

MAGAZINE



The Building Crafts College
Upskilling the next generation
and reaching new audiences

Sean Wheatley
Interview on the importance
of apprenticeship

Endangered crafts
Supporting and promoting
our vital craft skills

INFORMATION
AND
ADVERTISEMENT
RATES 2025





MAGAZINE

The Society's official publication is a 72-86 page full colour quarterly magazine. With a print run of 7,000 and at least 60% of members whom live in old or historic houses. The readership includes architects, surveyors, town planners, local authority conservation officers, engineers, builders, craftsmen, interior designers and homeowners.

The magazine offers heritage news, casework, technical advice, special features, a comprehensive book review section and has 80-90 regular advertisers.

In addition to regular main features on traditional materials and repair techniques, **SPAB** campaigns on a wide range of conservation issues. Extensive coverage of controversial topics like architectural theft and airport expansion has attracted onwide media publicity.



27 LODGING RANGE BROOK HALL, HEYWOOD, WILTS

Matthew Scoble

Mourning the loss of SPAB casework often causes headaches, but perhaps the answer is simple: was there a celebration at the end of the work, and was the Society invited to the party?

In the case of the Lodging Range at Brook Hall, there was one party I would not have attended: that one to mark the end of the project's first phase. As a case, the Lodging Range had taken very early in its time and was covered by the SPAB back in 1992. Over the years it was among the most remarkable of the restored 18th-century houses. It was always being repaired, but as a case it was sometimes deeply disappointing. This made the 'high' of the party in 2019 especially rewarding, not least because it allowed a generation of the most people who I thought fit to attend the building over the years.

The building is about as good as you get from a SPAB project: an important and important architectural treasure of the kind that inspired Moore and Wells. Brook Hall is the crown of a high-walled 18th-century house. It is attached to a walled lane that comes about. Though not far from the main entrance there is still a sense of detachment from modern life. In the medieval period the Hall is believed to have stood around two courtyards, but that structure was a mere fragment. One surviving medieval tower is a long impressive 15th-century building block. The model originally had provided accommodation for visitors. When the Hall ceased to be fashionable and dropped down the social scale, the lodging range was added from high above and bound to the stone core. Within a wall remains an 18th-century three-bay house.

Over 25 years on a case the building suffered more trials and tribulations: asbestos overgrowth, legal difficulty over repair work, and miscellaneous work to meet modernisation. All this resulted in a long-term position on the national 'at risk' register. At risk means at least one attention to the site and a consented or retained a priority for local government and national government. English Heritage / Historic England has been particularly

27 CASEWORK CAMPAIGNING

Left: Owners Beth and Barney Jones celebrate the completion of repair – and their birthdays. Below: The beautifully repaired interior of Brook Hall.

important in keeping a focus on the building's condition and structural repair needs, and has also provided grant aid for emergency work.

The party, held in May 2019, was to celebrate completion of the main phase of repair works to the Lodging Range. This has been carried out in exemplary fashion by Andrew Townsend Architects, and has received SPAB Co-ordinator Andrew Townsend and Oliver Wilson, Andrew's own involvement with the site, has sponsored the SPAB Co-ordinator. The visit was as an expert casework volunteer for the SPAB, providing advice on the building's condition. He was subsequently commissioned to oversee emergency works and has used the opportunity to take groups of SPAB Scholars to the site. The repair work beautifully illustrates the SPAB approach: clearly establishing and meeting the structure without loss of special qualities. It has included more than 400 repairs to decayed masonry, most involving detached timber joints and lime-washing of the masonry. The listworks has highlighted much of the building's wealth of sophisticated masonry.

Good for the back-bone of the life of the building has been the involvement of new owners who appreciate the structure.



They are Beth and Barney Jones who bought the party marking the work's completion with a celebration at the 40th birthday in 2019. Now the building is secure and in good shape, they plan for the longer term in the modern equivalent of a lifetime: see a lodging range. They intend to make it a holiday accommodation for young guests. If pressed with the complexity of the initial phase of work it will be a very special holiday. Seeing there might even have the party as a living condition to be shared by SPAB campaigning for the building.

CRUCIAL TO THE successful outcome at Brook Hall was the fact that one of the expert volunteers was able to carry out at least a tiny step in the project. With what had a good reputation for early case work structures, there are still a number of areas of the country where you might find a similar situation. If you are in the south-east of England, or the north or Yorkshire area and this you might like to take the opportunity to visit or to see a similar case. If you are interested in casework contact christina.ameson@spab.org.uk

PHOTOGRAPH BY SPAB

28 CASEWORK CAMPAIGNING

Left: Front elevation with 17th- and 18th-century windows. Below: 1st floor rooms with partition incorporating medieval raised cruck roof truss.

TALBOT FARM CHARLBURY, OXFORDSHIRE

Rachel Broome

This beautiful and secure Grade II listed house is a rare mixture of old and new in Charlbury, Oxfordshire. The house has long enjoyed a reputation for several years but has recently been purchased and the new owner contacted the SPAB through our advice line to ask for guidance on proposed repairs. It turned out that there was already a listed building application for works currently lodged with the local authority, which we would be commenting on in our capacity as a heritage consultant. Our conversations with the new owner led to us asking if we would allow us to visit independently and bring this year's Scholars with us. They rarely get to look at and make comments on a live planning application, so this was a perfect opportunity for them. Having studied the proposals, they visited the site with us and our former SPAB Co-ordinator to see the property for themselves, and to provide comments and photographs which would be used to help complete our response to the planning application.

The owner had provided plans with a copy of the most complete Oxfordshire Building Record for the house. This revealed that based on the surviving physical evidence, the earliest phase of the property may date back to the 13th century. It appears that Talbot Farm is a remarkable survival of a large hall that once stood on the site of a medieval hall house, the two elements being the open hall, and the two courtyards have either forming a two bay sub-entrance parlour or a west wing with a large chimney and ground floor and an upper chamber. Within the roof space blackening can be clearly seen on some of the roof timbers extending over two bays from where the hall was open to the roof, but there are no signs of them. If the Oxfordshire Building Record is correct, then the main Talbot Farm is substantial building. There is one other known for the brick house in the Midlands and the main house is a Talbot Farm indicates a property of some status.

If this is the original house, then the medieval screens passage and the service screen between the south and west were either built when the adjacent Anson's Cottage was built (c.1507 (1500s)), or they have been incorporated into it. In the main house, there are a number of stone walls, and there is a substantial pillar with very thick stone walls and a stone floor. This is a common feature in medieval houses and is often found on the ground level of the main structure. Above this is a black timber ceiling with a stone ceiling with a great other black and opening and the ghost of a chimney stack. It is known that the building was built in the 17th century and the building was built in the 18th century. Various features from the 18th century have been retained, such as the stone walls and dividing walls to divide rooms. It appears to have been known by a history of names such as 1915 when it was called and since there very little work has been undertaken. It was



PHOTOGRAPH BY SPAB

Benefits of advertising

SPAB provides access to a well defined and high quality audience that includes professionals who will specify or recommend, plus historic homeowners and property developers.



The SPAB's status as a leading authority on conservation, and as a useful reference source, prolongs the life of advertisements.

Although the SPAB will not endorse products and services, readers are aware that advertisers are vetted for relevance and understanding of SPAB principles.

SPAB focuses on all periods of the UK's architectural history.

Members include the majority of the UK's leading conservation specialists. Their education may have commenced on one of the SPAB's training schemes such as the annual scholarship training programme for young architects, building surveyors and structural engineers.

The Society

Founded by William Morris in 1877, SPAB is the largest, oldest and most technically expert conservation body campaigning to preserve old buildings.

SPAB is a charity (no. 231307) funded mainly by subscriptions, donations and legacies. It plays a formal part in the planning system and under the Town and Country Planning Act must be notified of all applications to demolish or partly demolish listed buildings in England and Wales. SPAB is asked to comment each year on hundreds of cases of every conceivable type of structure from farmhouses to mansions or from little churches to cathedrals. SPAB still works to the principles in William Morris's 1877 Manifesto, based on conservative repair, respect for the past and regular maintenance. There is free telephone technical advice to members.

Membership offers access to programmes of lectures and visits. People who have trained through the Society's Scholarships and William Morris Craft Fellowship Programmes care for many important buildings in the UK.

SPAB lobbies the government on issues affecting old buildings and publishes low cost technical leaflets.

Advertisement rates



Trimmed page size DEPTH X WIDTH (MM)
297 x 210

DISPLAY RATES	DEPTH X WIDTH (MM)	SINGLE INSERTION colour	SERIES OF FOUR colour
Whole page (bleed)	303 x 216	£1290	£1145
Whole page (grid)	277 x 187	£1290	£1145
Half page (portrait)	269.5 x 91	£750	£720
Half page (landscape)	132 x 187	£750	£720
Quarter page	132 x 91	£460	£410

Special positions + 10%

PRODUCTS & SERVICES	Per SCC	£40	£35
	1 Col 43mm, 2 Col 91mm, 3 Col 139mm, 4 Col 187mm		

SITUATIONS VACANT	Per SCC	£45
	1 Col 43mm, 2 Col 91mm, 3 Col 139mm, 4 Col 187mm	

Advertising agency discount 10%. All rates exclude VAT

LOOSE INSERTS A5 sheet (up to 6g) £695 A4 sheet (up to 10g) £850

COPY REQUIREMENTS

High resolution (press ready) PDF with CMYK images and postscript fonts embedded.

PUBLICATION AND COPY DATES

Issue number:	Spring	Summer	Autumn	Winter
Publication dates:	March	June	September	November
Copy deadline Dates:	6 February	15 May	14 August	23 October

ADVERTISEMENT DEPARTMENT SPAB MAGAZINE

Hall-McCartney Ltd
Heritage House
PO Box 21
Baldock
Hertfordshire SG7 5SH

T 01462 896688

F 01462 896677

E spab@hall-mccartney.co.uk

www.hall-mccartney.co.uk