



# The Floral Pavilion, New Brighton Wirral

## Archaeological Building Assessment



**Oxford Archaeology North**

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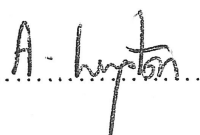
**National Grid Reference:** SJ 310 941

**Prepared by:** Karl Taylor  
**Position:** Project Officer  
**Date:** November 2007

**Checked by:** Alison Plummer  
**Position:** Project Manager  
**Date:** November 2007

**Approved by:** Alan Lupton  
**Position:** Operations Manager  
**Date:** November 2007

Signed.....

Signed.....

**Oxford Archaeology North**

Mill 3  
Moor Lane Mills  
Moor Lane  
Lancaster, LA1 1TF  
t: (0044) 01524 848666  
f: (0044) 01524 848606

w: [www.oxfordarch.co.uk](http://www.oxfordarch.co.uk)  
e: [info@oxfordarch.co.uk](mailto:info@oxfordarch.co.uk)

**© Oxford Archaeological Unit Ltd (2007)**

Janus House  
Osney Mead  
Oxford  
OX2 0EA  
t: (0044) 01865 263800  
f: (0044) 01865 793496

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## SUMMARY

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This report outlines the results of a building assessment carried out at the Floral Pavilion, New Brighton, Wirral (SJ 310 941) during early September 2007. Plans to demolish and alter the existing structure were subject to a planning condition imposed by Wirral Council. Oxford Archaeology North was commissioned by Tweeds Construction Company on behalf of the council to carry out the work, which was executed to English Heritage Level I-type standard.

The desk-based assessment element of the building investigation revealed that the Floral Pavilion was part of the Victoria Gardens opened in 1913. Map evidence revealed the site of the pavilion to have been occupied by terraced housing as late as 1909. Originally, the Gardens comprised a pavilion, covered arcade and bandstand. These were subsequently joined together by a glass roof, with seating installed in the 1920s when it first became a theatre. Evidence for this still survives in the form of an internal cast-iron frame and trusses.

Further alteration was carried out in the 1960s when the glass roof was replaced with a more permanent structure. Alteration and additions continued to be carried out until the late twentieth century as evidenced by the building assessment.

The compilation of a more detailed record of the cast-iron roof structure is recommended.

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## ACKNOWLEDGEMENTS

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Oxford Archaeology North would like to express its thanks to Tweeds Construction Consultancy and Wirral Council for commissioning and supporting the project.

Karl Taylor and Chris Ridings carried out the building assessment. Victoria Bullock undertook the rapid desk-based assessment. Karl Taylor compiled the report, whilst Alison Plummer managed the project and edited the report.

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## 1. INTRODUCTION

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### 1.1 CIRCUMSTANCES OF THE PROJECT

- 1.1.1 Plans to demolish and alter the Floral Pavillion, New Brighton were submitted to Wirral Council, who imposed a planning condition for a building assessment to be undertaken prior to any redevelopment.
- 1.1.2 Oxford Archaeology North (OA North) submitted a project design (*Appendix 2*) at the request of Tweeds Construction Consultancy, and this was subsequently approved by Wirral Council. The building assessment was carried out over two days in early September 2007 and this report sets out the results of the work undertaken.

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## 2. METHODOLOGY

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### 2.1 PROJECT DESIGN

2.1.1 A project design was submitted outlining the methodology for the building assessment. This was carried out in accordance with English Heritage Recording Level I guidelines (English Heritage 2006). The building assessment was also undertaken in accordance with the relevant standards and procedures of the Institute of Field Archaeologists (IFA) and generally accepted best practice.

### 2.2 RAPID DESK-BASED ASSESSMENT

2.2.1 A rapid desk-based assessment of the pavilion was carried out in order to provide a general historical background for the building and identify any evidence that might date phases of building and rebuilding within the structure.

2.2.2 **Wallasey Central Library (Reference Library):** both primary, secondary sources and early maps of the site were examined for any evidence, which would highlight the building's development, geographical and historical context, and ownership.

2.2.3 **OA North Library:** OA North has an extensive archive of secondary sources relevant to the study area, as well as numerous unpublished client reports on work carried out both as OA North and in its former guise of Lancaster University Archaeological Unit (LUAU). These were consulted where necessary.

### 2.3 BUILDING ASSESSMENT

2.3.1 **Descriptive Record:** written records using OA North *pro-forma* record sheets were made of the building's location together with a description of the type of building, purpose, materials and possible date. An English Heritage Level I-type survey is essentially a visual record and the written account is limited to a general description.

2.3.2 **Plans:** detailed plans of the building were not required as part of the assessment. However, a site plan was produced to show the location of the building subject to the assessment.

2.3.3 **Photographic Survey:** general photographs were taken using 35mm back and white print and colour slide formats together with (6+ megapixel) digital photographs. Part of the photographic archive consists of detailed photographs of certain features of particular architectural or historical interest.



## **2.4 ARCHIVE**

- 2.4.1 The results of the archaeological building assessment will form the basis for a full archive to professional standards, in accordance with current English Heritage guidelines (*Management of Archaeological Projects*, 2<sup>nd</sup> edition, 1991). This archive, including a copy of the final report, will be provided in the English Heritage Centre for Archaeology format and a synthesis will be submitted to the Merseyside SMR (the index to the archive and a copy of the final report). In this instance the archive will be submitted to the County Record Office in Merseyside.

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## 3. BACKGROUND

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### 3.1 LOCATION, TOPOGRAPHY AND GEOLOGY

- 3.1.1 The Floral Pavillion is situated on the sea front (SJ 310 941) at New Brighton, with the front of the building facing Marine Promenade (Plate 1, Fig 1). The site lies on level ground and is approximately 5m OD.
- 3.1.2 The solid geology of the area comprises Permian and Triassic sandstones. The drift deposits are predominately Till and blown sand ([www.bgs.ac.uk](http://www.bgs.ac.uk)).

### 3.2 HISTORICAL BACKGROUND

- 3.2.1 **Introduction:** the background history of the site is intended to provide an historical and archaeological context for the results of the building assessment. It is not intended to be a comprehensive history of New Brighton, and concentrates specifically on The Floral Pavilion and its immediate environs. The information forming the background history is mainly taken from secondary sources.
- 3.2.2 **Background:** Wallasey, with its neighbour New Brighton, occupies the north-eastern corner of the Wirral peninsula. Wallasey was mentioned in the Domesday Survey as *Walea*, meaning Island of Welshmen, the area being virtually isolated from the rest of the Wirral by Wallasey Pool (Boumphrey 1995, 3); the pool is an inlet of the Mersey extending into a low-lying area which was formerly marshland. This isolation made its inhabitants a relatively insular community and their early history is little understood.
- 3.2.3 The study area probably changed very little during the late medieval and early post-medieval period, remaining rural and insular in nature. In 1801 most of the adjoining settlements had small populations, typically less than 200 (Mortimer 1847). The impact of the Industrial Revolution was not particularly obvious in such a rural area. Many of the important local buildings, Poulton Hall and the mill at Raby for example, continued to be used as they had before, and many of the settlements were too small to warrant a mention in the directories of the day. It was not until the end of the nineteenth century that significant changes took place. Population figures from the 1801 census show 663 people for the combined townships of Liscard, Wallasey and Poulton/Seacombe; this increases to 53,000 a century later, reflecting the industrialisation of Liverpool and the cheap, efficient transport links to and from the Wirral. During this time a number of large houses were built as country retreats for the wealthy merchants and traders of the neighbouring industrial cities (Mortimer 1847, 410). It was a man like this, named James Atherton, who was to have the greatest impact on the area.
- 3.2.4 During the 1830s James Atherton and his partner William Rowson secured approximately 170 acres of land in New Brighton, selected prime sites for their respective houses, and began a programme of road building to facilitate

the transportation of materials. The development of New Brighton began at a swift pace (Millar 1996, 9).

- 3.2.5 By the mid 1830s the embryonic New Brighton was beginning to show a clearly defined form. The planned resort Atherton had proposed was increasingly well-placed to respond to growing demand both as a residential retreat for the wealthy merchants of Liverpool and the seasonal inhabitants who occupied residences during the summer months. New Brighton was perfectly placed to provide an outlet for the pleasure-seeking day-tripper (Millar 1996, 15).
- 3.2.6 The most important development, in terms of communication, was the Ferry Terminal. Work commenced in 1833, and a wooden pier was built (Millar 1996, 199). The first hotel, The 'New Brighton Hotel' was constructed and is shown in isolation on Bennison's map of 1835 (*Section 3.2.13*).
- 3.2.7 At the start of the 1860s New Brighton was still reliant on the old wooden ferry terminal, which by this time was outdated and ill equipped to cope with the increasing demands of the expanding resort. The first rail connection was not opened until 1888 and access by road remained limited. Progressive plans were activated to enable the construction of a modern ferry terminal. New Brighton pier was unveiled to the public on September 7th 1867 (Millar 1996, 199). The pier provided both the transport links required for the resort and also specific pleasure and recreation outlets for visitors; it became an instant success.
- 3.2.8 Although the Promenade Pier was a great success, during the 1870s the demand for fun, excitement, and novelty led to new forms of entertainment being introduced to the seafront at New Brighton. Popular new attractions included music and open-air dance performances, professional performers, open-air fairgrounds and a switchback-railway ride.
- 3.2.9 Improvements in transportation, wages and labour conditions generally resulting in shorter working hours and increased leisure time, made New Brighton more accessible to a much wider audience. Liverpool's population had increased by 1881 to 552,245 and was only a short reasonably priced ferry ride away. Towards the end of the nineteenth century high public and private investment in attractions and amenities helped to encourage further development in the leisure and holiday industry. The Wallasey Local Board and a series of Improvement Acts were increasingly influential (Millar 1996, 223). This municipal enterprise and innovation continued with the establishment of Wallasey Urban District Council in 1894, which subsequently opened two new ornamental parks in New Brighton: The Marine Park (opened 1888) and Vale Park (opened 1900). The newly established council also introduced more effective sea defences with improved access along the promenade and seafront. Wind shelters, seating and improvements to the internal transport system were introduced under the provisions of the Wallasey Urban District Council Promenade Act of 1896 and the Wallasey Tramways and Improvements Act of 1899 (*ibid*).

- 3.2.10 New Brighton's most ambitious undertaking was the construction of The Tower. Prior to its construction the site was a wooded hillside sloping to the sea. Construction started in 1897, and at a cost of half a million pounds was completed in 1900 reaching a height of 621 feet above sea level, more than 100 feet higher than Blackpool Tower. The Tower's attractions were, however, ephemeral and after only a short space of its time had fallen into disrepair and was demolished between 1919-1920. The Tower grounds, which included a magnificent ballroom and theatre continued to prosper (Hope 1982, 26). Opened in 1898, the Tower Grand Theatre featured seating for 2000 and standing room for a further 500. The ballroom, sumptuously decorated in white and gold boasted a parquet floor and had one of the largest stages in the country (*op cit*).
- 3.2.11 **The Floral Pavilion:** the Floral Pavilion was not built as a theatre but formed part of the newly constructed Victoria Gardens. The New Victoria Gardens were opened on Saturday 3rd May 1913 by the Right Hon the Earl of Derby, replacing the conglomeration of "squatty" buildings there previously. Included in the amenities was an entertainment enclosure consisting of an open-air hemi-cycle, pavilion with covered arcade and bandstand. The Mersey Entertainers Ltd were responsible for the entertainment provided during the early years of its history. During the early 1920s, the Victoria Gardens continued to provide varied and popular entertainment throughout each season. By 1925, the Victoria Gardens Pavilion was transformed into what was described as one of the finest concert halls in the kingdom. It was re-floored and redecorated throughout (Farquhar 1950, 26). The stage was raised, seating for over 1200 people was included, and a glass roof enclosed the auditorium (Smith 1990, 334-5). This varied, popular and continuous entertainment lasted throughout the twentieth century, undergoing a major scheme of redecoration and rebuilding in the 1960s. The pavilion suffered a period of slow decline with the onset of cheap package holidays but managed to stay open until very recently.
- 3.2.12 **Historic Map Regression:** the earliest map available for the area is a map of the Manor of Bidstone in Cheshire in England (Thomas Taylor c 1656). The map shows Wallasey and Wallasey Pool and clearly defines the area as essentially rural in nature. A number of windmills are marked, with churches and houses. A New Map of the Hundred of Wirral with the Line of Canal from the Chester Canal Basin to the River Mersey (Hunter JS, 1798) was available to study and shows Wallasey and Wallasey Pool, again as essentially rural, with little development.
- 3.2.13 Little appears to have changed on Bryant's Map of 1831. One of the earliest maps to include New Brighton in any detail is Jonathan Bennison's Map of Liverpool and its Environs (1835; Fig 4). This map clearly shows where the first substantial residential centre was located in these formative years. It was developed around the most conspicuous geographical location above the sandstone outcroppings, which straddle the shore on the seafront. Bennison's map only highlights two roads at this time, Montpelier Crescent and Albion Street, named after two streets in Atherton's previous development at Everton Village (Millar 1996, 9). Extensive building activity had also taken place upon

Black Rock. The Perch Rock Lighthouse and Fort Perch Rock, both formidable structures, had been constructed and would remain an integral part of New Brighton's heritage.

- 3.2.14 The 1841 Tithe Map for the area (Fig 5) shows a little more residential development around the same area with the Ferry House also marked. The 1874 Ordnance Survey map (Fig 6) shows increased development along the seafront. The New Brighton Hotel is marked as are the Queen's Royal Hotel and Marine Hotel, perhaps reflecting the increasing popularity of New Brighton as a holiday destination. By 1909, the Ordnance Survey map of the Borough of Wallasey (Fig 7) shows clearly a huge amount of development in New Brighton, with terraced rows of houses, the new parks, tramways and The Palace. The Promenade is marked along with the newly installed shelters.
- 3.2.15 The most recent map studied was a 1952 Ordnance Survey map which shows the Floral Pavilion as a central part of Victoria Gardens (Fig 8). A newspaper article from the Wallasey News 1966 describes the £55,000 face-lift for the Floral Pavilion (Wallasey News 1966). The plans had provided for new seating for over 1,000 people and new heating and lighting systems and new dressing rooms. The plans also included the replacement of the glass roof and sides of the building with material of a more permanent nature and a complete redecoration of the auditorium. Councillor A Noel Owens, Chairman of the Publicity and Entertainment Committee said 'The improvements will give the theatre an extra 30 years' life', which they did.

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## 4. BUILDING ASSESSMENT RESULTS

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### 4.1 INTRODUCTION

- 4.1.1 At the time of the building assessment, the Floral Pavillion was disused and closed for business. The following sections outline the results of the building assessment.

### 4.2 DESCRIPTION OF THE BUILDING

- 4.2.1 **Arrangement of the Building:** the Floral Pavilion lies on a north-east/south-west aligned axis and is situated between Marine Promenade to the north and Virginia Road to the south. For the purposes of this report the building will be referred to as having a north/south alignment. The building comprises three main sections reflecting its function; these are the stage (located at the northern end of the building), the central auditorium, and the box office located to the south. The east and west elevations of the auditorium are canted at their southern ends (Fig 3). The box office end of the building has projecting wings, both to the east and the west. The façade of the box office curves in line with Virginia Road (Plates 3 and 4). Each section of the building appears to have a separate roof (not original) and a tower-like structure rises from the box office.
- 4.2.2 The most recent main access into the building was via a glass outshut built against the north elevation of the east ‘wing’ (Plate 3). Current access to the building is via a fire escape located in the east elevation. A terrace with a stone balustrade and cast-iron canopy is present at the north of the building. This is accessed via stone steps from Marine Promenade (Plate 4).
- 4.2.3 Two outbuildings are present, located to the east and west of the projecting wings of the box office. That to the west consists of a long covered arcade, which extends from the south elevation (Plate 5). The one to the east appears to have last been used as toilets and storage. A car park is located at the east side of the building and a disused crazy golf area is located at the west side.
- 4.2.4 **Fabric:** most of the building, together with the two outbuildings, is constructed from high quality red brick of varying types and ages (Plate 6). All of it appears to be machine cut and most appears to date from the nineteenth century. The north elevation of the main building appears to date to the late twentieth century. Some infilling of various areas has been carried out with inferior material. The south elevation has grey/yellow sandstone copings. (Plate 6)
- 4.2.5 The walls and balustrade of the terrace at the front of the building are constructed from grey/yellow sandstone ashlar blocks (Plate 4). Some of the balustrading has been replaced with metal fencing. Retaining walls and steps at the front of the building are of brick with sandstone copings and sandstone ball finials. The canopy is of cast-iron.

- 4.2.6 Both the east and west elevations of the auditorium and the north elevations of the projecting wings are clad with pressed steel sheets (Plate 3). The lower parts of the walls are brick with sandstone coping.
- 4.2.7 The roof is a mixture of styles and most of it is clad with bitumen felt. The rear extension and tower are of lead sheet hipped construction. Both outbuildings are roofed with terracotta tiles.
- 4.2.8 **External Details:** the north elevation of the pavilion is of modern brick construction (stretcher bond) (Plate 7) divided into twelve blind bays with corbelled heads (Plate 4). This was evidently carried out to match the south (rear) elevation (Plate 6). There are no windows or doors present. Steel cladding extends down from the line of the modern roof (Plate 7). A cast-iron canopy projects out from the central area of the elevation and has decorative columns and fretwork (Plate 9). It has no roofing material but it is likely that this was constructed of glass, and this be the remains of the original bandstand from the Victorian Gardens phase of the development. The canopy extends out over a terrace (*Section 4.2.9*).
- 4.2.9 The terrace north of the Pavilion, leads down to Marine Promenade, and is bounded by a sandstone wall with a decorative sandstone balustrade. Steel railings are present either side of the balustrade, these replace the original stonework. This exhibits swags and coats of arms with a Latin motto 'AUDEMUS DUM CAVEMUS' which translates as 'WE ARE BOLD WHILST WE ARE CAUTIOUS'. The coat of arms is that of the defunct Wallasey County Borough and was granted in 1910 ([www.civicheraldry.co.uk/cheshire\\_ob.html](http://www.civicheraldry.co.uk/cheshire_ob.html)).
- 4.2.10 The east elevation of the auditorium is confused and comprises various smaller projections and extensions (Plate 3). The southern end of the elevation is identical in construction to the north elevation of the pavilion. The remainder of the wall is clad with pressed steel sheeting, and this rests on a low brick wall with sandstone coping. The west elevation is treated in a similar manner.
- 4.2.11 The south elevation of the pavilion is similar in detail to the north elevation but appears to be earlier in date (Plates 2 and 6). It is of brick construction, which is laid in English garden wall bond. It follows the curve of Virginia Road. There are eleven blind bays, three of which contain blocked or boarded doors. There is a sandstone drip-mould and sandstone coping stones over a low parapet. A small brick-built outshut is attached to the eastern end (Plate 3), and is roofed with modern tiles.
- 4.2.12 Extending from the western side of the reception section of the pavilion is the covered arcade building (Fig 2; Plates 5 and 10). The south elevation of this arcade has twelve bays, six of which have been blocked with rough brickwork. Construction details are similar to the south elevation already described. The north side of the arcade is open and faces the crazy golf course. The interior has decorative tiles (Plate 11) and cast-iron columns with decorative fretwork trusses (Plate 12). It has a modern terracotta roof, which is hipped at one end.

- 4.2.13 The long rectangular outbuilding extending eastwards from the eastern projecting wing of the pavilion (Fig 2) is fairly plain and has been rendered. It is of brick construction and has a terracotta tile roof. It appears to have been used as various storage rooms.
- 4.2.14 **Internal Details:** the large auditorium occupies most of the internal space of the pavilion (Plates 13 and 14). It has three large blocks of curved seating sloping towards the stage. Behind these three smaller blocks of seating are present. Most of the walls are of brick construction and all are painted. There are decorative wall tiles at the rear of the auditorium, which exhibit floral motifs. (Plate 15) Timber partition walls form corridors leading to the box office and bar areas. The floor is mainly laid down to floorboards with tiles at the main access areas and aisles.
- 4.2.15 The seats are constructed from cast iron and timber and are of the self-folding variety. There appear to be two phases of seating with the rear three blocks of apparently later construction. The stage is of modern appearance, and is clad with pine matchboard and is accessed via two flights of steps located to the east and west ends. There is a control booth facing the stage on the opposite side of the room.
- 4.2.16 The most interesting feature of the auditorium is the cast-iron column and truss roof structure, which originally would have supported the glass roof. The cast-iron framework for housing the glass is still visible within the trusses. The highly decorated, fretwork trusses are supported on a series of columns. The style of the fretwork is almost identical to that in the covered arcade (*Section 4.2.13* Plate 17). Two columns have been removed to make way for seating (Plate 16).
- 4.2.17 The remaining rooms are occupied with a staff/public canteen, a public bar, box office area and various lavatories and storage rooms. The back stage area appears to be of late twentieth century construction and is constructed from cinder block (Plate 18). This room contains various lighting rigs and large amounts of cabling. Below, and accessed from the backstage area, is a basement level containing rooms, which appear to have been last used as dressing rooms and lavatories. All of these are of late twentieth appearance.



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## 5. DISCUSSION AND RECOMMENDATIONS

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### 5.1 DISCUSSION

- 5.1.1 Opened in 1913, the Victoria Gardens comprised an open-air pavilion, enclosed arcade and bandstand. The exact date of construction is unknown but analysis of the available cartographic sources shows rows of terraced houses being present on the site in 1909 (Fig 7). Documentary evidence suggests that major alterations were undertaken in the 1920s, at which time the auditorium was roofed over with glass and the entire area was given a new floor and redecorated. From this point in time the pavilion became a major theatre attraction. Further alterations were carried out in the 1960s, including rebuilding and decoration works.
- 5.1.2 The building assessment identified elements of the building dating to the three most significant phases of construction: the 1913 Victoria Gardens, the covered pavilion of *c* 1925, and the later 1960s alterations.
- 5.1.3 **Victoria Gardens:** the cast-iron canopy and stone balustrade, located at the northern end of the building, appear to be the remains of the Victoria Gardens bandstand. The low walls, with coping stones visible in both the east and west elevations of the auditorium, are also likely to date to this first phase, and possibly represent the limits of garden or seating areas. Both the southern wall of the box office and the cast-iron elements of the covered arcade extending to the west of the building date to this phase.
- 5.1.4 **Floral Pavilion:** the ornate cast-iron roof frame and associated columns observed within the auditorium are the remains of the 1920s glass roof, which joined the pavilion to the south and the bandstand to the north to create a covered theatre. The decorated tiles (Plate 15) are also likely to date to this phase.
- 5.1.5 **Modern Alterations:** most of the other details, such as the back stage areas, basement, box office and café date to the late twentieth century. Exterior rebuilding and cladding of the front (north) and side elevations appears to have taken place in the late twentieth century.

### 5.2 RECOMMENDATIONS

- 5.2.1 Although limited in scope, the building assessment has revealed that the Floral Pavilion originally consisted of separate structures subsequently joined together by continuing alterations, and in particular the cast-iron roof frame. It is strongly recommended that the cast-iron roof frame is subject to further investigation and detailed recording.

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## 6. BIBLIOGRAPHY

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*Tithe Map of The Parish of Wallasey, 1841*

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## 7. ILLUSTRATIONS

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### 7.1 LIST OF FIGURES

Figure 1: Site Location

Figure 2: Detail of Site Location

Figure 3: Layout of the Floral Pavilion

Figure 4: Bennison's Map of 1835

Figure 5: Tithe map of 1841, showing the Parish of Wallasey

Figure 6: Ordnance Survey map of 1874, 1:2500

Figure 7: Ordnance Survey map of 1909, 1:2500

Figure 8: Ordnance Survey map of 1952, 1:2500

### 7.2 LIST OF PLATES

Plate 1: General view of the front of the Floral Pavilion

Plate 2: General view of the rear of the Floral Pavilion

Plate 3: View of the east-facing elevation

Plate 4: Terrace and cast iron canopy

Plate 5: Covered 'Promenade' on the west of the building

Plate 6: Example of construction details

Plate 7: The front elevation

Plate 8: Decorative details of the terrace

Plate 9: Detail of the canopy attached to the front elevation

Plate 10: Covered arcade attached to the west of the building

Plate 11: Decorative tiles in covered arcade

Plate 12: Interior of covered arcade

Plate 13: The auditorium facing north

Plate 14: The auditorium facing west

Plate 15: Decorative tiles at the rear of the auditorium

Plate 16: View of the cast iron roof structure in the auditorium

Plate 17: Detail of decorative fretwork

Plate 18: General view of the backstage area

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## APPENDIX 1: PROJECT DESIGN

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## APPENDIX 2: ARCHIVE CONTENTS

<b>Record Group</b>	<b>Contents</b>	<b>Comments</b>	<b>Box/File Number</b>
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<b>A</b>	<b>Report</b> Final Report		1
<b>B</b>	<b>Primary Fieldwork Records</b> Building Records Sheets		1
<b>C</b>	<b>Primary Drawings</b> Developers Plans Drawing Indices Plans/Sections		1
<b>D</b>	<b>Finds Box and Bag Lists</b> Finds compendium Object Record Sheet Specialist Reports Box Lists	N/A	
<b>E</b>	<b>Environmental Records</b> Primary Records Specialist Reports	N/A	
<b>F</b>	<b>Photographic Record</b> Photographic Indices Monochrome Colour Slides Digital		1
<b>G</b>	<b>Electronic Media</b>		1

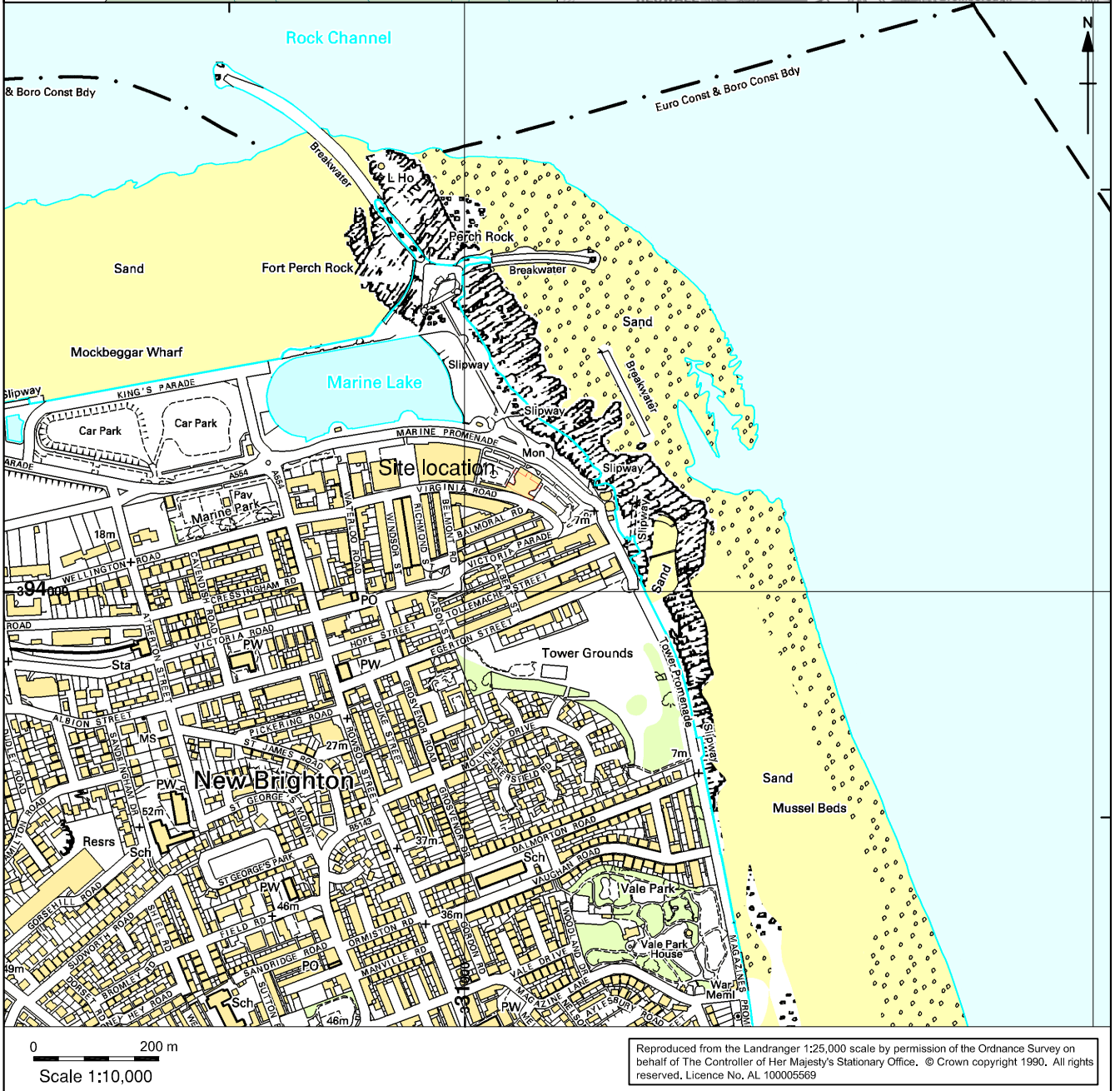
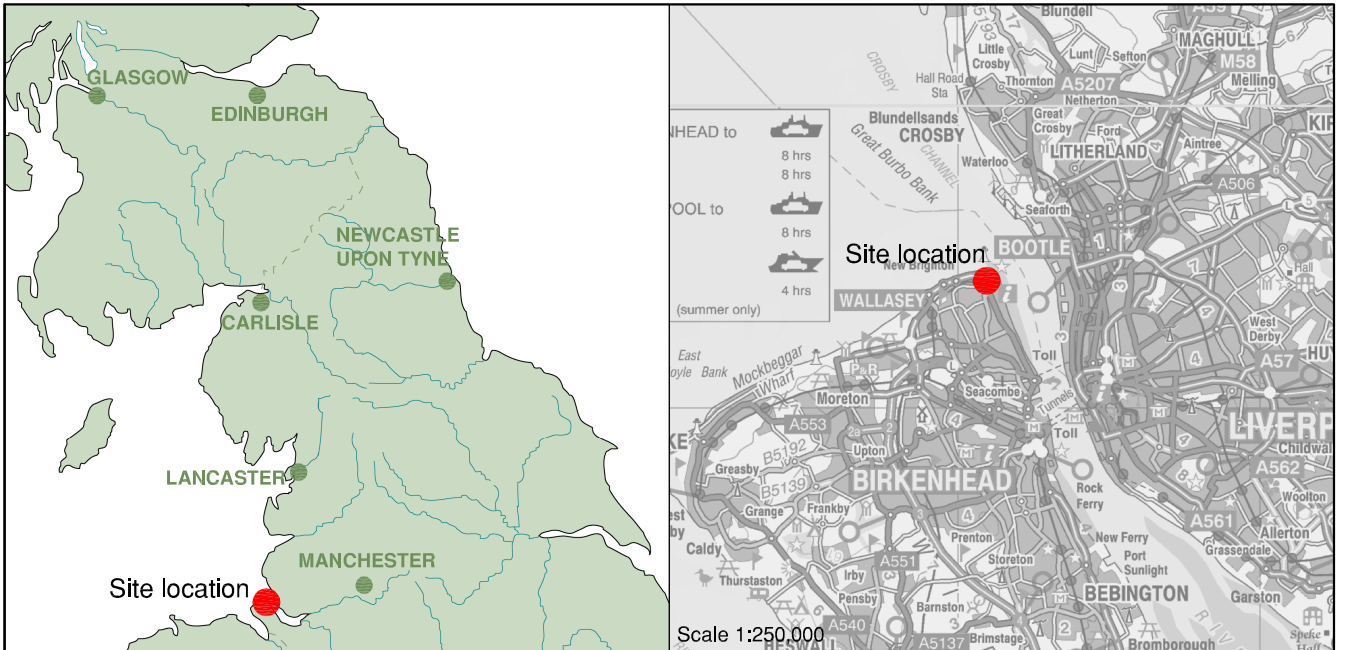


Figure 1: Site Location

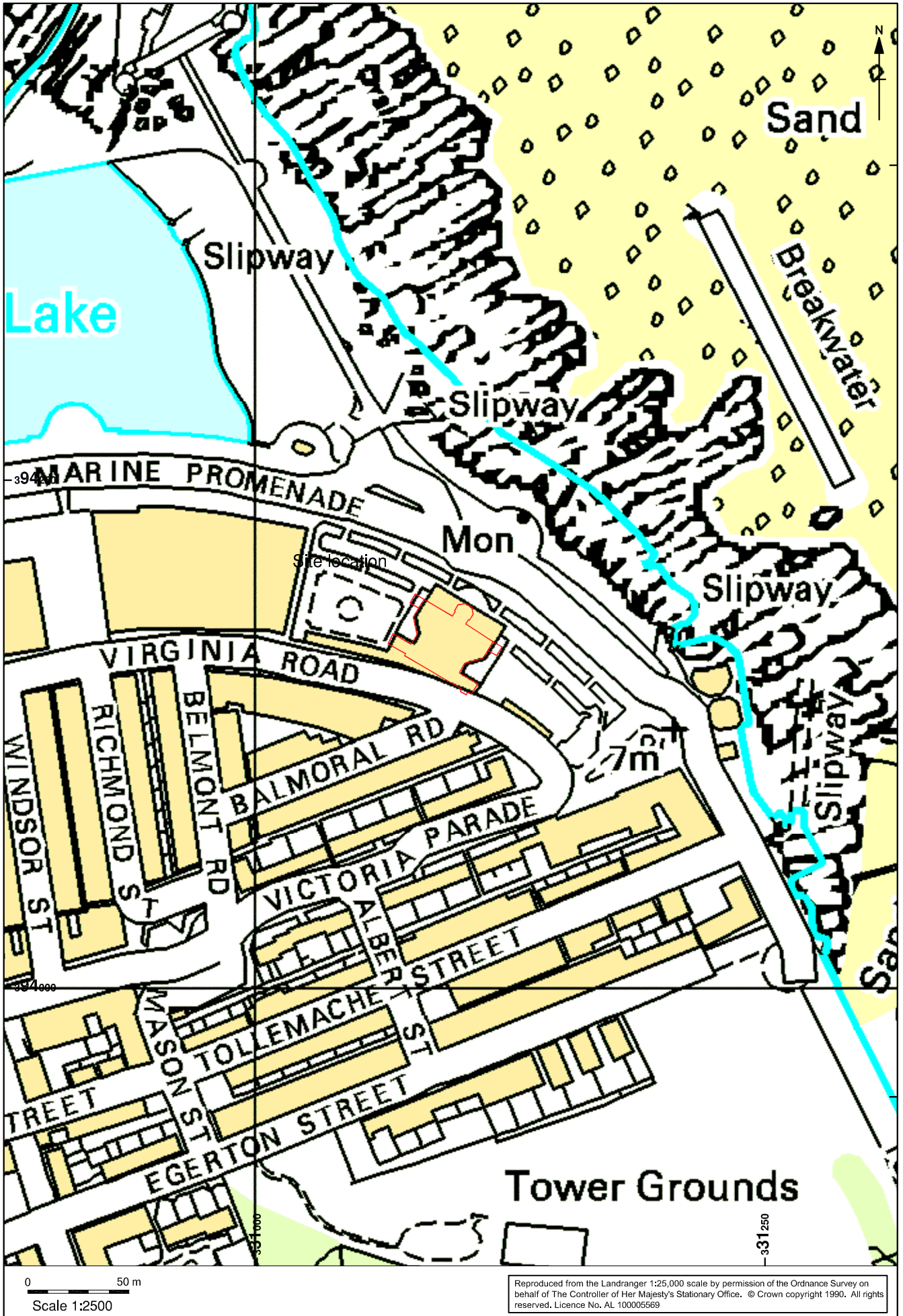


Figure 2: Detail of site location



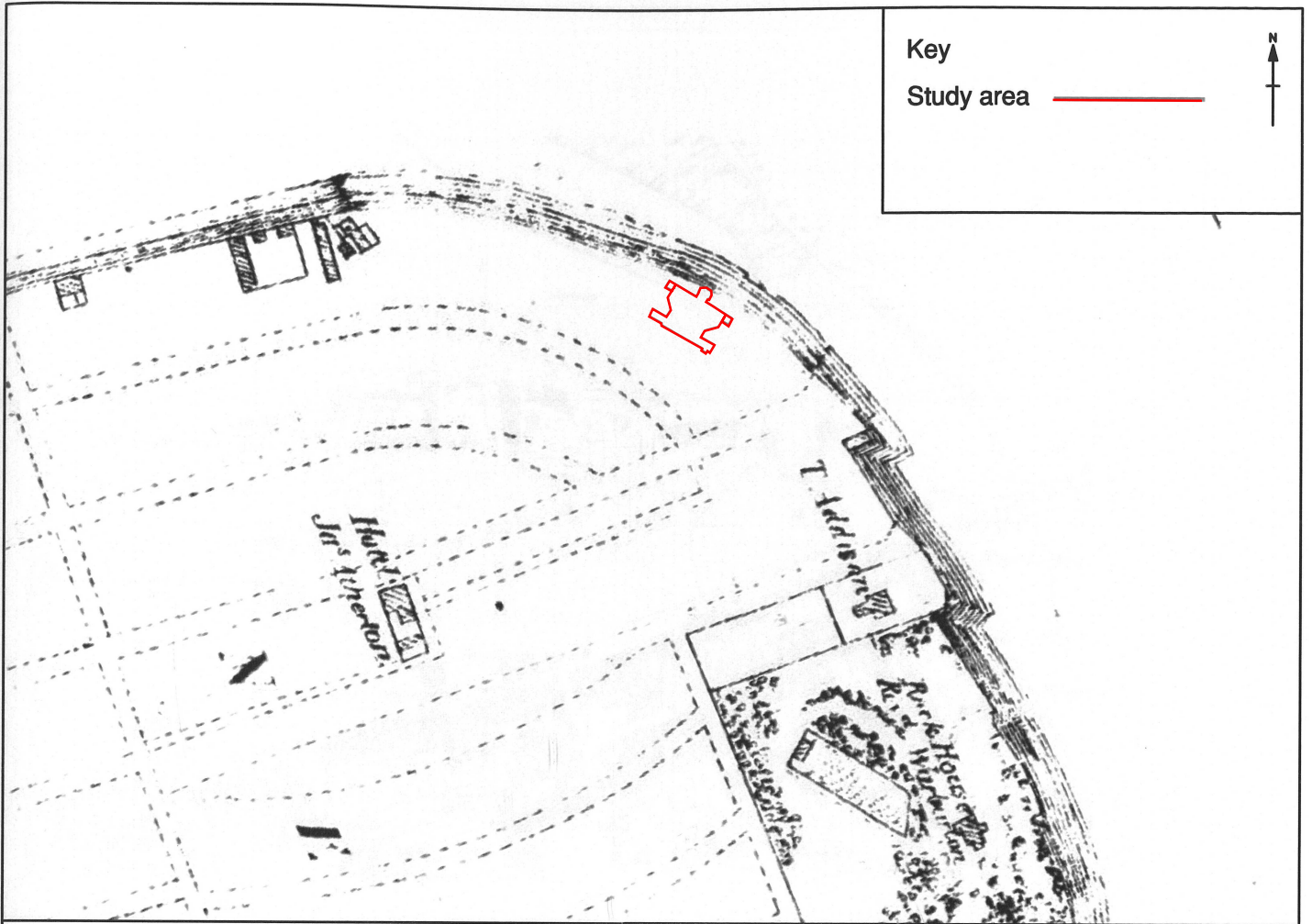


Figure 4: Bennison's Map of 1835

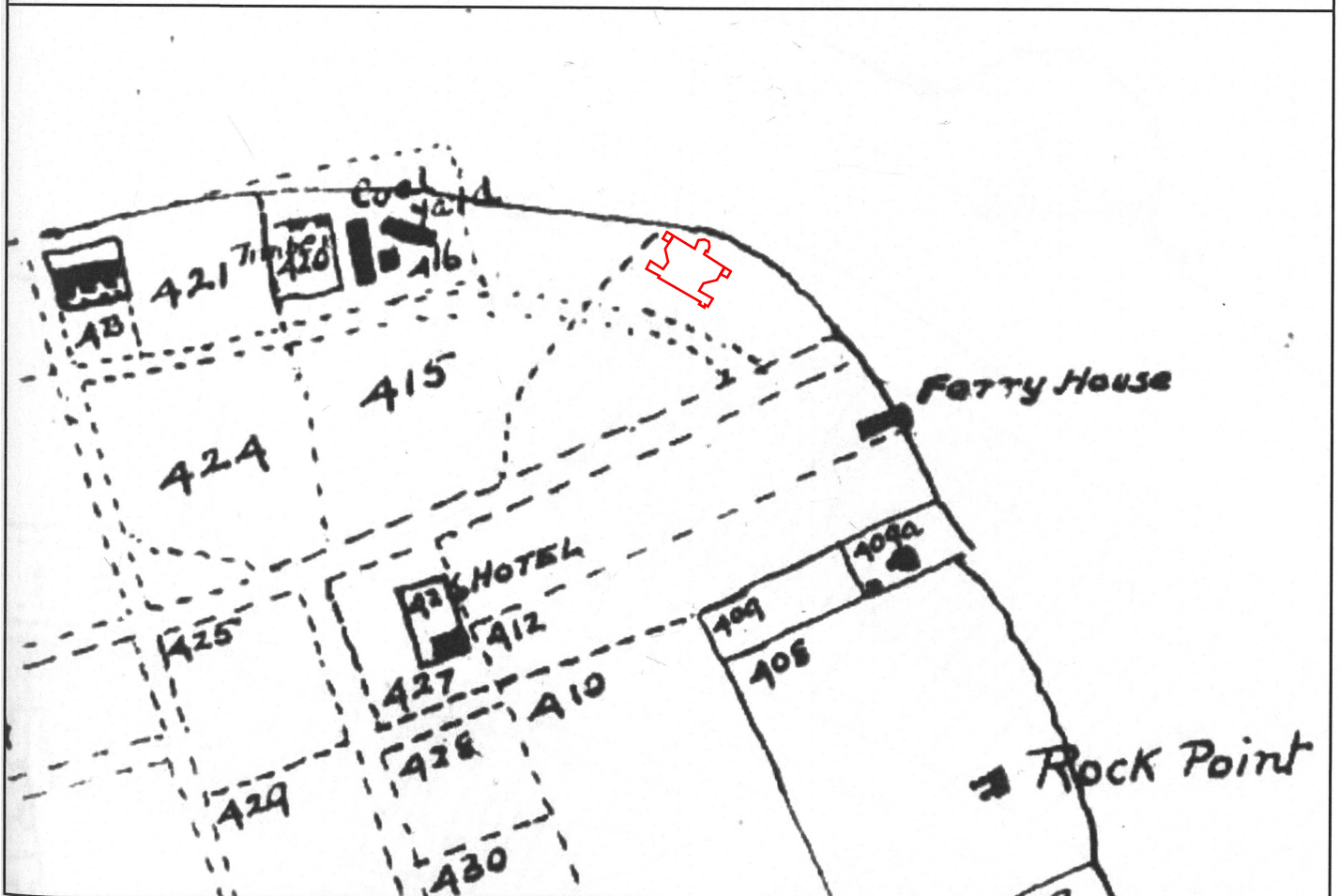


Figure 5: Tithe Map of 1841, showing the Parish of Wallasey

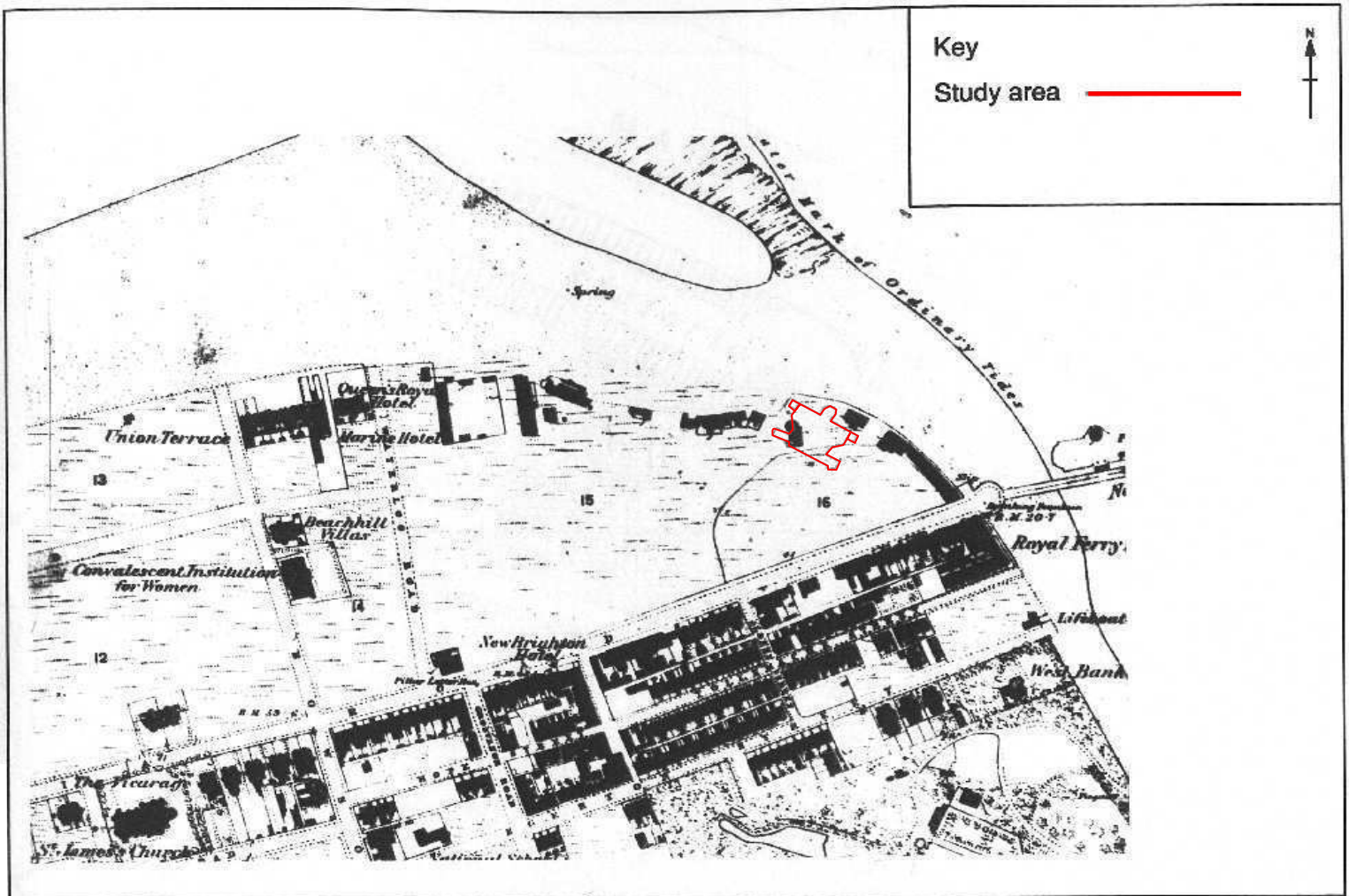


Figure 6: Ordnance Survey Map of 1874, 1:2500

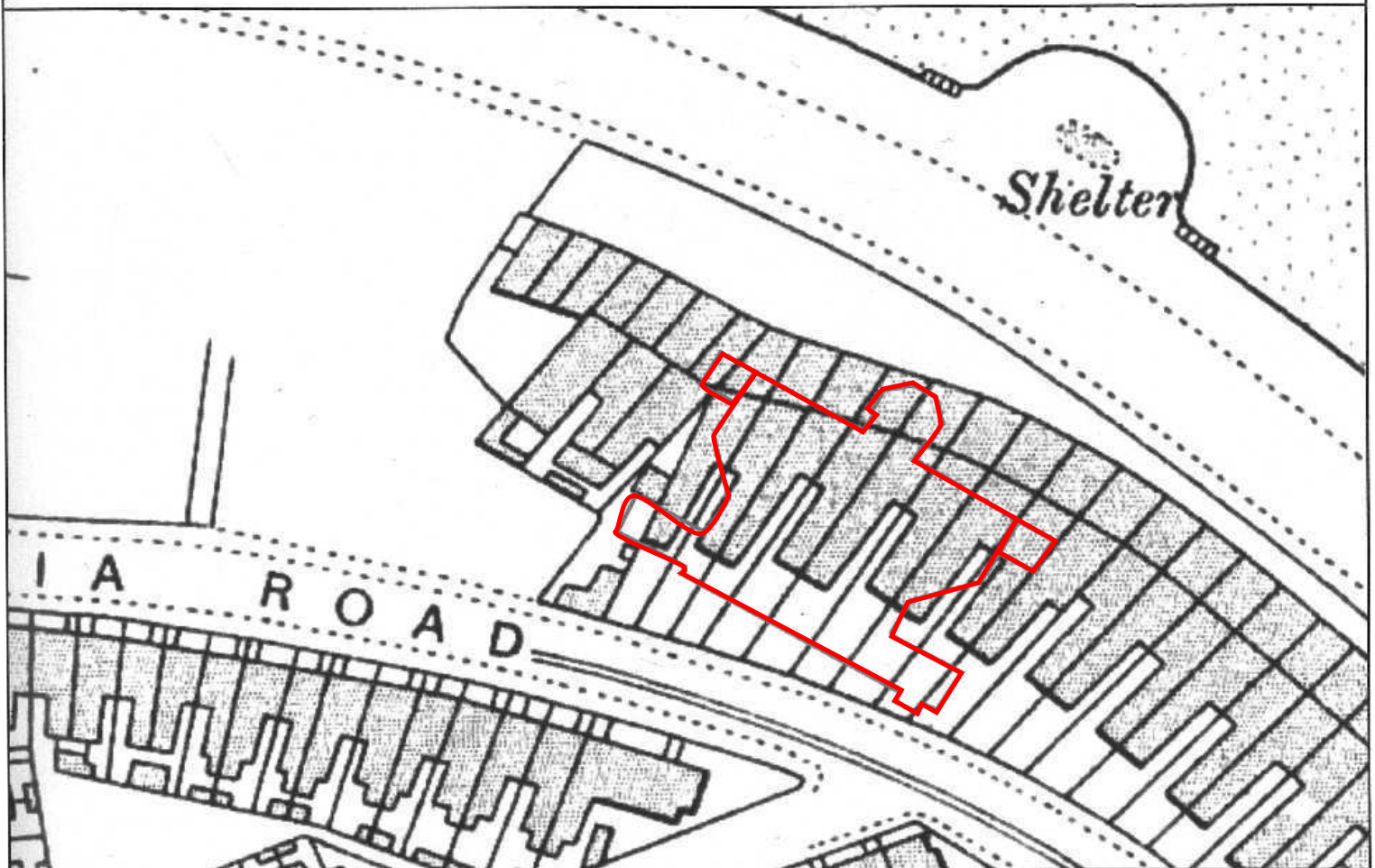


Figure 7: Ordnance Survey Map of 1909, 1:2500

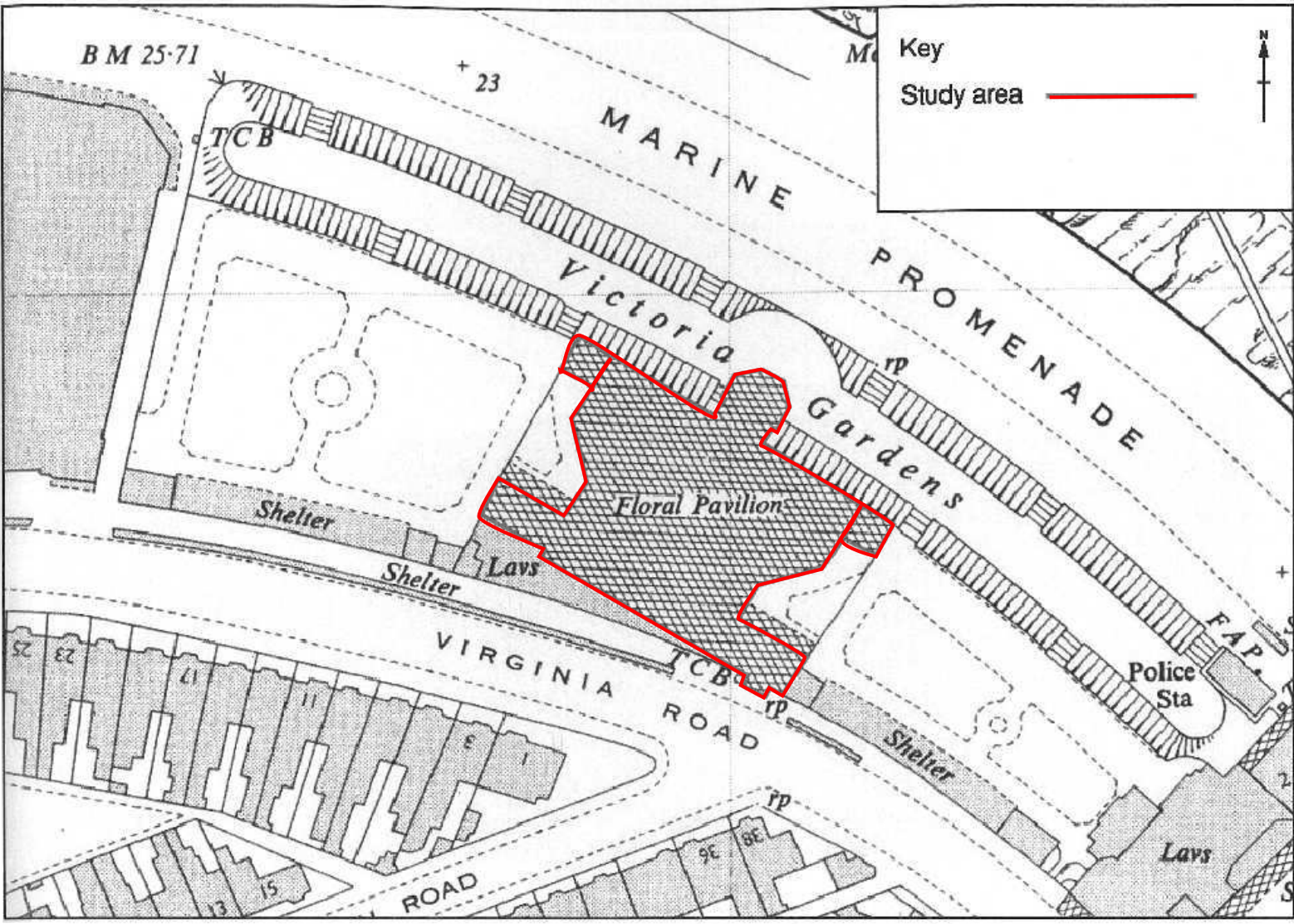


Figure 8: Ordnance Survey Map of 1952, 1:2500



Plate 1: General view of the front of the Floral Pavilion



Plate 2: General view of the rear of the Floral Pavilion



Plate 3: View of the east-facing elevation



Plate 4: Terrace and cast iron canopy



Plate 5: Covered arcade on the west of the building



Plate 6: Example of construction details



Plate 7: The front elevation



Plate 8: Decorative details of the terrace



Plate 9: Detail of the canopy attached to the front elevation





Plate 10: Covered arcade attached to the west of the building



Plate 11: Decorative tiles in covered arcade



Plate 12: Interior of covered arcade



Plate 13: The auditorium facing north



Plate 14: The auditorium facing west



Plate 15: Decorative tiles at the rear of the auditorium



Plate 16: View of the cast-iron roof structure in the auditorium

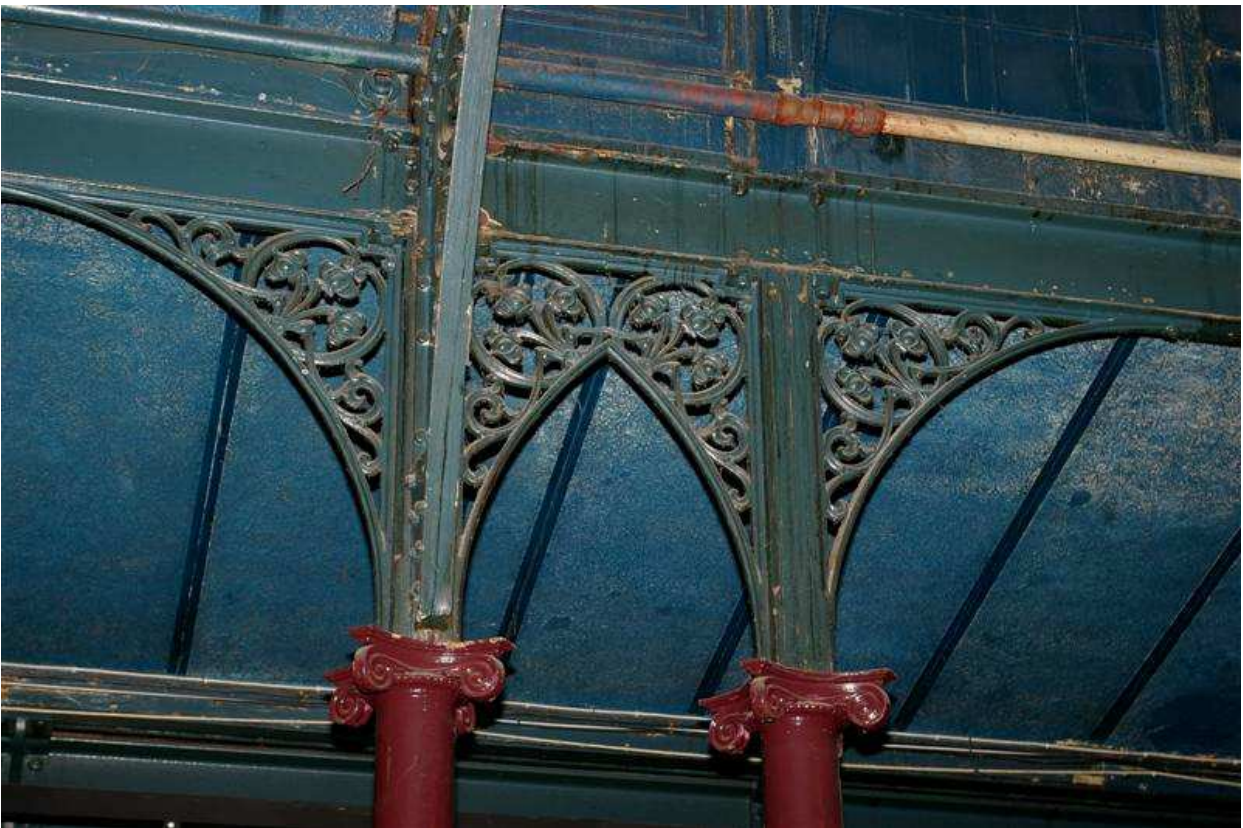


Plate 17: Detail of decorative fretwork



Plate 18: General view of the backstage area

# **THE FLORAL PAVILION, NEW BRIGHTON, THE WIRRAL**

## **Archaeological Building Assessment Project Design**

**Oxford Archaeology North**



June 2007

**Tweeds Construction  
Consultancy**

OA North tender No: t3051  
NGR: SJ 310000 941000

## 1. INTRODUCTION

- 1.1 This project design has been compiled for Tweeds Construction Consultancy (hereafter the client). It presents proposals for a rapid desk-based and buildings assessment of the Floral Pavilion in New Brighton, The Wirral, prior to its refurbishment and renovation.
- 1.2 OA North has extensive experience of assessment and building assessment, as well as the evaluation and excavation of sites of all periods in this area, having undertaken a great number of small and large-scale projects during the past 24 years. These have taken place within the planning process, to fulfil the requirements of Clients and planning authorities, to very rigorous timetables.
- 1.3 OA North has the professional expertise and resources to undertake the project detailed below to a high level of quality and efficiency. OA North is an **Institute of Field Archaeologists (IFA) registered organisation, registration number 17**, and all its members of staff operate subject to the IFA Code of Conduct.

## 2 OBJECTIVES

- 2.1 The following programme has been designed to provide an accurate archaeological assessment of the designated area within its broader context.. The required stages to achieve these ends are as follows:
- 2.2 **Rapid Desk-Based Assessment:** to provide an outline desk-based assessment of the proposed development area;
- 2.3 **Building Assessment:** to provide visual record of the buildings within the proposed development area to English Heritage Level I type standard;
- 2.4 **Report and Archive:** a written report will assess the significance of the data generated by this programme within a local context. It will present the results of the building investigation.

## 3 METHOD STATEMENT

### 3.1 RAPID DESK-BASED ASSESSMENT

- 3.1.1 **Local Library:** the local library will be consulted to acquire any information on the development of the building. This is not meant to as an exhaustive history, but to provide a broad historical context, in which to place the findings of the building assessment.
- 3.1.2 **Historic Map Regression:** available cartographic sources will be consulted in an attempt to trace the development of the site back to the earliest available cartographic source.

### 3.2 BUILDING ASSESSMENT

- 3.2.1 **Assessment:** a visual inspection of the buildings will be undertaken to English Heritage Level I-type survey standards. This level of survey is a visual record, which will serve to identify the location, age and building type. The emphasis of the



building assessment will be the exterior of the building, with an inspection of the interior being undertaken to note significant features.

3.2.2 The written record will include:

- (i) the precise location of the building;
- (ii) details of listing;
- (iii) description of the type of building, purpose, materials and possible date.

3.2.3 **Photographic Archive:** a photographic archive will be produced utilising a 35mm camera to produce both colour slides and monochrome contact prints. A high-resolution digital camera (6 megapixels) will also be employed for general coverage. A full photographic index will be produced. The photographic archive will comprise the following:

- (i) The external appearance of the building;
- (ii) Any external or internal detail, structural or decorative, which is relevant to the design, development and use of the buildings.
- (iii) Any internal detailed views of features of especial architectural interest, fixtures and fittings, or fabric detail relevant to phasing the building.

3.2.4 **Site Drawings:** there is no requirement to produce site drawings (plans/elevations/sections) as part of the assessment, however, a site plan will be produced to show the location of the building subject to the assessment.

### 3.3 REPORT

3.3.1 The report will include the following:

- (i) a concise, non-technical summary of the project results;
- (ii) an introduction to the circumstances of the project and the aims and objectives of the study;
- (iii) a summary of the methodology and an indication of any departure from the agreed project design;
- (iv) a copy of the agreed project design;
- (v) an outline of past and present land-use;
- (vi) a summary of the archaeological/historical background;
- (vii) a location plan of the building;
- (viii) an initial assessment of the likely archaeological implications of the proposed development;
- (ix) recommendations for further work as appropriate;
- (x) appropriate figures and plates;
- (xi) a full list of references to and bibliography of primary and secondary sources consulted and a list of any further sources identified but not consulted;
- (xii) an index of the project archive.

3.3.2 **Final Report:** this will be issued within eight weeks of completion of the fieldwork. One bound and one unbound copy of a written synthetic report will be

submitted to the Client, and a further copy submitted to the SMR within eight weeks of completion of the study. The report will include a copy of this project design, and indications of any agreed departure from that design. It will present, summarise, and interpret the results of the programme detailed above. The report will also include a complete bibliography of sources from which data has been derived.

- 3.3.3 **Confidentiality:** all internal reports to the Client are designed as documents for the specific use of the Client, for the particular purpose as defined in the project brief and project design, and should be treated as such. They are not suitable for publication as academic documents or otherwise without amendment or revision.

### 3.4 ARCHIVE

- 3.4.1 The results of all archaeological work carried out will form the basis for a full archive to professional standards, in accordance with current English Heritage guidelines (*Management of Archaeological Projects*, 2nd edition, 1991). The project archive represents the collation and indexing of all the data and material gathered during the course of the project.

- 3.4.2 The deposition of a properly ordered and indexed project archive in an appropriate repository is considered an essential and integral element of all archaeological projects by the IFA in that organisation's code of conduct. OA North conforms to best practice in the preparation of project archives for long-term storage. This archive will be provided in the English Heritage Centre for Archaeology format and a synthesis will be submitted to the Lancashire HER (the index to the archive and a copy of the report). OA North practice is to deposit the original record archive of projects with the appropriate County Record Office.

- 3.4.3 The Arts and Humanities Data Service (AHDS) online database project *Online Access to index of Archaeological Investigations* (OASIS) will be completed as part of the archiving phase of the project.

- 3.4.4 **Confidentiality:** all internal reports to the client are designed as documents for the specific use of the Client, for the particular purpose as defined in the project brief and project design, and should be treated as such. They are not suitable for publication as academic documents or otherwise without amendment or revision.

## 4 OTHER MATTERS

- 4.1.1 **Access:** OA North will consult with the Client regarding access to the site.

- 4.1.2 **Health and Safety:** OA North provides a Health and Safety Statement for all projects and maintains a Unit Safety policy. A written risk assessment will be undertaken in advance of project commencement and copies will be made available on request to all interested parties.

- 4.1.3 **Work Timetable:** the desk-based element is expected to take approximately five days to complete and the building assessment two days. The final report will be completed within approximately eight weeks following completion of the fieldwork.

- 4.1.4 **Staffing:** the project will be under the direct management of **Alison Plummer BSc (Hons)** (OA North Senior Project Manager) to whom all correspondence should be addressed. All elements of the project will be undertaken by an OA North supervisor. Present timetabling constraints preclude who this will be.
- 4.1.5 **Insurance:** OA North has professional indemnity to a value of £10,000,000, employer's liability cover to a value of £10,000,000 and public liability to a value of £15,000,000. Written details of insurance cover can be provided if required.

## 5. COSTING

The items are a fixed price cost, inclusive of all management, overheads, and other disbursement costs (travel and expenses), to undertake the programme of work as defined in this project design. Any other variations from this programme of work at the clients' direction will require recosting. All staff costs are inclusive of holiday entitlement, as well as NI and Superannuation.

**Desk-Based Assessment** **£ 1, 843.00**

**Building Assessment** **£ 1,749.00**

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### **NB**

*Following current IFA guidelines it is recommended that a contingency sum equivalent to 10% of the total sum for the fieldwork costs is put aside for unseen delays caused by prolonged periods of bad weather, vandalism, discovery of unforeseen complex deposits and/or artefacts which require specialist removal, use of shoring to excavate important features close to the excavation sections etc. This sum would only be used following agreement with the client.*

Normal OA North working hours are between 9.00am and 4.30pm, Monday to Friday, though adjustments hours maybe made to maximise daylight working time in winter and to meet travel requirements. It is not normal practice for OA North staff to be asked to work weekends or bank holidays and should the client require such time to be worked during the course of a project a contract variation to cover additional costs will be necessary.

### Notes:

1. Salaries and wages inclusive of NI, Superannuation and overheads
2. Total costs exclusive of VAT
3. All costs at 2007/2008 prices