

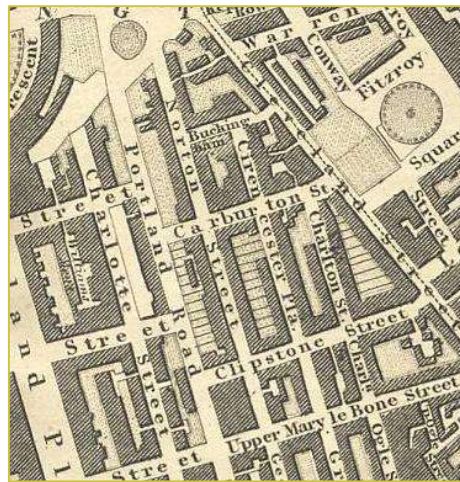


Written by Kevin Smith / VP, Operations / T2 International

Take-Two have built their recent history in Windsor, but as we embark on the next chapter here is a little insight into the history of our new home and its surrounding area.

Our new home will be 30 Cleveland Street, Fitzrovia. Whilst the current building dates from the early 1930s the street, and the area have of course a much longer history.

Spanning the boroughs of Westminster and Camden Fitzrovia is a recent name given to the area in the late 1930s, but the land formed part of the Manor of Tottenham Court, which was mentioned in the Domesday book of 1086. The Fitzrovia name is believed to have come from its artistic and bohemian residents based on the Fitzroy Tavern pub, which in turn is named after the historic owners of part of the land, the Fitzroy family (Dukes of Grafton) - <https://en.wikipedia.org/wiki/Fitzrovia>



Map from the 1820s

Cleveland Street became what it is today in 1867 after the renaming of a couple of roads by the Metropolitan Board of Works. Its name comes from Charles Fitzroy, the 2nd Duke of Cleveland. The street has been the home to a few notable buildings and people.

These days, until we move in, the most famous is of course the iconic BT Tower. Completed in 1964 at 627 feet tall and the tallest building in London (until the NatWest Tower). It also once housed the revolving restaurant, run by Billy Butlin (of holiday camp fame) until it was closed in 1980 for security fears.

<https://home.bt.com/news/on-this-day/october-8-1965-the-bt-tower-britains-tallest-building-opens-in-london-11364009269376>

Another building of note was the Cleveland Street Workhouse. A home for the poor of the area. It is thought to have been the inspiration for local resident Charles Dickens to write Oliver Twist.



Cleveland Street Workhouse 1930

Scandal hit the street in 1889. I will leave you to read the details (https://en.wikipedia.org/wiki/Cleveland_Street_scandal) but suffice to say it involved a brothel at number 19 Cleveland Street and men of title, including (allegedly) royalty. Its impact at the time and since is very well documented, most notably at the time by Oscar Wilde and more recently as a musical!

Coming more up to date Cleveland Street is also the home to an original Banksy. Just across the street and up a bit towards the BT Tower, on the corner of Clipstone Street and Cleveland Street, the piece appeared in April 2011. It was soon covered for protection, which now is home to more graffiti of a far lesser quality! It's still there hiding underneath though. <https://news.fitzrovia.org.uk/2011/04/25/banksy-graffiti-fitzrovia/#prettyPhoto>



"Banksy" Art, Circa April 2011

So to our home, number 30.

If you mention the address to some people, they best recognise it as the 'Dennis Publishing' building. Named after the most recent occupant, the magazine publishing business (founded and run by Felix Dennis) based themselves in a few buildings within the area but made number 30 their home in 2000. Amongst its portfolio, the most recognisable publication was probably Viz (to those of a certain age)

https://en.wikipedia.org/wiki/Dennis_Publishing

<http://journal.london/2018/07/05/30-cleveland-street/>

Prior to Dennis the building spent much of its time as Kelvin House, which from 1939 was the home to the Central Medical Establishment. This, a department within the Royal Air Force, seems to house medical and scientific research into the various elements of flying and the impact on its crew.

Most interestingly, it also housed 'Balloon Command' for a short time before the war. This department controlled all the barrage balloons used during the Second World War, which took to the skies to help prevent attacks from the air.

105-150	
COMMANDS	
BALLOON COMMAND	
<i>Postal Address—KELVIN HOUSE, CLEVELAND STREET, LONDON, W.1. Telephone No.—MUSEUM 7469. Telegraphic Address—ATHENAEUM, RATH, LONDON.</i>	
<i>Air Vice-Marshal O. T. BOYD, C.B., C.R.E., Air Officer Commanding.....</i>	<i>7Nov.38</i>
<i>M.C., A.F.C., g.a.</i>	
<i>Group Captain G. H. Cook, M.C.....</i>	<i>21Nov.38</i>
<i>Senior Air Staff Officer.....</i>	
Accountant.	
<i>Wing Commander F. J. Farmer.....</i>	<i>19Dec.38</i>
Command Accountant.....	
(Overseas)	
RESERVE COMMAND	
<i>Postal Address—HESDON, THE HYDE, LONDON, N.W.9 Telegraphic Address—ATHENAEUM, HYDE, LONDON. Telephone No.—COLINDALE 6377.</i>	
<i>Air Marshal C. L. COURTNEY, C.B.E., C.R.E., Air Officer Commanding.....</i>	<i>14Mar.39</i>
<i>D.S.O., p.s.a.</i>	
<i>Air Commodore S. W. Smith, C.B.E., g.a.....</i>	<i>1Feb.39</i>
<i>Officer-in-Charge of Administration ..</i>	
Personal Appointment.	
<i>File Officer D. G. Farnell.....</i>	<i>15Apr.39</i>
<i>Personal Assistant to A.O.C.</i>	
Accountant.	
<i>Wing Commander E. C. M. Knott.....</i>	<i>1Feb.39</i>
<i>Command Accountant.....</i>	
Medical.	
<i>Group Captain W. G. I. Wansbeck, M.R.C.S., Principal Medical Officer.....</i>	<i>11Jan.39</i>
<i>L.R.C.P.</i>	
Works.	
<i>Major G. Cooper.....</i>	<i>Superintending Civil Engineer.....</i>

