

## Nominate a Heritage Asset

**Former Co-operative Hall at No. 190 – 194 Cowley Road (O2 Academy)**



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

<b>2. WHY IS IT INTERESTING?</b> Is it interesting in any of the following ways?	Tick / Rank
<b>Historic interest</b> – a well documented association with a person, event, episode of history, or local industry	●1
<b>Archaeological interest</b> – firm evidence of potential to reveal more about the human past through further study	
<b>Architectural interest</b> – an example of an architectural style, a building of particular use, a technique of building, or use of materials	●2
<b>Artistic interest</b> – It includes artistic endeavour to communicate meaning or use of design (including landscape design) to enhance appearance	
What is it about the asset that provides this interest? Local music and events venue and formerly Oxford's main co-operative stores. The building was designed by Henry Wilkinson Moore and has a long frontage preserving its Edwardian redbrick character above ground floor level, including surviving stone architectural detailing to the façade. The hall above the ground floor shopping arcade provided the venue for concerts and dances that formed an important element of the neighbourhood's social life and, subsequently has been a venue for the more successful bands that emerged in Oxford in the later 20 <sup>th</sup> century. It has also provided the venue for many political meetings, often forming the starting point for rallies and protests that continued outside the building. The combination of shops developed as a mutual	

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enterprise and the meeting and entertainment space above is interesting as a combination that was a part of the social mission of its builders.

<b>3. WHY IS IT LOCALLY VALUED?</b> Is the interest of the asset <b>valued locally</b> for any of the following reasons?	Tick / Rank
<b>Association:</b> It connects us to people and events that shaped the identity or character of the area	●2
<b>Illustration:</b> It illustrates an aspect of the area's past that makes an important contribution to its identity or character	●1
<b>Evidence:</b> It is an important resource for understanding and learning about the area's history	
<b>Aesthetics:</b> It makes an important contribution to the positive look of the area either by design or fortuitously	●4
<b>Communal:</b> It is important to the identity, cohesion, spiritual life or memory of all or part of the community	●3
<p>How is the asset locally valued as heritage?</p> <p>The former co-operative store and halls is a local landmark in the history of Oxford's socialist movements. It illustrates the impact of the co-operatives movement in Oxford as part of a wider national political movement, but is also an early example of the political activism that is part of the character of the East Oxford suburb.</p> <p>The architecture of the building, built in 1907 and preserving a large part of its Edwardian character above ground floor makes an important contribution to the Victorian and Edwardian character of the area. The association with the locally significant architect Henry Wilkinson Moore. The Edwardian architecture and architectural detailing also makes a positive contribution to the appearance of Cowley Road that stands out from the surrounding buildings.</p> <p>The use of the hall for concerts and dances stretches back over a century and has continued to the present day making the building a social hub that contributes to the cultural life of the city and providing a sense of community.</p>	

<b>4. WHAT MAKES ITS LOCAL SIGNIFICANCE SPECIAL?</b> Do any of the following features make the heritage significance of the asset stand out above the surrounding environment?	Tick
<b>Age</b> ... Is it particularly old, or of a date that is significant to the local area?	●
<b>Rarity</b> ... Is it unusual in the area or a rare survival of something that was once common?	●
<b>Integrity</b> ... Is it largely complete or in a near to original condition?	●
<b>Group value</b> ... Is it part of a group that have a close historic, aesthetic or communal association?	●
<b>Oxford's identity</b> ... Is it important to the identity or character of the city or a particular part of it?	●
<b>Other</b> ... Is there another way you think it has special local value?	
<p>How does this contribute to its value?</p> <p>One of Oxford's main music venues and has been since it was built. It's past use makes it one of Oxford's cultural landmarks, as well as a building that has played an important role in the history of political activism that has been a part of East Oxford's identity since the early 20<sup>th</sup> century – partly due to the presence of many car factory workers, and later, students. As such the building makes an important contribution to the identity of East Oxford in particular as a place of political action and popular culture.</p> <p>Above the ground level frontage, which has been replaced recently, the Edwardian frontage is well-preserved or has been sensitively restored (integrity), providing evidence of the early 20<sup>th</sup> century development of Cowley Road as a commercial centre for the East Oxford suburb.</p> <p>The building is a rare, if not unique, example of a building built for the co-operative movement in Oxford, originally with an unusual historic plan of ground floor shops and hall above.</p>	