGIN
DATE 28.7.37	NUMBER



· ELEVATION TO HACKNEY ROAD ·



· S I T E P L A N ·



· S E C T I O N A · A ·

C K N E Y R O A D · E ·

ODEON THEATRE FOR MESSRS
ODEON (HACKNEY ROAD) LTD

ANDREW MATHER, F.R.I.B.A.
ARCHITECT
LEICESTER SQ CHAMBERS
LONDON W.C.

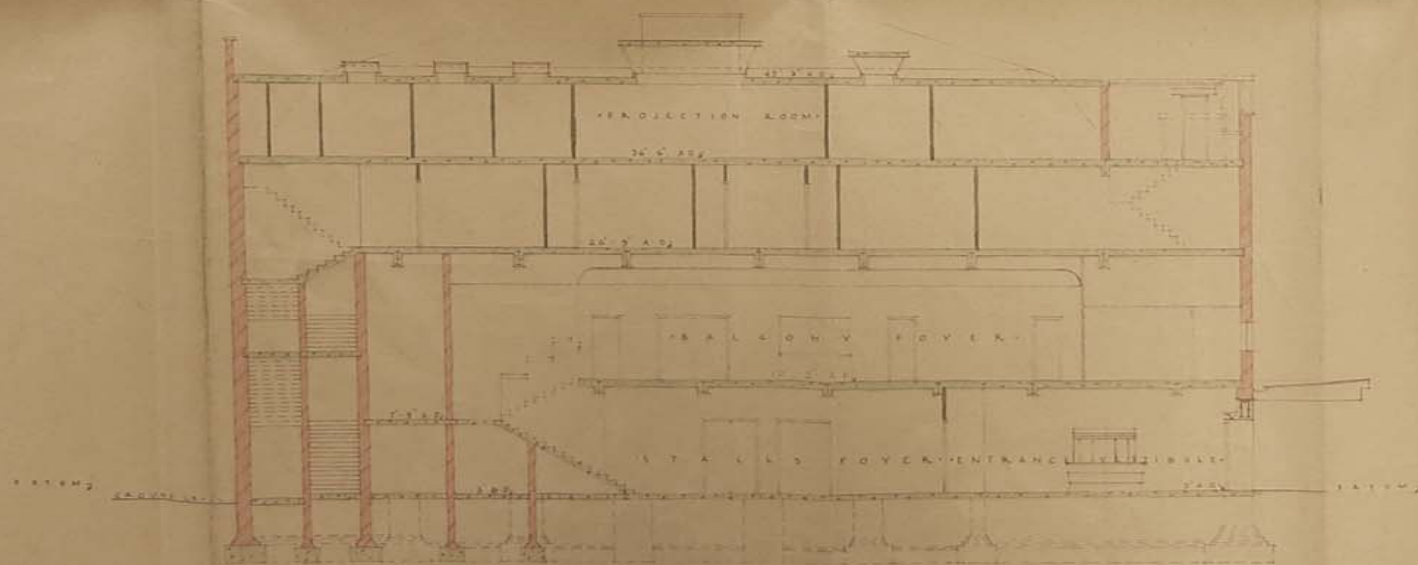
SCA
DAT

SECTION A-A

SITE PLAN.

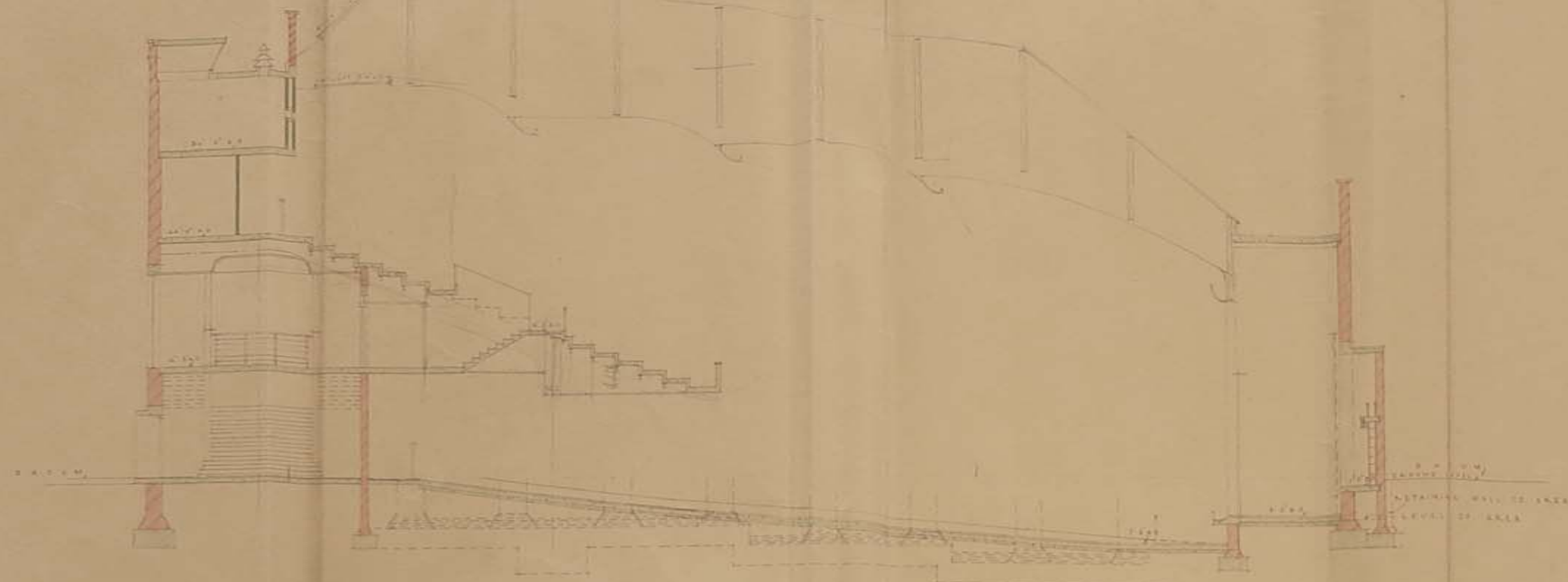


S I T E P L A N

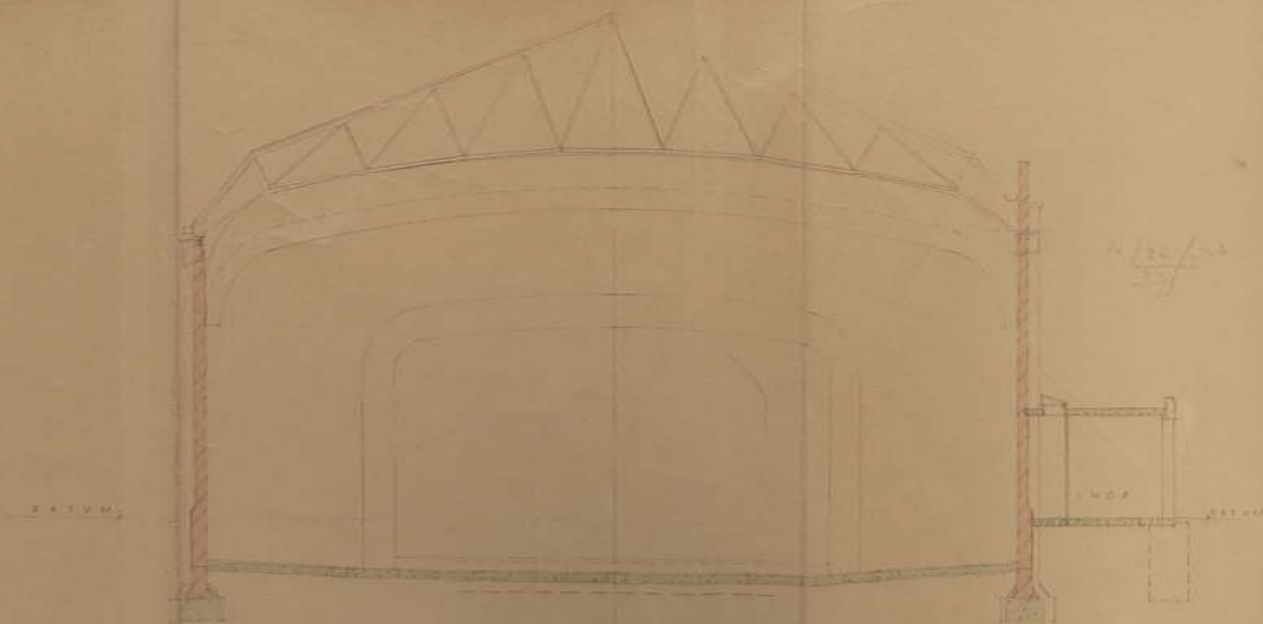


S E C T I O N A - A





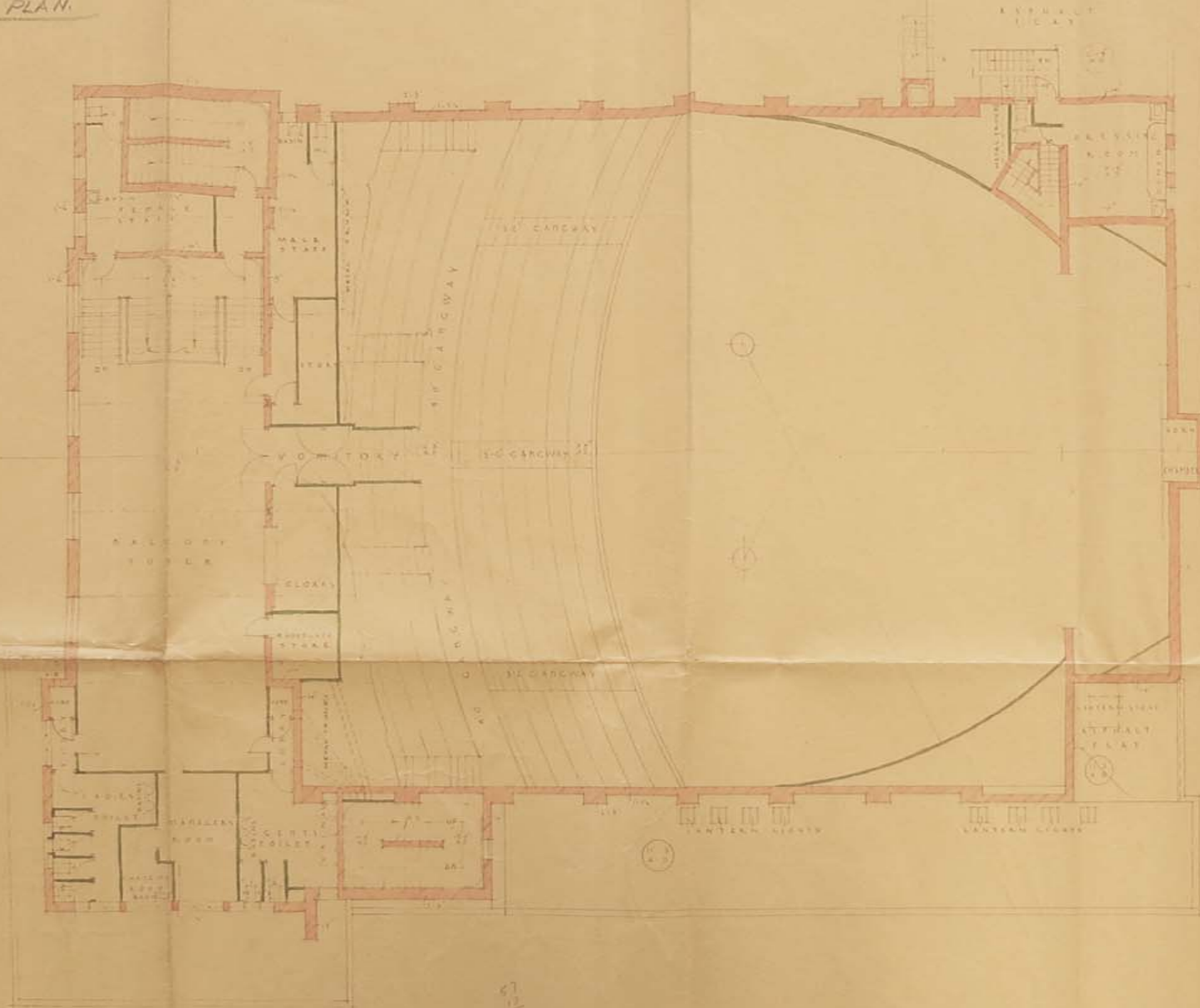
LONGITUDINAL SECTION



CROSS SECTION

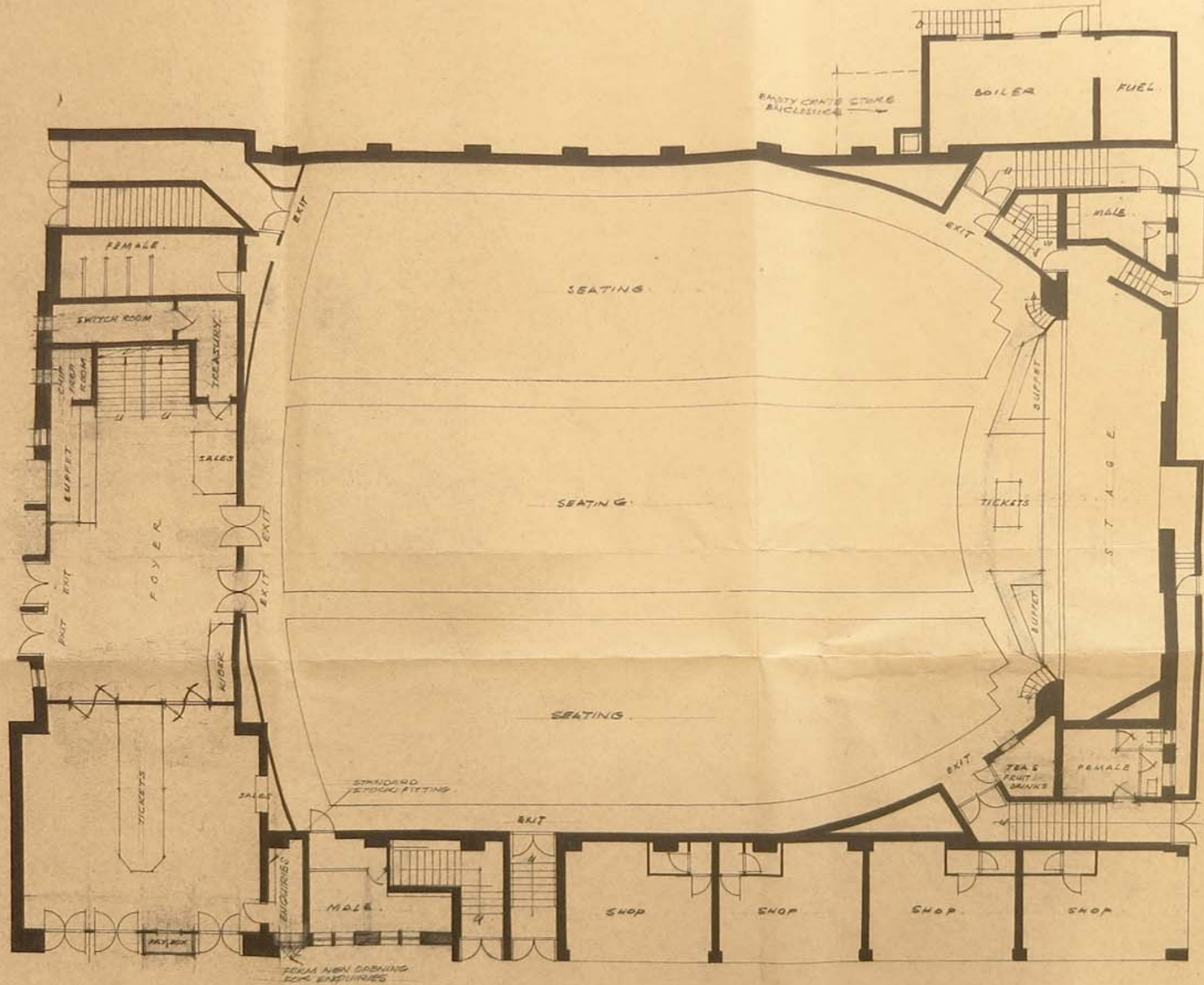


VOMITORY FLOOR PLAN



VOMITORY FLOOR PLAN





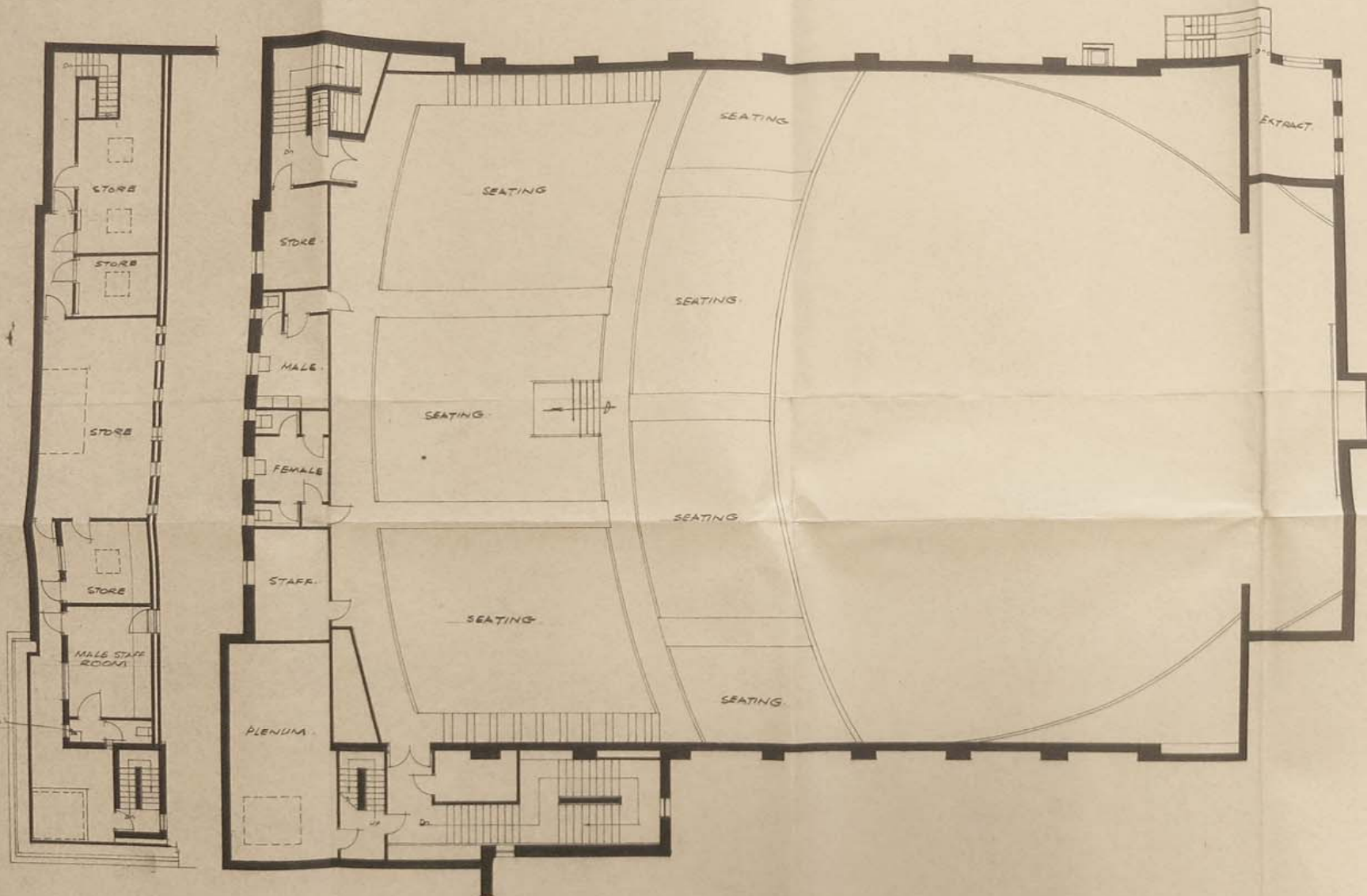
GROUND FLOOR PLAN



ELEVATION OF NEW WINDOW.



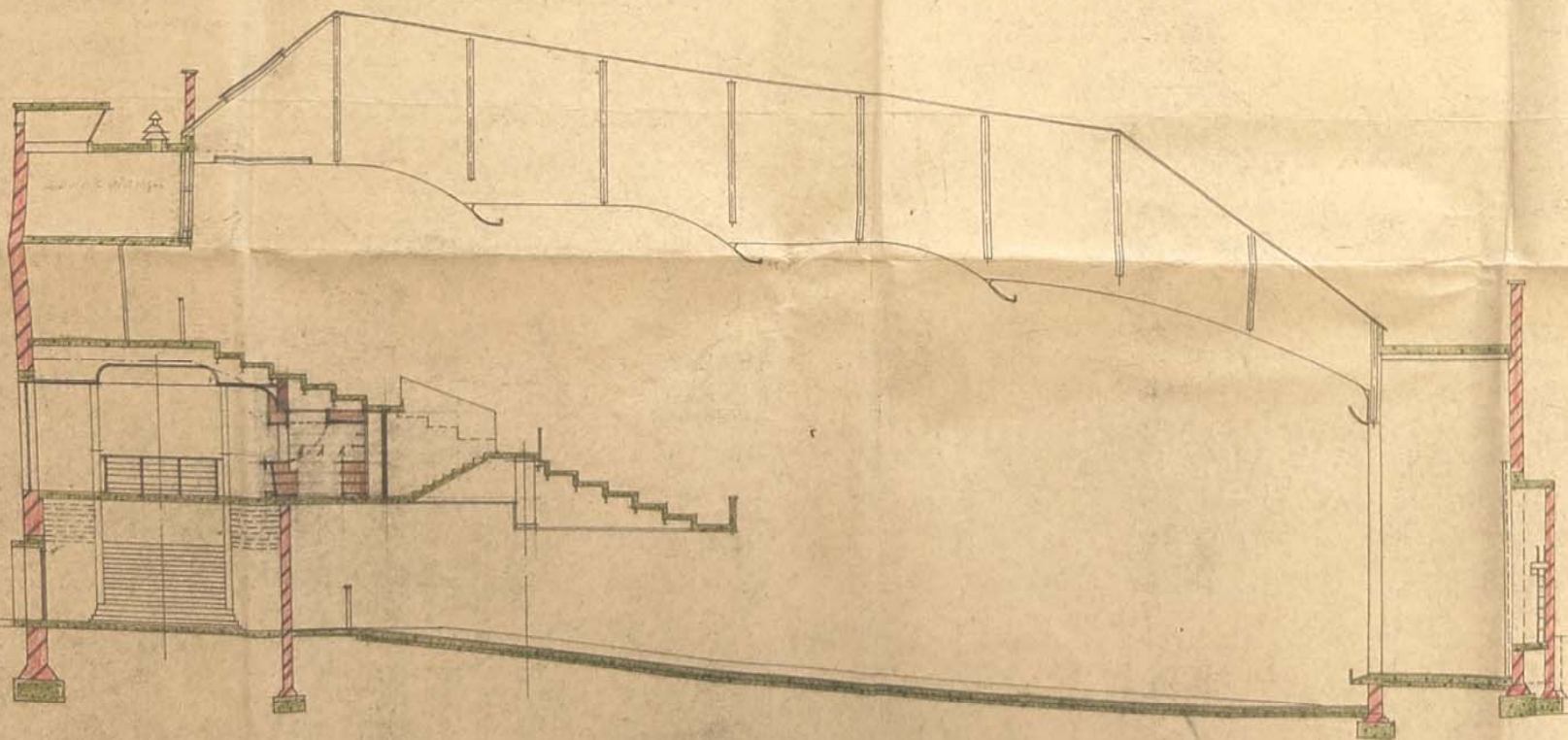
16.7.56	NEW WINDOW ADDED	B
25.1.56	REVISIONS TO PLAN	A
EXISTING PLAN		
TOP RANK CLUB.		
HACKNEY ROAD		
Scale.		
1/4" = 1'-0"	Manning & Steel	11
Date	Architect & Surveyors.	
	Luton & St Albans.	



BALCONY PLAN



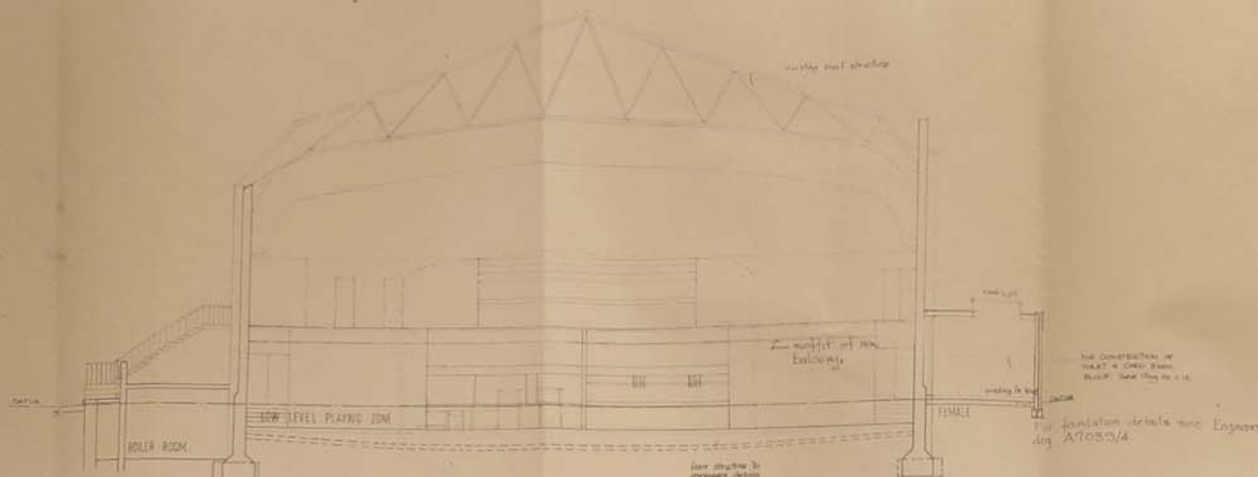
16.7.66	MALE STAFF ROOM ADDED	A
EXISTING PLAN		
TOP RANK CLUB		
HACKNEY ROAD		
Scale.	Manning & Staal Architects & Surveyors.	10
Date.	Luton & St. Albans.	



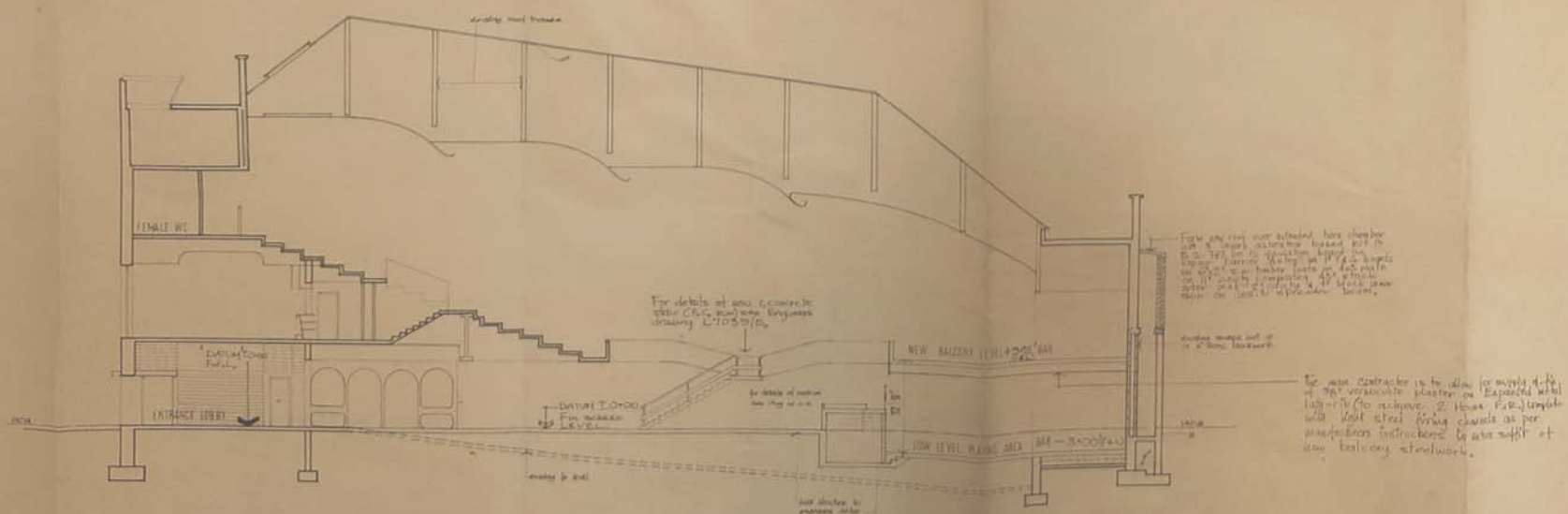
LONGITUDINAL SECTION.



16. 7. 66	PIECE OMITTED.	
1. 11. 66	DEPTH OF SAND CAN	*
SECTION		
HACKNEY ROAD		
Scale.	Monning & Steel	
1/8	Architects & Surveyors.	
Date.	Luton & St. Albans	
12. 10. 65		4



SECTION B B



SECTION A A

10, RIVERSIDE PLACE, LONDON W1P 6UN. Telephone 01 582 2440

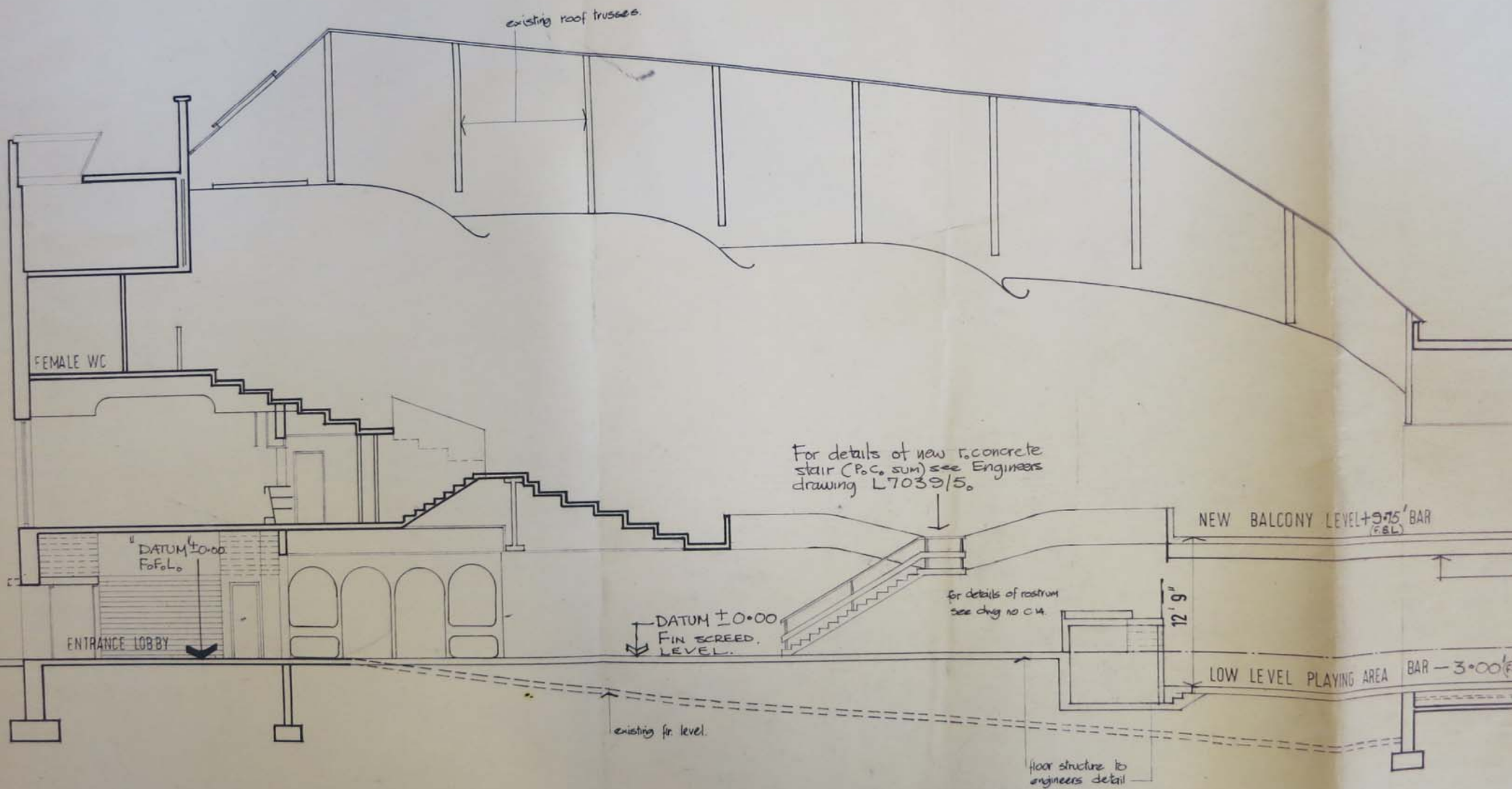
ALLIED INTERNATIONAL DESIGNERS LIMITED

TOP RANK CLUB HACKNEY ROAD

SECTIONS



Scale	1/8" = 1'-0"	Drawing No.	012/C3
Date	10/10/70		
Drawn by	R. J. W. 10/10/70		



SECTION A A



B. Photographic Register

Appendices

Former Odeon Cinema, Hackney, London
WIE13176-100-R-1-1-1-TM

Digital Photograph Register

Oasis Number	Photo number	Site	Floor/Elevation	Description	Direction from	Portrait (P)/ Landscape (L)	Taken by	Date
Waterman2-286406	1	211 Hackney Road	ground	View of entrance foyer	north	L	TM	01/06/2017
Waterman2-286406	2	211 Hackney Road	ground	View of entrance foyer	south west	L	TM	01/06/2017
Waterman2-286406	3	211 Hackney Road	ground	View of entrance foyer	north west	L	TM	01/06/2017
Waterman2-286406	4	211 Hackney Road	first floor	View of first floor foyer	south	L	TM	01/06/2017
Waterman2-286406	5	211 Hackney Road	first floor	View of first floor foyer	north	L	TM	01/06/2017
Waterman2-286406	6	211 Hackney Road	first floor	View of first floor foyer	south	L	TM	01/06/2017
Waterman2-286406	7	211 Hackney Road	first floor	Detail of arch in first floor foyer	south east	P	TM	01/06/2017
Waterman2-286406	8	211 Hackney Road	first floor	Detail of roof vent in first floor foyer	east	L	TM	01/06/2017
Waterman2-286406	9	211 Hackney Road	balcony	View of projector opening in auditorium	north east	L	TM	01/06/2017
Waterman2-286406	10	211 Hackney Road	first floor	Detail of 'Plenum' door	east	P	TM	01/06/2017
Waterman2-286406	11	211 Hackney Road	first floor	View of stair to projector room on roof	south	P	TM	01/06/2017
Waterman2-286406	12	211 Hackney Road	first floor	Detail of sign on projector room stair	south	L	TM	01/06/2017
Waterman2-286406	13	211 Hackney Road	roof	View of room adjacent to projector room	west	P	TM	01/06/2017
Waterman2-286406	14	211 Hackney Road	roof	View of projector room equipment panel	south	P	TM	01/06/2017
Waterman2-286406	15	211 Hackney Road	roof	View of projector room and opeings to auditorium	south west	L	TM	01/06/2017
Waterman2-286406	16	211 Hackney Road	roof	View of tank in projector room	south	P	TM	01/06/2017
Waterman2-286406	17	211 Hackney Road	roof	View of orignal 'rest room' door	north	P	TM	01/06/2017
Waterman2-286406	18	211 Hackney Road	first floor	View of south stair	west	L	TM	01/06/2017
Waterman2-286406	19	211 Hackney Road	balcony	View across auditorium	west	L	TM	01/06/2017
Waterman2-286406	20	211 Hackney Road	balcony	View across auditorium	west	L	TM	01/06/2017
Waterman2-286406	21	211 Hackney Road	first floor	View of north stair	south	L	TM	01/06/2017
Waterman2-286406	22	211 Hackney Road	first floor	Detail skirting in north stair	NA	L	TM	01/06/2017
Waterman2-286406	23	211 Hackney Road	first floor	Detail skirting in north stair	NA	L	TM	01/06/2017
Waterman2-286406	24	211 Hackney Road	balcony	View across auditorium	west	L	TM	01/06/2017
Waterman2-286406	25	211 Hackney Road	balcony	Detail of roof band and ventilation	NA	L	TM	01/06/2017
Waterman2-286406	26	211 Hackney Road	balcony	Detail of roof band and ventilation	NA	P	TM	01/06/2017
Waterman2-286406	27	211 Hackney Road	balcony	View of stair from balcony to first floor foyer	east	L	TM	01/06/2017
Waterman2-286406	28	211 Hackney Road	balcony	View towards projector room	east	L	TM	01/06/2017
Waterman2-286406	29	211 Hackney Road	balcony	View across balcony	north east	L	TM	01/06/2017
Waterman2-286406	30	211 Hackney Road	balcony	View across balcony	east	L	TM	01/06/2017
Waterman2-286406	31	211 Hackney Road	mezzanine	View towards balcony	east	L	TM	01/06/2017
Waterman2-286406	32	211 Hackney Road	mezzanine	View towards balcony	east	L	TM	01/06/2017
Waterman2-286406	33	211 Hackney Road	mezzanine	View towards proscenium arch	north west	L	TM	01/06/2017
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Waterman2-286406	37	211 Hackney Road	ground floor	View across ground floor	north east	L	TM	01/06/2017
Waterman2-286406	38	211 Hackney Road	ground floor	View across ground floor	north east	L	TM	01/06/2017
Waterman2-286406	39	211 Hackney Road	ground floor	View across ground floor	south east	L	TM	01/06/2017
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Digital Photograph Register

Oasis Number	Photo number	Site	Floor/Elevation	Description	Direction from	Portrait (P)/ Landscape (L)	Taken by	Date
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Waterman2-286406	43	211 Hackney Road	ground floor	View of ground floor foyer	south	L	TM	01/06/2017
Waterman2-286406	44	211 Hackney Road	ground floor	Detail of foyer stair on half landing	north west	L	TM	01/06/2017
Waterman2-286406	45	211 Hackney Road	ground floor	Detail of foyer stair on half landing	north west	P	TM	01/06/2017
Waterman2-286406	46	211 Hackney Road	first floor	First floor foyer stair to balcony	west	L	TM	01/06/2017
Waterman2-286406	47	211 Hackney Road	balcony	View across auditorium	west	L	TM	01/06/2017
Waterman2-286406	48	211 Hackney Road	first floor	View of first floor foyer	south	L	TM	01/06/2017
Waterman2-286406	49	211 Hackney Road	west elevation	View of west elevation	north west	L	TM	01/06/2017
Waterman2-286406	50	211 Hackney Road	west elevation	View of west elevation	west	P	TM	01/06/2017
Waterman2-286406	51	211 Hackney Road	west elevation	View of west elevation	west	P	TM	01/06/2017
Waterman2-286406	52	211 Hackney Road	west elevation	View of west elevation	south west	P	TM	01/06/2017
Waterman2-286406	53	211 Hackney Road	west elevation	View of west elevation	south west	L	TM	01/06/2017
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Waterman2-286406	55	211 Hackney Road	west elevation	Detail of ground floor windows in west elevation	west	L	TM	01/06/2017
Waterman2-286406	56	211 Hackney Road	west elevation	Detail of first floor window in west elevation	west	L	TM	01/06/2017
Waterman2-286406	57	211 Hackney Road	west elevation	View of building from south west	south west	L	TM	01/06/2017
Waterman2-286406	58	211 Hackney Road	south elevation	View of building from south west	south west	P	TM	01/06/2017
Waterman2-286406	59	211 Hackney Road	south elevation	View of south elevation	south	L	TM	01/06/2017
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Waterman2-286406	67	211 Hackney Road	east elevation	View of east elevation	north east	L	TM	01/06/2017
Waterman2-286406	68	211 Hackney Road	NA	View of car park	south east	L	TM	01/06/2017
Waterman2-286406	69	211 Hackney Road	east elevation	View of railings with scale	north east	L	TM	01/06/2017
Waterman2-286406	70	211 Hackney Road	east elevation	View of east elevation with scale	south east	L	TM	01/06/2017
Waterman2-286406	71	211 Hackney Road	south elevation	View of south elevation with scale	south west	L	TM	01/06/2017
Waterman2-286406	72	211 Hackney Road	west elevation	View of west elevation with scale	west	P	TM	01/06/2017
Waterman2-286406	73	211 Hackney Road	west elevation	View of west elevation with scale	south west	L	TM	01/06/2017
Waterman2-286406	74	211 Hackney Road	south elevation	View of entrance	south west	P	TM	01/06/2017
Waterman2-286406	75	211 Hackney Road	south elevation	View of south elevation	south west	L	TM	01/06/2017
Waterman2-286406	76	211 Hackney Road	south elevation	View of south elevation with scale	south east	L	TM	01/06/2017
Waterman2-286406	77	211 Hackney Road	south elevation	View of south elevation	south west	L	TM	01/06/2017
Waterman2-286406	78	211 Hackney Road	south elevation	View of south elevation	south	L	TM	01/06/2017
Waterman2-286406	79	211 Hackney Road	south elevation	Detail of brick masonry	east	L	TM	01/06/2017
Waterman2-286406	80	211 Hackney Road	NA	Detail of former entrance on Sacefell Street	east	L	TM	01/06/2017

Digital Photograph Register

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Waterman2-286406	84	211 Hackney Road	north elevation	View of north elevation	North	P	TM	01/06/2017
Waterman2-286406	85	211 Hackney Road	north elevation	View of north elevation	east	P	TM	01/06/2017
Waterman2-286406	86	211 Hackney Road	north elevation	View of brick masonry	north east	L	TM	01/06/2017
Waterman2-286406	87	211 Hackney Road	NA	View of car park	south	L	TM	01/06/2017
Waterman2-286406	88	211 Hackney Road	north elevation	View of north elevation	east	L	TM	01/06/2017



C. Photographic Thumbnails

Appendices

Former Odeon Cinema, Hackney, London
WIE13176-100-R-1-1-1-TM



286406 (36)



286406 (37)



286406 (38)



286406 (39)



286406 (40)



286406 (41)



286406 (42)



286406 (43)



286406 (44)



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286406 (46)



286406 (47)



286406 (48)



286406 (49)



286406 (50)



286406 (51)



286406 (52)



286406 (53)



286406 (54)



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286406 (56)



286406 (57)



286406 (58)



286406 (59)



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286406 (63)



286406 (64)



286406 (65)



286406 (66)



286406 (67)



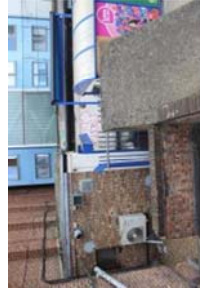
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286406 (69)



286406 (70)





D. Drawing Register

Appendices

Former Odeon Cinema, Hackney, London
WIE13176-100-R-1-1-1-TM

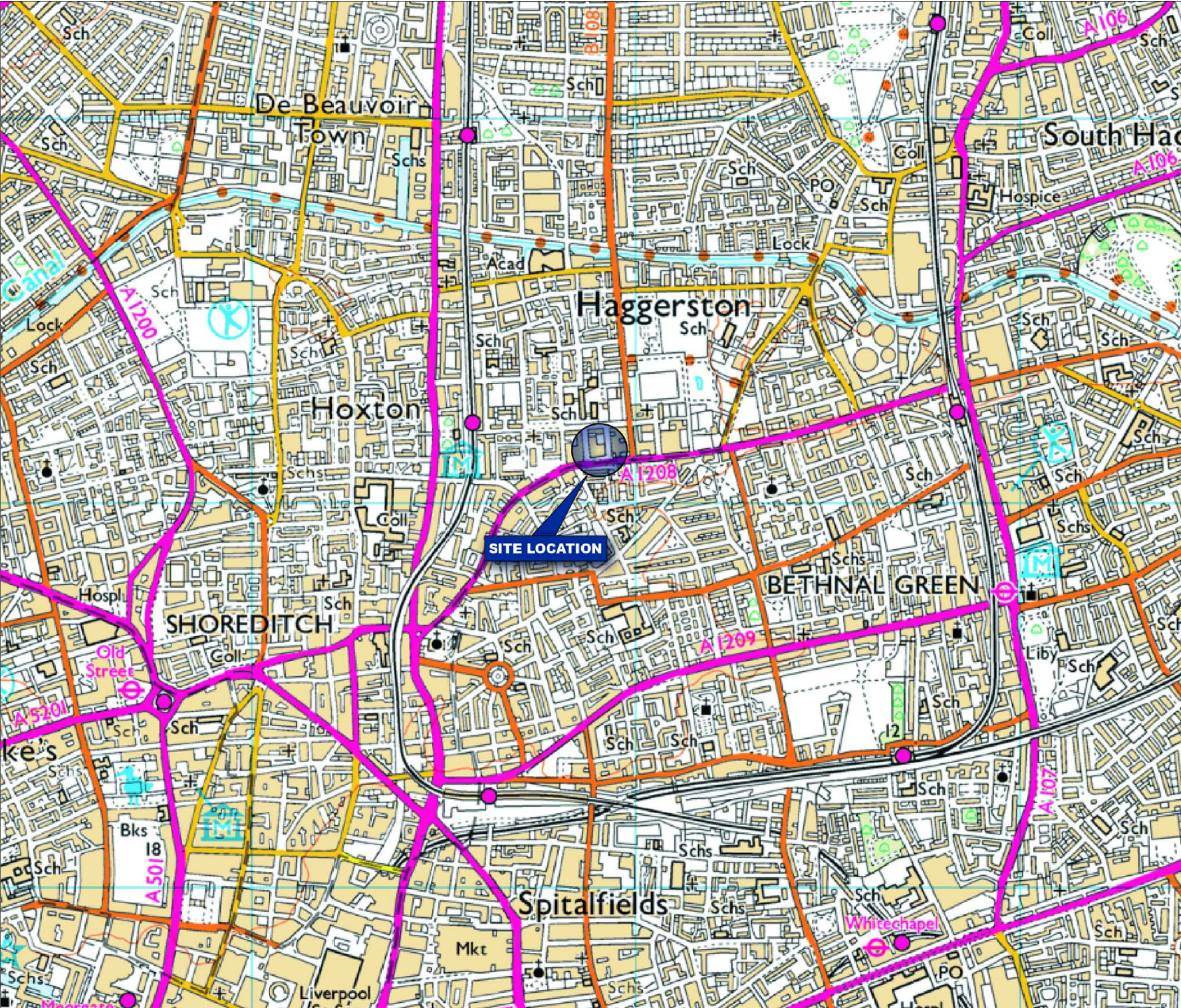
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Waterman2-286406	4	211 Hackney Road	P	Upper balcony plan	1:250 @ A3
Waterman2-286406	5	211 Hackney Road	P	Roof plan	1:250 @ A3
Waterman2-286406	6	211 Hackney Road	E	West elevation	1:200 @A3
Waterman2-286406	7	211 Hackney Road	E	South (Front) elevation	1:200 @A3
Waterman2-286406	8	211 Hackney Road	E	North elevation	1:200 @A3
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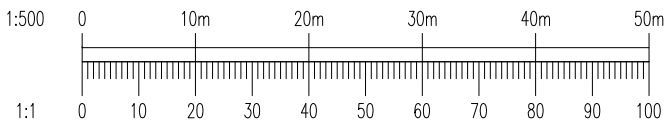
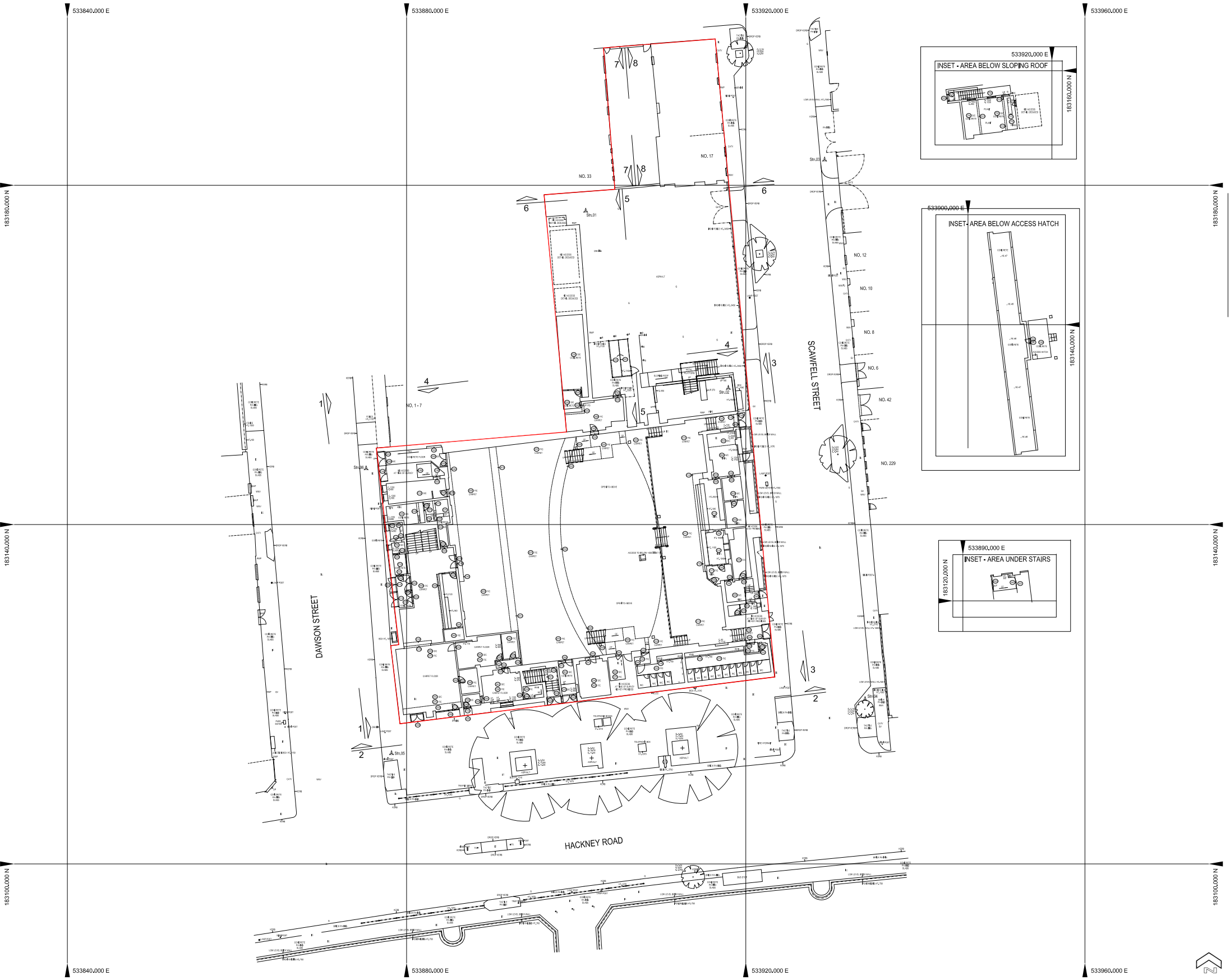
E. Drawing Archive

Appendices

Former Odeon Cinema, Hackney, London
WIE13176-100-R-1-1-1-TM



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Rev	Date	Description	By
Amendments			
Project			
211 HACKNEY ROAD			
Title			
SITE LOCATION			
Client			
			
Pickfords Wharf, Clink Street, London, SE1 9DG t 020 7928 7888 f 03333 444 501 mail@watermangroup.com www.watermangroup.com			
Subsidiary			
INFORMATION			S2
Designed By	TM	Checked By	TM
Drawn By	DC	Date	JUNE 2017
Waterman Ref			WIE13176-100
Scales @ A3			N/A
Project - Originator - Volume - Level - Type - Role - Number			Revision
WATERMAN2-286406_01			P01



A01	12.06.17	PRELIMINARY ISSUE	DC
Rev	Date	Description	By

Amendments

Project
211 HACKNEY ROAD

Title
GROUND FLOOR PLAN

Client
-



Pickfords Wharf Clink Street London SE1 9DG
t 020 7928 7888 f 03333 444 501
mail@watermangroup.com www.watermangroup.com

Subsidiary
INFORMATION **S2**

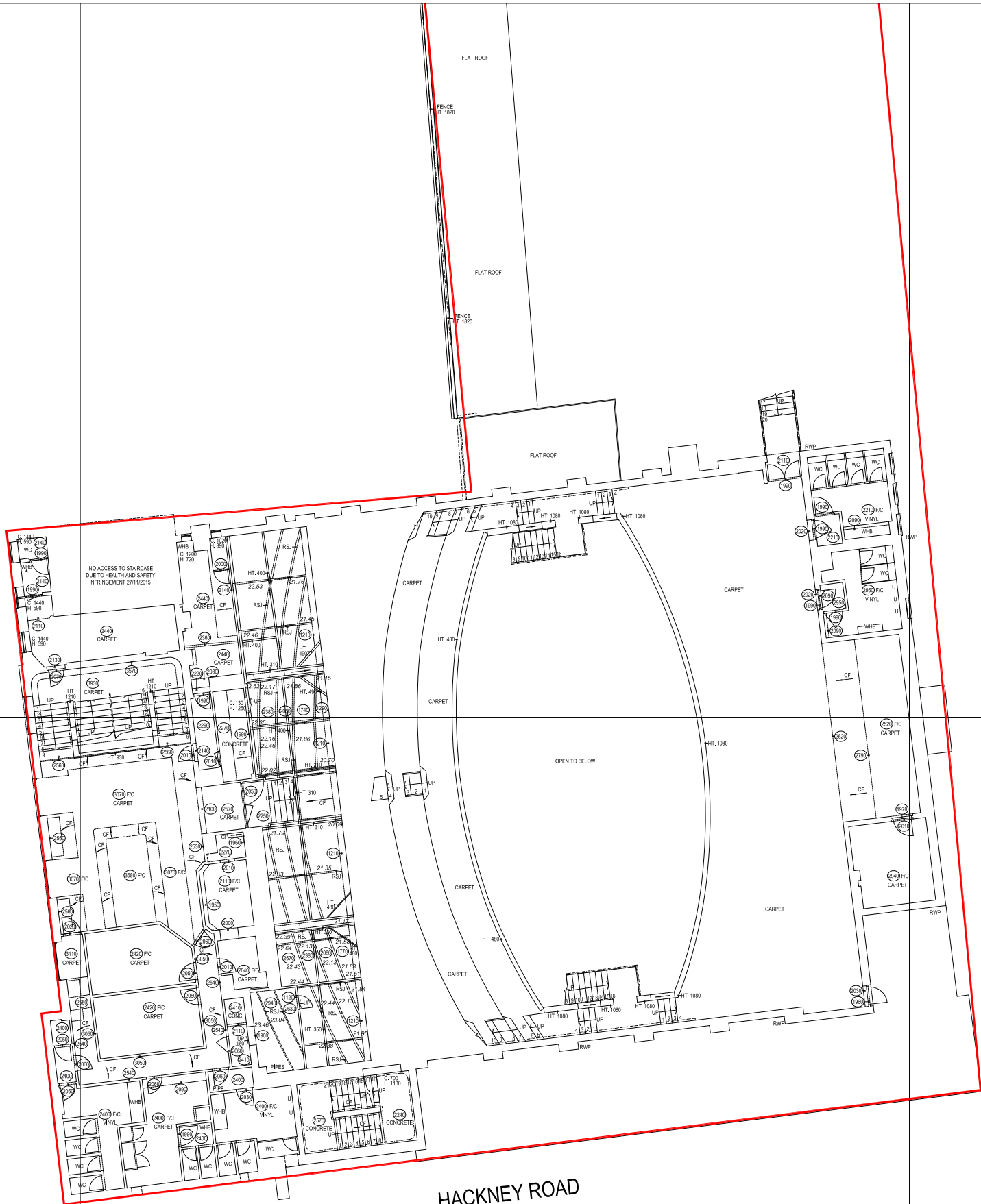
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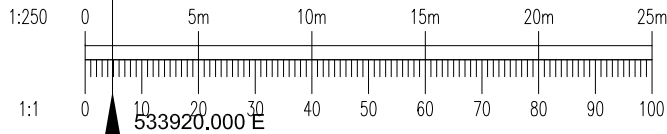
DAWSON STREET

SCAWFELL STREET

HACKNEY ROAD



533880.000 E



Rev	Date	Description	By
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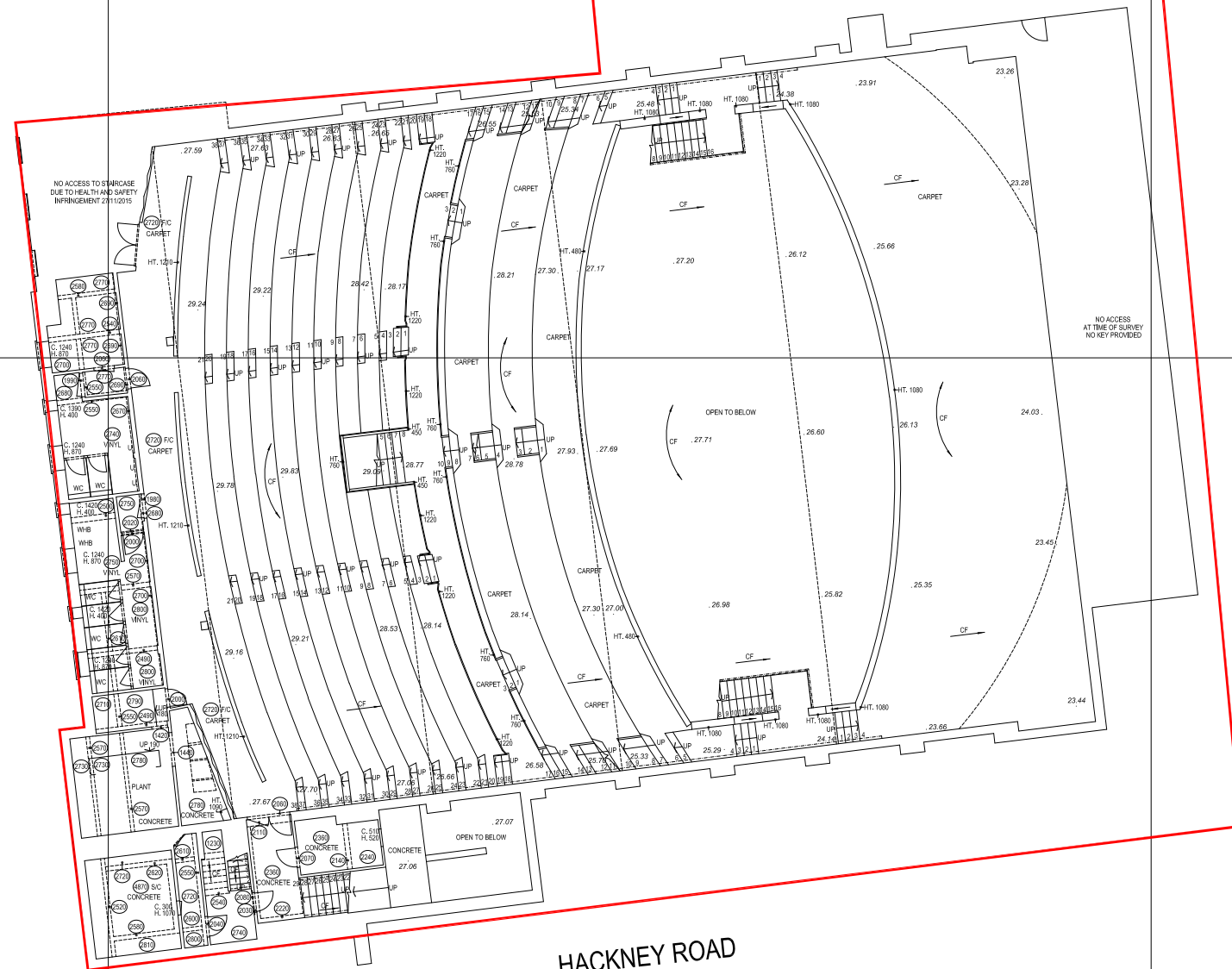
Amendments
Project
211 HACKNEY ROAD
Title
BALCONY PLAN
Client
-



Pickfords Wharf Clink Street London SE1 9DG
t 020 7928 7888 f 03333 444 501
mail@watermangroup.com www.watermangroup.com

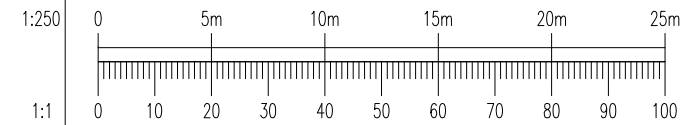
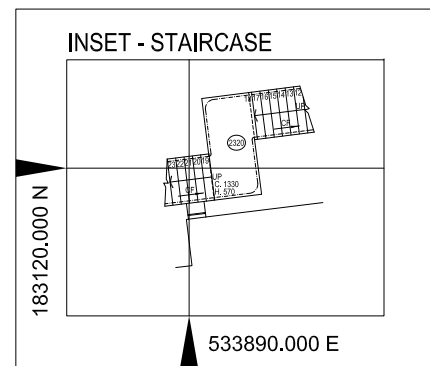
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Drawn By	DC	Date	JUNE 2017	WIE13176-100
Project - Originator - Volume - Level - Type - Role - Number				Revision
WATERMAN2-286406_03				P01

DAWSON STREET



HACKNEY ROAD

SCAMFELL STREET



Rev	Date	Description	By
A01	12.06.17	PRELIMINARY ISSUE	DC

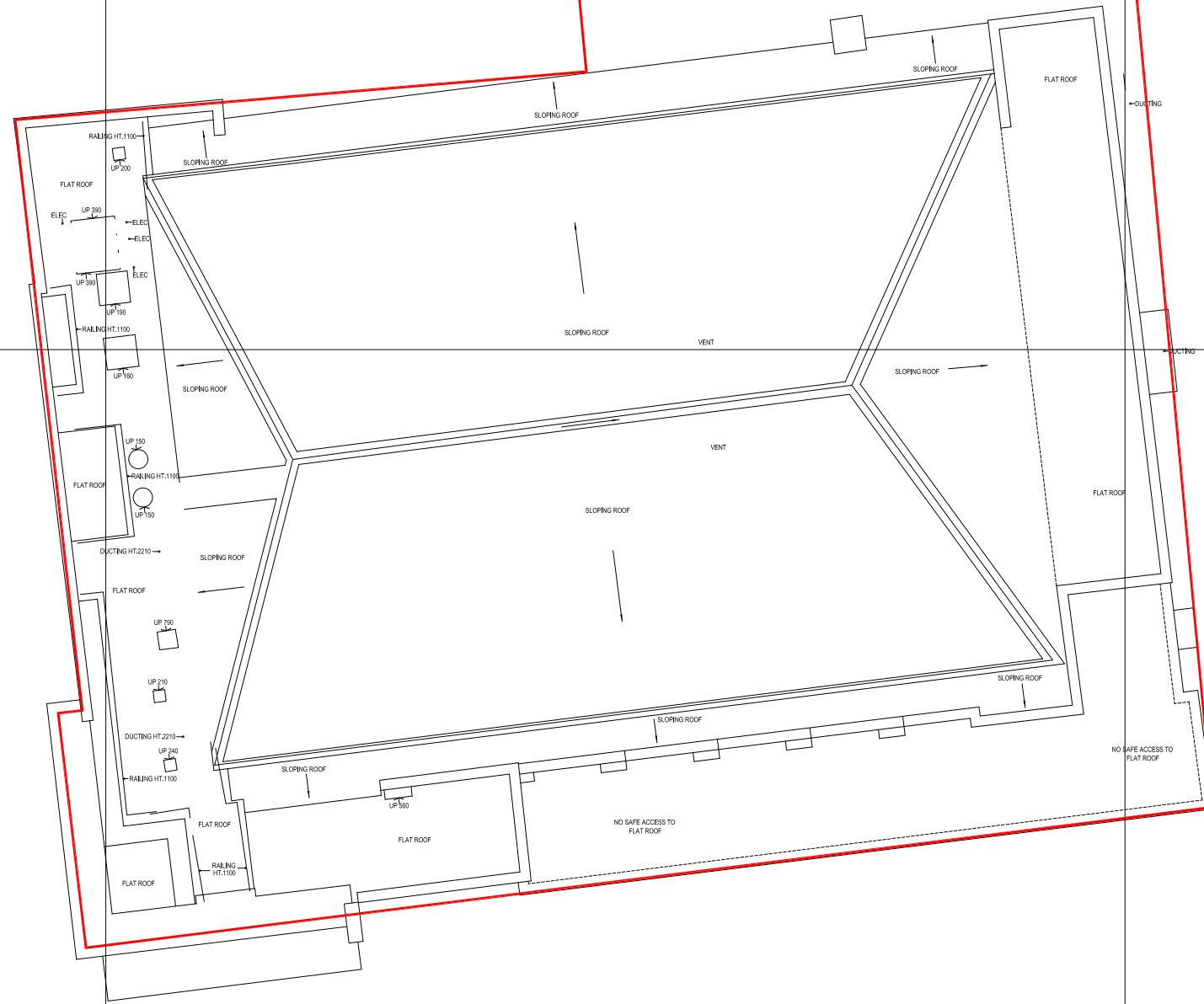
Amendments
Project
211 HACKNEY ROAD
Title
UPPER BALCONY PLAN
Client
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INFORMATION				S2
Designed By	TM	Checked By	TM	Waterman Ref
Drawn By	DC	Date	JUNE 2017	WIE13176-100
Project - Originator - Volume - Level - Type - Role - Number				Revision
WATERMAN2-286406_04				P01

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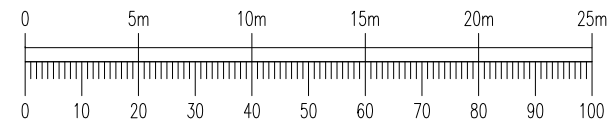


HACKNEY ROAD

SCAMFELL STREET

1:250

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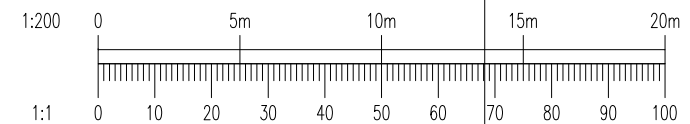
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Rev	Date	Description	By

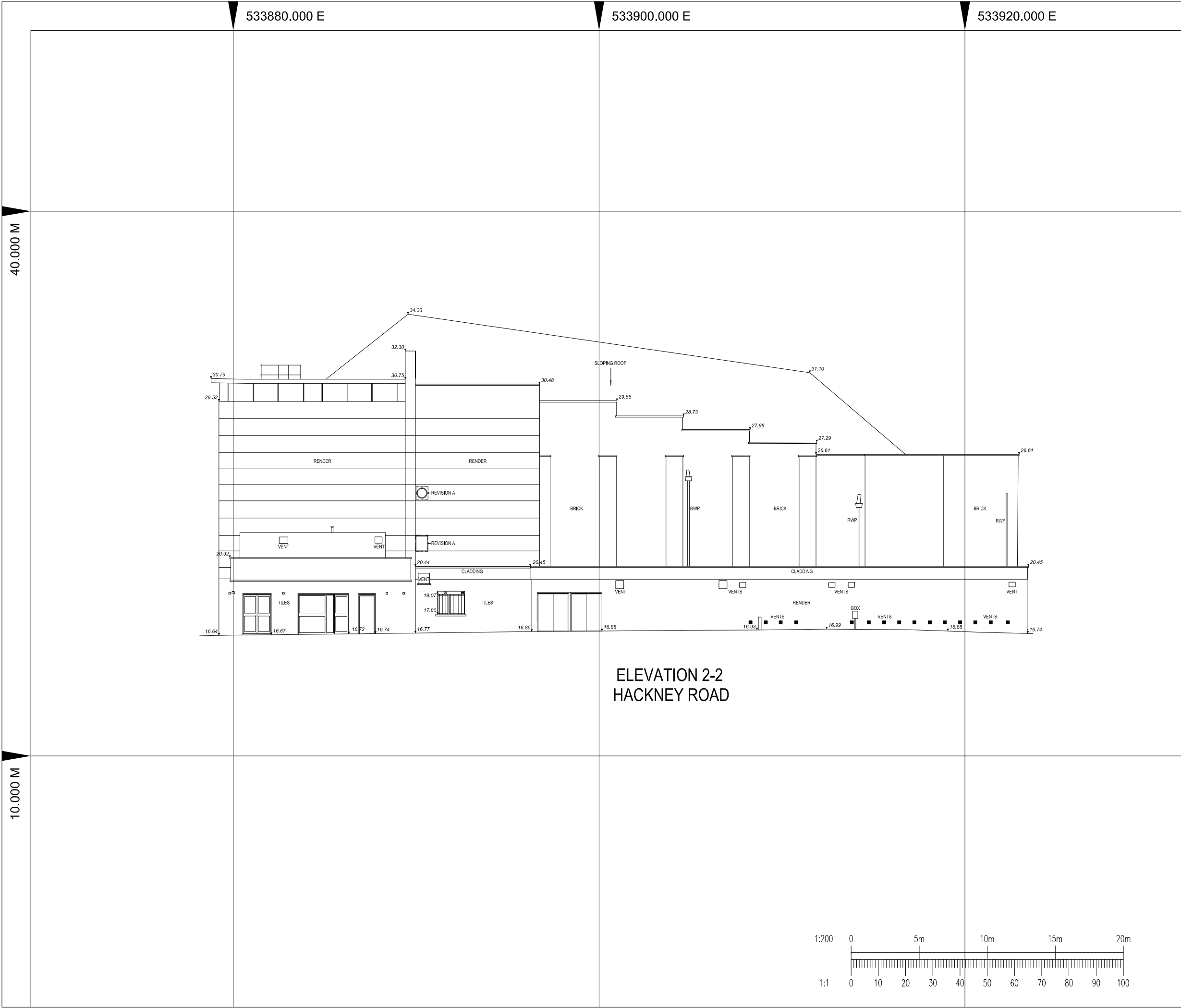
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Project	211 HACKNEY ROAD
Title	ROOF PLAN
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Project - Originator - Volume - Level - Type - Role - Number				Revision
WATERMAN2-286406_05				P01





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211 HACKNEY ROAD						
Title						
BUILDING ELEVATION						
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Subtality						
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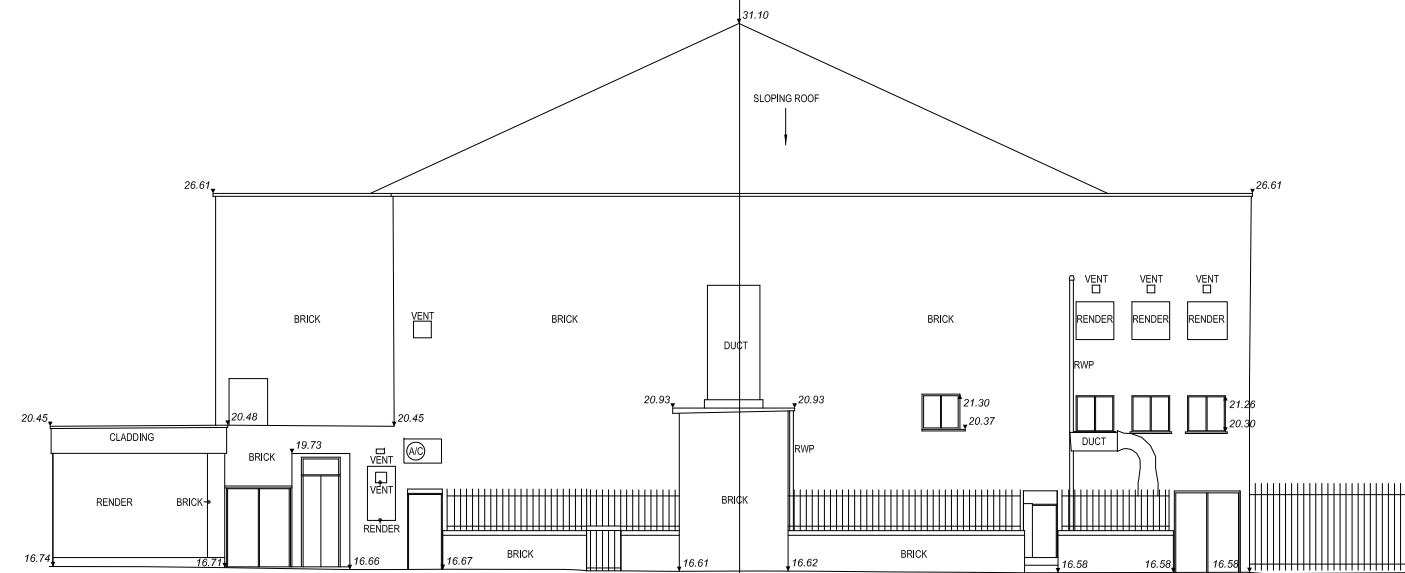
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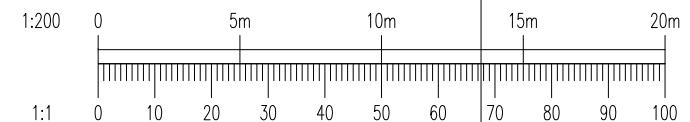
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ELEVATION 3-3
SCAWFELL STREET



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Amendments

Project	
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211 HACKNEY ROAD

	Title
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BUILDING ELEVATION

	Client
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Suitability	
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INFORMATION

S2

Designed By	
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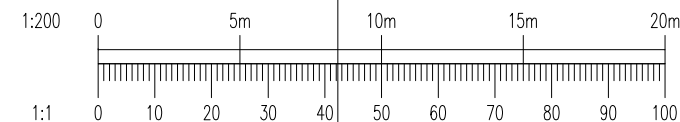
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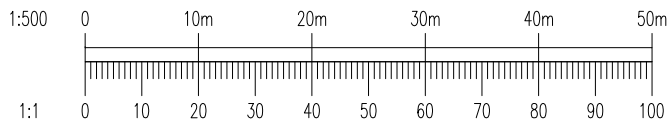
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WATERMAN2-286406_08

P01



Project - Originator - Volume - Level - Type - Role - Number	Revision
WATERMAN2-286406_09	P01



A01	12.06.17	PRELIMINARY ISSUE	DC
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Amendments

Project
211 HACKNEY ROAD

Title
**PHOTOGRAPH
LOCATION PLAN -
GROUND FLOOR**

Client
-



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INFORMATION **S2**

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Project - Originator - Volume - Level - Type - Role - Number

WATERMAN2-286406_10 **P01**

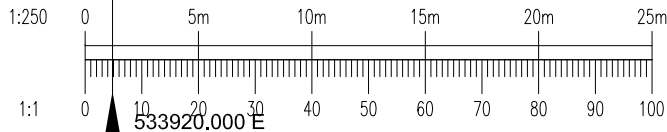
DAWSON STREET

SCAWFELL STREET

HACKNEY ROAD



533880.000 E



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A01	12.06.17	PRELIMINARY ISSUE	DC

Amendments
Project
211 HACKNEY ROAD

Title
**PHOTOGRAPH
LOCATION PLAN -
BALCONY PLAN**

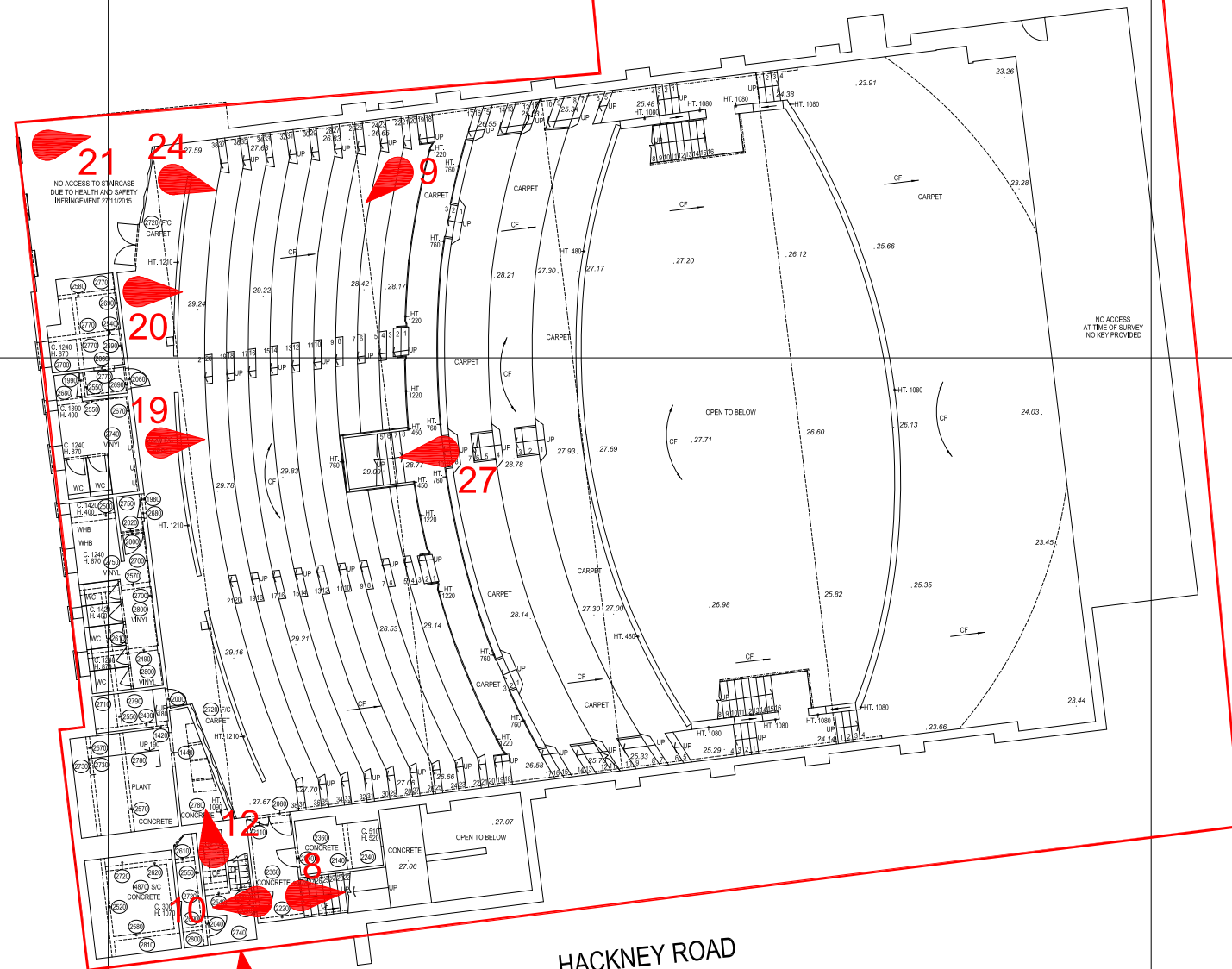
Client
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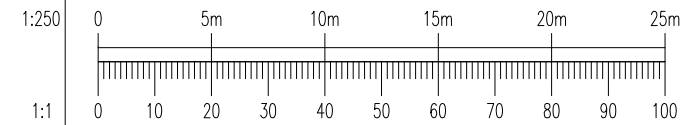
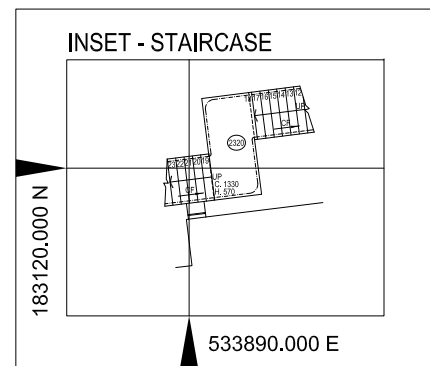
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Drawn By	DC	Date	JUNE 2017	Scales @ A3 1:250
Project - Originator - Volume - Level - Type - Role - Number				Revision
WATERMAN2-286406_11				P01

DAWSON STREET



HACKNEY ROAD

SCAWFELL STREET



A01	12.06.17	PRELIMINARY ISSUE	DC
Rev	Date	Description	By

Amendments	
Project	211 HACKNEY ROAD
Title	PHOTOGRAPH LOCATION PLAN - UPPER BALCONY PLAN
Client	-



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Drawn By	DC	Date	JUNE 2017	Scales @ A3 1:250
Project - Originator - Volume - Level - Type - Role - Number				Revision
WATERMAN2-286406_12				P01

UK and Ireland Office Locations

