



## SHOPS, PUBS & RESTAURANTS

### Tivoli

The shops and streets of Tivoli began to appear in the 1830s. Since then, the trades found in Tivoli Parade have included a builder's merchant, coal merchant, cobbler, tailor, confectioner, post office, printer, plumber, painter, grocer, baker, corndealer and the Tivoli Inn. With its highly individual and quirky architecture, the Parade is well known in Cheltenham for its varied and independently owned shops. The Royal Union Pub lies just behind Tivoli Parade.

### The Suffolks

Built around a handsome square of Regency buildings, this area takes its name from the Earls of Berkshire, who owned much of the land in the 1820s and 1830s when this part of town was built. Suffolk Parade, Suffolk Road and Great Norwood Street offer a profusion of small independent shops, ranging from butchers and bike shops to antiques and curios, interior designers, up-market boutiques, gift shops, cafes and restaurants. Renowned as a place for gentle browsing and great finds, it also has two popular pubs - The Beehive and the Suffolk Arms

### Bath Road

Bath Road is the central hub for this part of Cheltenham. With its wide variety of shops and restaurants, it has a thriving community feel that attracts a wide range of visitors from the larger town. For those coming by car there is a large 'pay and display' car park at Bath Terrace. There are five pubs, and both the Exmouth Arms and the Norwood Arms have good-sized outside gardens.



## LOCAL PERSONALITIES



**The Duke of Wellington**, who frequented the Cheltenham spa and was lionised as the hero of Waterloo is said to have often visited a house in Park Place. He "drank the waters and took a course of baths as systematically as a soldier carrying out orders". (from 'A History of Cheltenham' by Gwen Hart)



**Reverend Francis Close**, Vicar of St Mary's from 1826 to 1856, had great influence in Victorian Cheltenham. In the words of Gwen Hart, he "desired to spread the gospel according to Low Church principles by the building of churches and the founding of schools."

He and his colleagues prompted the building of churches including St Philip's; the creation of three great public schools – Cheltenham College, Cheltenham Ladies' College and Dean Close School - the rejuvenation of Pate's Grammar School and the founding of the teacher training colleges: St Paul's for men and St Mary's for women, later combined into a College which in 2001 became the University of Gloucestershire.



**Miss Dorothea Beale**, the formidable headmistress of Cheltenham Ladies College, worshipped at St Philip and St James Church. A keen cyclist, she encouraged her girls to cycle up to Leckhampton Hill. In 1902, when Henry Dale (a piano merchant who had bought the Leckhampton quarries) closed the hill to public access, she supported the campaign to keep the hills open by ordering Mr Dale to remove his hired pianos from the College!



**World War I** Cheltenham and its surrounding villages sent about 7,000 men to fight in the Great War. About 1,600 of them did not return. They are commemorated in the town's many memorials, and in the book 'Leaving all that was dear' by J. Devereux and G. Sacker



**World War II** Local Defence Volunteers drilling in Cheltenham College grounds in July 1940. The LDV was formed after the Dunkirk evacuation of May/June 1940, when a German invasion seemed imminent. Volunteers had rifles, but few uniforms or boots. In 1941, they became the uniformed Home Guard (or 'Dad's Army').



This leaflet offers a glimpse of the history of south Cheltenham, and of the shops and services that it offers today. Central to the story is the Tramroad, opened 200 years ago in 1810, which brought stone from Leckhampton quarries to serve the building of this part of the town. Famous people have contributed to the story.

We hope that you will enjoy walking the Trail and visiting our shops, pubs and restaurants.

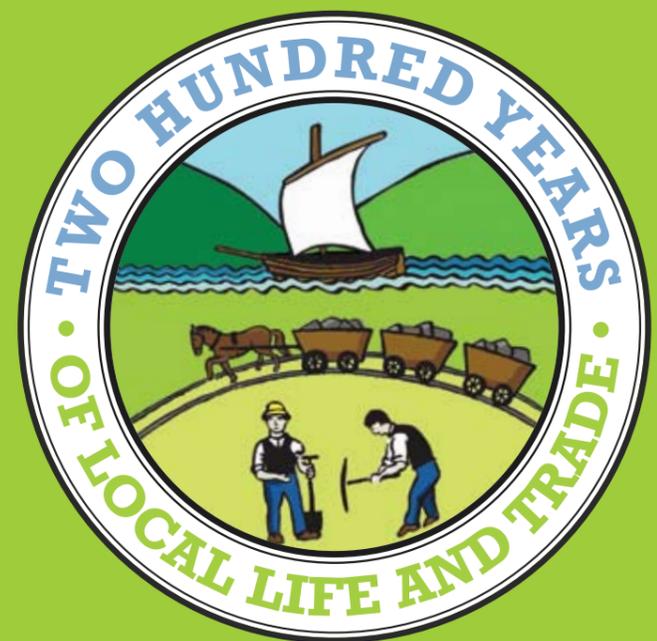
The main image on the front cover, plus that on this page, are from the artwork at Norwood Triangle, created by artists Malcolm Martin and Gaynor Dowling and children of St James School.

This leaflet may be downloaded and printed from the Cheltenham Connect website [www.cheltenhamsouthtown.org](http://www.cheltenhamsouthtown.org)

This site also offers much more detail about the fascinating development of trade in the area.



## SOUTH CHELTENHAM TRAMROAD, HISTORY AND COMMERCE



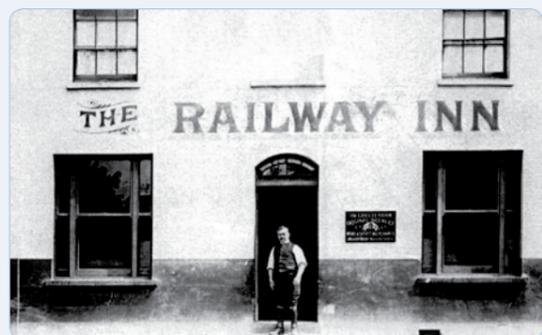
**Cheltenham** is an old and historic town that began its life as a small Saxon village. In 1226 King Henry III gave the people of Cheltenham the right to hold a weekly market and an annual fair, so it started to become a hub for local trading and community life. Discovery of the mineral waters in the 18th century then made it a fashionable spa town and an increasingly popular place to live. The Suffolk Estate was in development from 1823, the Lansdown and Pittville Estates from 1824 and The Park from 1833. The growth of the town depended on the availability of land and building materials, which are at the heart of the story of South Cheltenham

**1 Suffolk Road** Two centuries ago, this road - then called Commercial Road - was the southern limit of Cheltenham. South of it were fields, largely owned by the Trye family of Leckhampton Court. They also controlled the stone quarries on Leckhampton Hill.



Horse-drawn stone wagon at the quarry

**2 Tramroad** Charles Brandon Trye, the landowner, saw the chance to bring stone from his quarries for the building of Cheltenham. With other investors, he built a tramroad across the fields, on the line now marked by Leckhampton, Norwood and Andover Roads. It was opened on 2 July 1810, after three years and £26,100 spent.



**3 Norwood Triangle** The focal point of the tramroad was the Norwood Triangle, round which were yards for stone and for coal, timber and bricks brought from Gloucester Docks along the Gloucester and Cheltenham Tramroad. Serving the workers was the Railway Inn (above), where pints were pulled from 1836 to 1968. Today, artwork on the Triangle tells the story of the Tramroad and of the town that grew round it.

**4 South Town** The aristocracy and gentry needed services of all kinds - coachmen, laundrymen and domestic servants. To house these artisans, a district known as 'South Town' grew around the Bath Road and the tramroad.

**5 Bath Road**, the 'spine' of South Town, was a turnpike road, made between 1813 and 1819, connecting via Shurdington Road to Painswick and Bath. A milepost, marking the first mile from the Cheltenham Market Cross, stands outside Newman and Bloodworths, founded as Newman's ironmongers in 1905.

**6 Exmouth Arms** This pub, built in 1816, was named after Admiral Viscount Exmouth, who came to Cheltenham to recuperate after his expedition to

Algiers to suppress the Barbary pirates. It was the social centre of South Town, with a pleasure-ground and Bathing Place on the Westal Brook.

**7 Park Place** The west side of the area was developed for the gentry, starting with the villas in Park Place. These display the harmony that is the mark of 'Regency' Cheltenham. Some have modified Greek porticoes, with widely spaced columns to allow a dignified entry for ladies in crinolines!



**8 The Park** The Park Estate was laid out in 1833-34 by Thomas Billings, solicitor. His idea was to create the 'Gloucestershire Zoological, Botanical and Horticultural Gardens' (see the plan above). The project failed, and the land was sold to Samuel Daukes, who built the first villas. Today, The Park is the main campus of the University of Gloucestershire. The grounds are open to the public.

**9 Grafton Road** Linking the Park and Bath Road is Grafton Road, with its varied villas. Brandon House, perhaps the finest, was built for Henry Norwood Trye, son of the man who built the tramroad.



**10 St Philip and St James Church** The present church is the second on this site. The first, St Philip's (see above), was built in 1838-40 to "serve the poor" of South Town. The population grew, and by the 1870s the church was too small. The new church, St Philip and St James, was designed by John Middleton and funded by wealthy local people. To permit worship to continue while it was built, an iron nave was inserted within the existing church. The new church rose around it and was opened in 1882.

**11 St James School** was opened in 1865, one of many National Schools sponsored by the Church and part funded by government. When St James School moved to new premises in Merestones Road, the old building was converted into flats.

**12 Bethesda Methodist Church** on Great Norwood Street originated in the 1820s when the Church of England, Quakers and other Nonconformists built a shared meeting room called Bethesda Schoolroom, because the Quakers would only contribute to a school. It was replaced in 1846 by the present church.