

# SOUTH NORWOOD IN PRINT



# SOUTH NORWOOD

REGENERATION PROGRAMME

The South Norwood High Street Stories project is capturing new and diverse perspectives around the history of the local area. Through oral testimonies the project is gathering and preserving the stories of the people that live and work locally, seeking to capture the lived experience of South Norwood Residents. This publication is part of that larger project, which is in turn part of the South Norwood high Street heritage Action Zone funded by Historic England. This publication focusses specifically on connecting with a younger perspective in a creative and visual way.

Thank you to all the workshop participants: Oritseseyisan, Abdullah, Alesha, Hayleigh, Taye, Suzannaz, Harry, Ugaas, Colin, Cillian, Tia, Adam, Eshaan, Zoya, Hana, Gabriel, Shanise, Lily, Makhi, Lexie, Kopithan, Serah, and Harmony

Thank you to the staff of Harris Academy South Norwood

Published in 2023

Project by Europa and CarverHaggard  
Managed by Croydon Council's South Norwood Regeneration Team  
Photography by Jas Lehal, Yusuf Islam and CarverHaggard  
Graphic Design by Europa  
Workshops led by Tanguy Bertocchi, William Jacobson, and William Haggard

The historical photos used in this document have been credited to the best of our knowledge. If you have any concerns or additional information, please contact us at [SouthNorwoodRegen@croydon.gov.uk](mailto:SouthNorwoodRegen@croydon.gov.uk)



HM Government



Historic England

MAYOR OF LONDON

**Hi!**

**CROYDON**  
[www.croydon.gov.uk](http://www.croydon.gov.uk)

**WE LOVE  
SE25**

Who gets to write the history of a place? How can a diverse set of voices be gathered, preserved, and shared in order to become part of a place's heritage?

In March 2023 two workshops took place at Harris Academy South Norwood with year 8s led by the graphic design studio Europa and the architecture practice CarverHaggard.

We shared stories about the local area collected from talking to older residents, and a selection of objects that evoked those stories. The students were then asked to share their own story about the local area and to represent that story through an object of their choosing. Both sets of objects were then inked up, using printing rollers, and printed onto paper.

The stories that the children shared ranged from personal anecdotes about their favourite place to eat on the high street to their thoughts about the renowned rapper who once went to their school. The collective voices of the students provide an insight into the lives and interests of young people using the High Street in South Norwood.

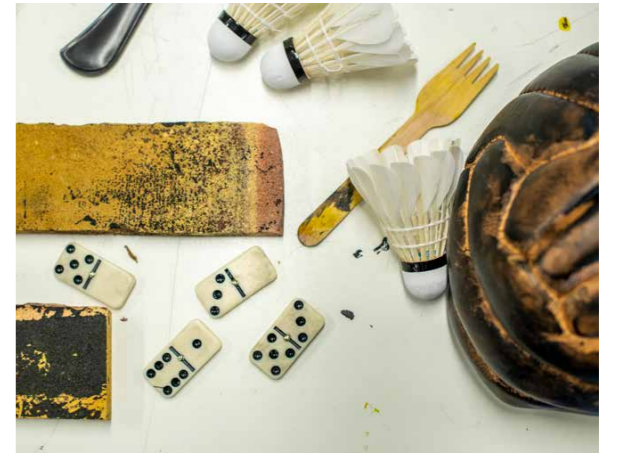
The publication is in three parts. The first section – **WORKSHOPS** – shows the energy and activity of the two sessions with the young people. This has been captured beautifully through the photography of Jas Lehal.

The second section – **PRINTS** – shows a selection of the prints that were created from the objects. The original mono prints that were made in the workshops have been scanned and reproduced in this publication using the vibrant colours of risograph printing, a process chosen to reproduce the quality of mono printing as closely as possible. The prints are accompanied by the voices of the young people talking about the objects and compositions that they were printing.

The third section – **STORIES** – takes a closer look at the places connected to the objects printed and the stories told in the workshops. These have been shown through new photographs supported by archival imagery.

*Squeeze, ink, roll, compose, position, press, peel, carry, careful, lay, wash, reflect, adjust, repeat... we would like to say a special thank you to the students of Harris Academy South Norwood who took part in the printing workshops and the Harris staff who made it possible. Thank you for your sustained enthusiasm both when the printing was going well, but also for sticking with it during those moments when things weren't quite working out... smudge, mess, hands, clothes, miss, tear, drop, bin... you worked through it and produced many beautiful prints, a selection of which we are delighted to present here in this publication.*

# WORKSHOPS









# PRINTS





### MOUTH GUARD

"I brought in the mouth guard. I just like rugby and football and boxing and stuff. I do it in my spare time. I do that a lot of the time. I'm printing the box and the guard."

– Cillian

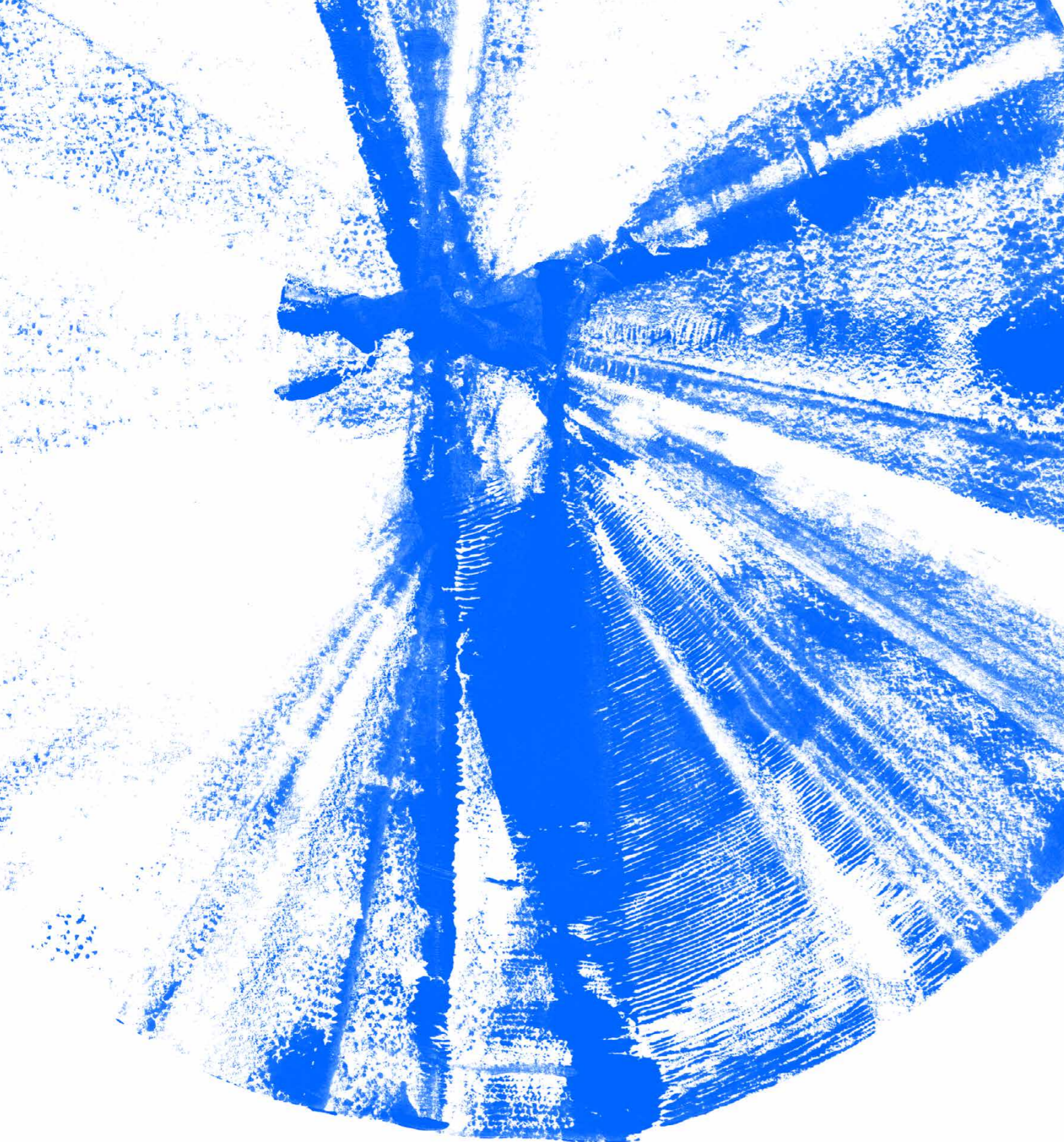


### DOMINOES

"You had to press down really hard though to get the actual print, otherwise it wouldn't go on the paper properly because it was not flat. They were hard to pick up once you got all the ink on them. They kept slipping."

– Lily





## STORMZY

"I printed a disk, the Stormzy record – I made some designs and everything. This was very big. It had these lines on it as well – it looked pretty good. Stormzy was born around this area, he went to this school."

– Abdullah

16 See page 39 for more on Stormzy in South Norwood

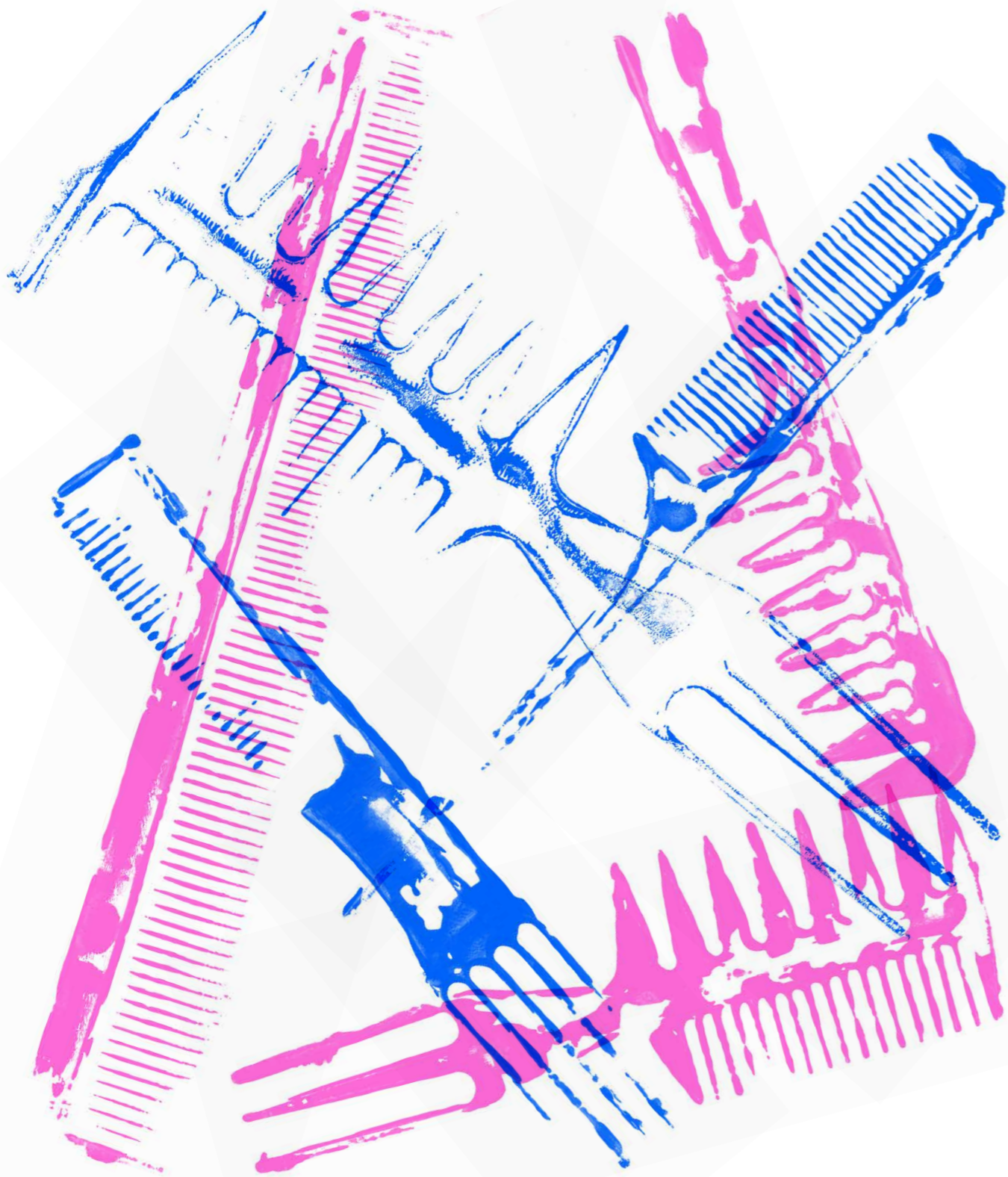


## FRUIT AND VEG

"Printing the onions and the broccoli was pretty easy because you only had to put the onions on the ink. Then just press it down hard so it makes like a good imprint and the texture looks nice."

– Oritseseyisan

See page 35 for more on High Street shops in South Norwood



### BARBERS AND HAIRDRESSERS

"I use that one – the rat tail comb."  
– Tia

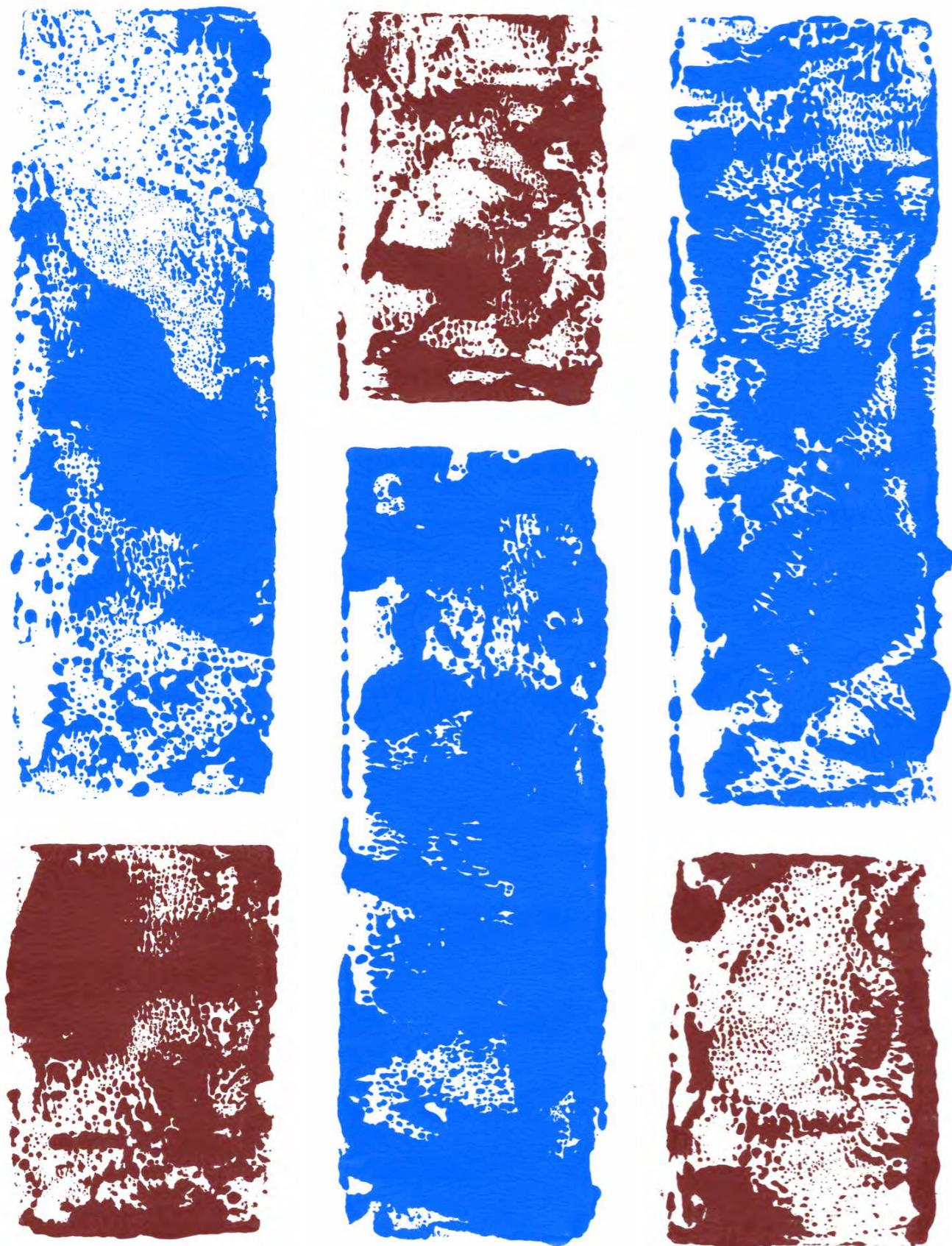
"I always lose the one that's got the two sides. I always lose that one."  
– Harmony"



### WEBBER'S FOOTBALL

"The football was kind of hard though, because you had to roll it around, to the left to the right, up and down."  
– Abdullah

See page 34 for more on football manufacturing in South Norwood



### BRICKWORKS

"I printed the brick on the table. I did have good fun because the brick spreaded the paint across the paper very well."

– Gabriel

20 See page 36 for more on brick making in South Norwood

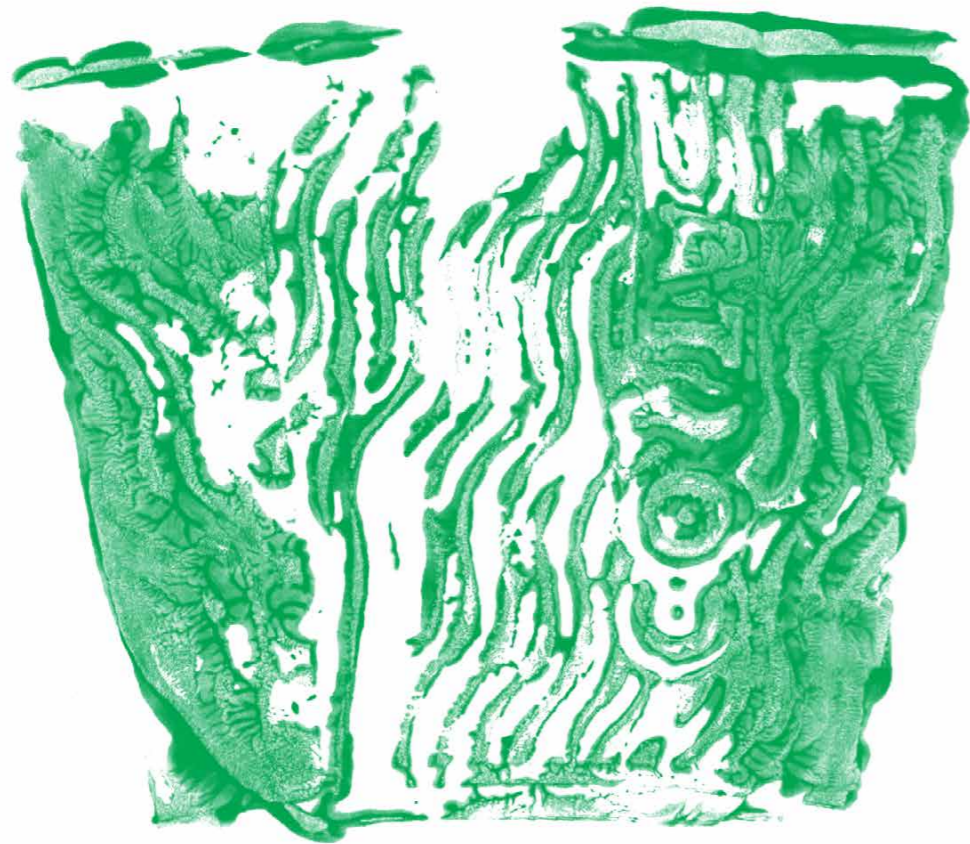


### STANLEY HALLS

"It was calm. I slapped it on one side and pressed it down, and then it came out like a boxing glove. You could see the whole shape and the image. I got ink over my hand."

– Taye

See page 40 for more on boxing in South Norwood



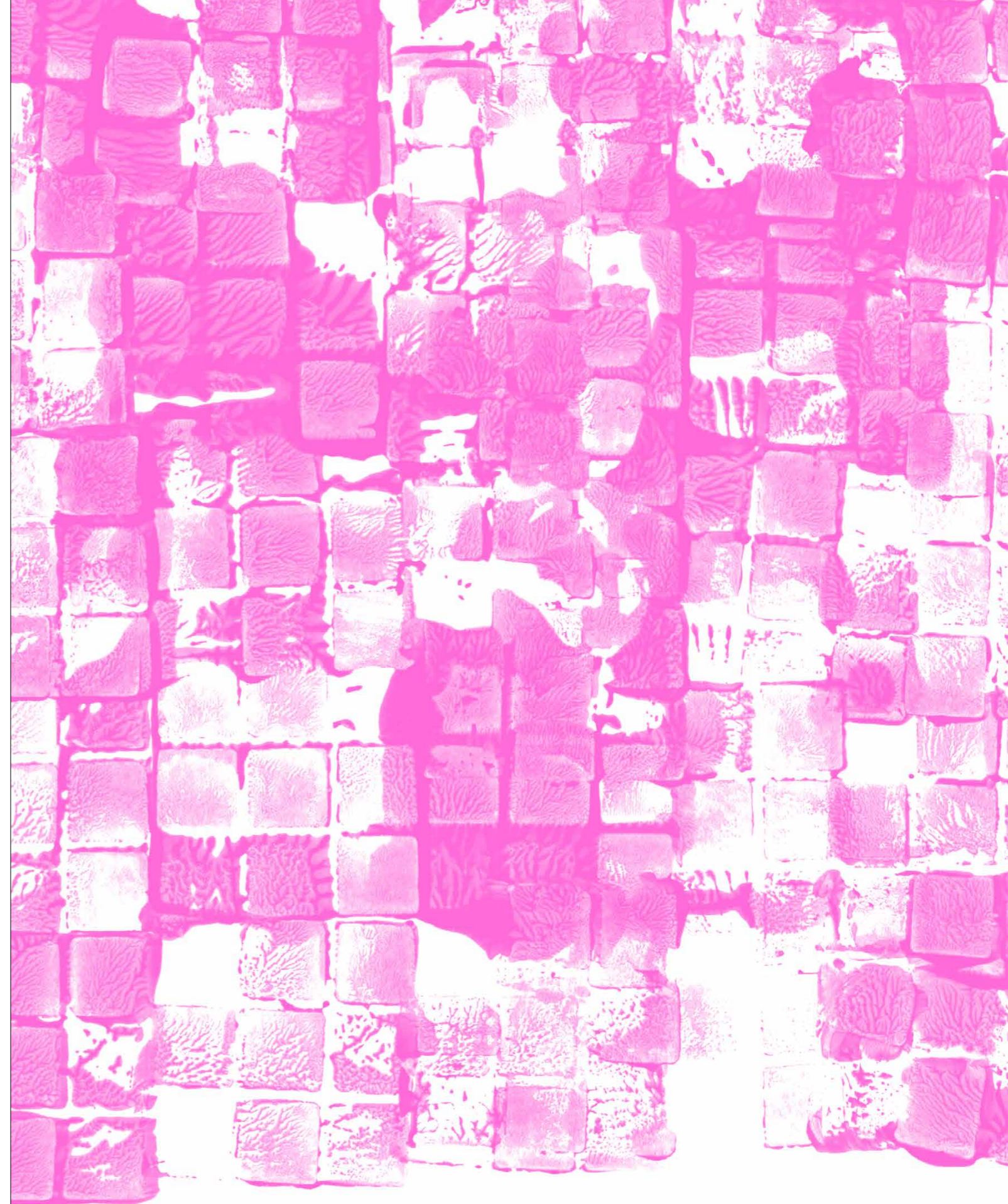
## COSTA

**"I went to Costa to get free water. You can get free iced water. I did that last year in the summer. I have iced water at my house but I wanted to go Costa."**

**– Lexie**

**"I only go there sometimes when I use my sister's money. When we're out I just get Costa. She gets different stuff. I don't know what it is but it's really nice."**

**– Harmony**



## RUBIK'S CUBE

**"I brought in the Rubik's Cube. I don't know why, nice designs. It looks kind of digital, doesn't it?"**

**– Abdullah**



### KENNEDY'S SAUSAGES

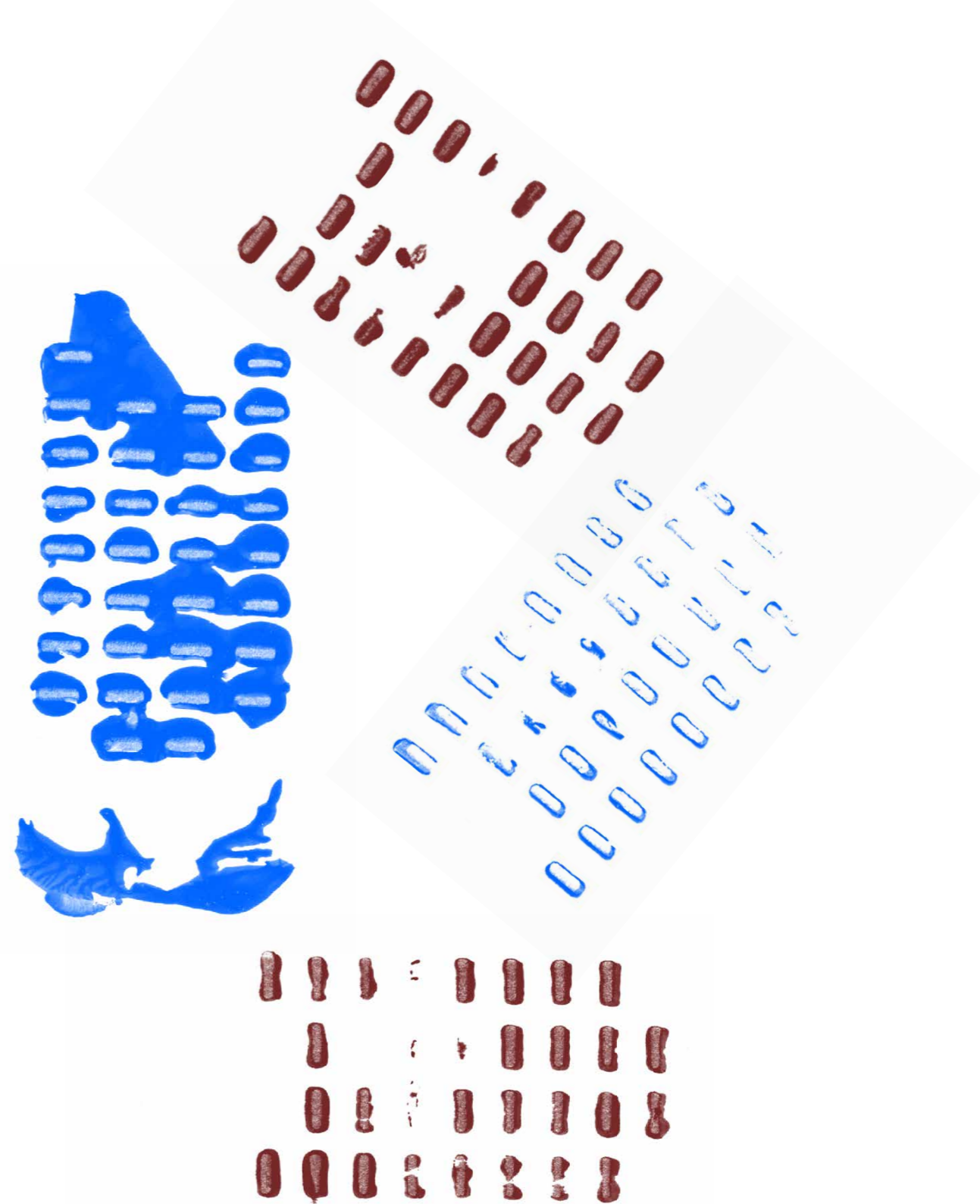
"It was quite easy actually. Yeah, I did something like this and it wasn't like the other objects, like it would stick on. You'd only have to do it once."

– Harry

"It was fun because like it was messy, but like it kept slipping out of my hands. And I didn't want to do one-on-one, like, just like in the middle of the page. Because it looked a little bit odd. So I just did like a couple of patterns."

– Zoya

24 See page 34 for more on Kennedy sausage shop

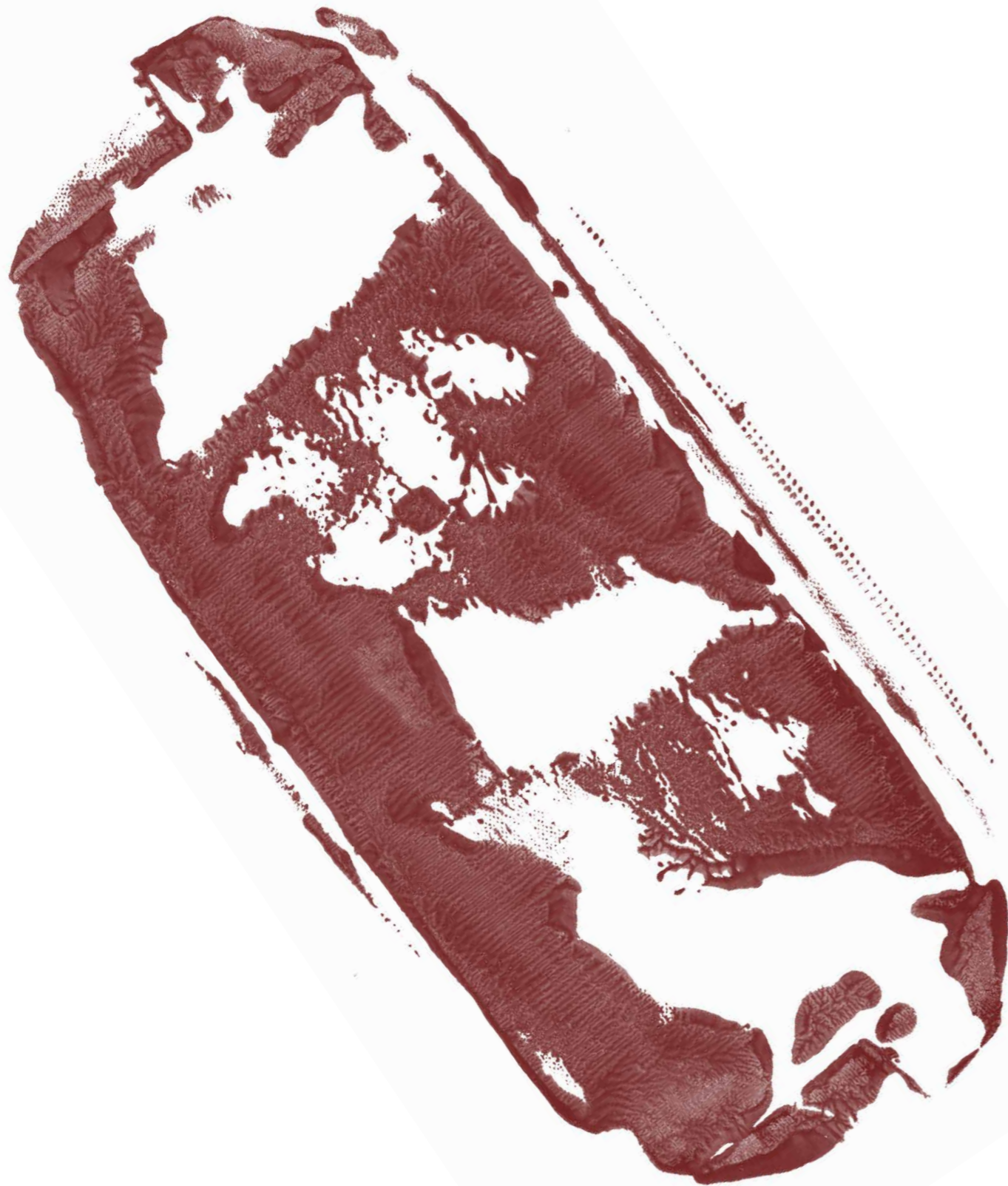


### REMOTE CONTROL

"This week I've got like a TV remote – you know those remotes for a DVD Player, I've got one of those. When I was growing up, we had this DVD player on the TV and we'd – literally me and my sister would spend all our time on the DVD player. But I don't know if the remote works any more, so."

– Alesha

25



PENCIL CASE

"I printed my pencil case. I just had it since I was in like Year 4. My Mum just got it for me – I don't know where it was from."  
– Oritseseyisan



RSL SHUTTLECOCKS

"I've played it last year at my friend's house. You know, it's quite hard because with tennis the net [of the racket] is closer to the hand so it's easier. But I didn't think it'd be hard."  
– Harry

"It makes a pretty pattern. I just rolled it around."  
– Harmony

See page 38 for more on shuttlecock manufacturing in South Norwood



## SNOOKER

**"We play at Hayleigh's church."  
– Harmony**

**"I use the back of the pool stick. It's easier"  
– Hayleigh"**

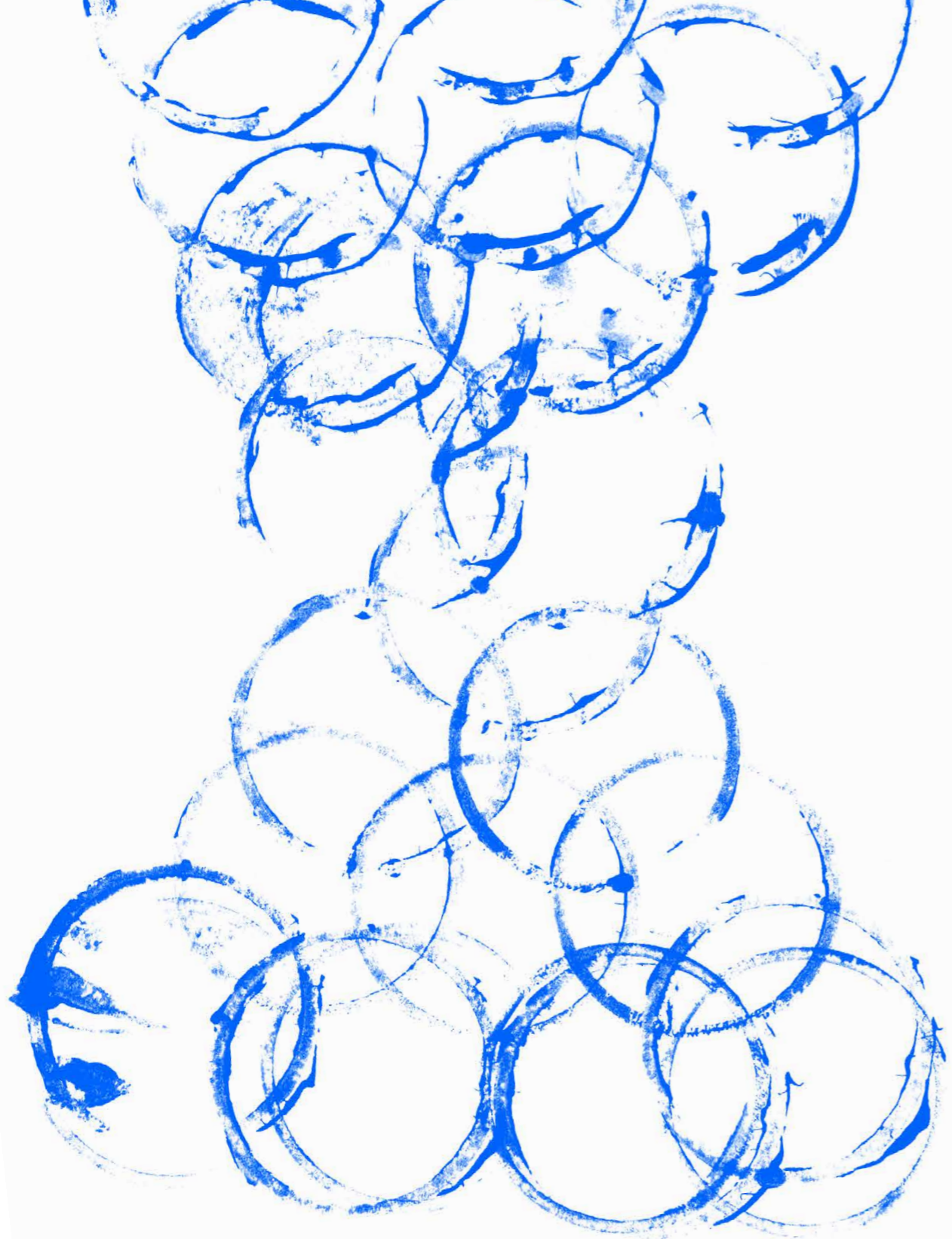
28 See page 40 for more on snooker in South Norwood



## HEART SHAPED PEN BOX

**"It's highlighters. It's like a cover for the highlighters. They are joined, so if you remove them apart, you can see the highlighter and then you put it back and it becomes like that."  
– Zoya**

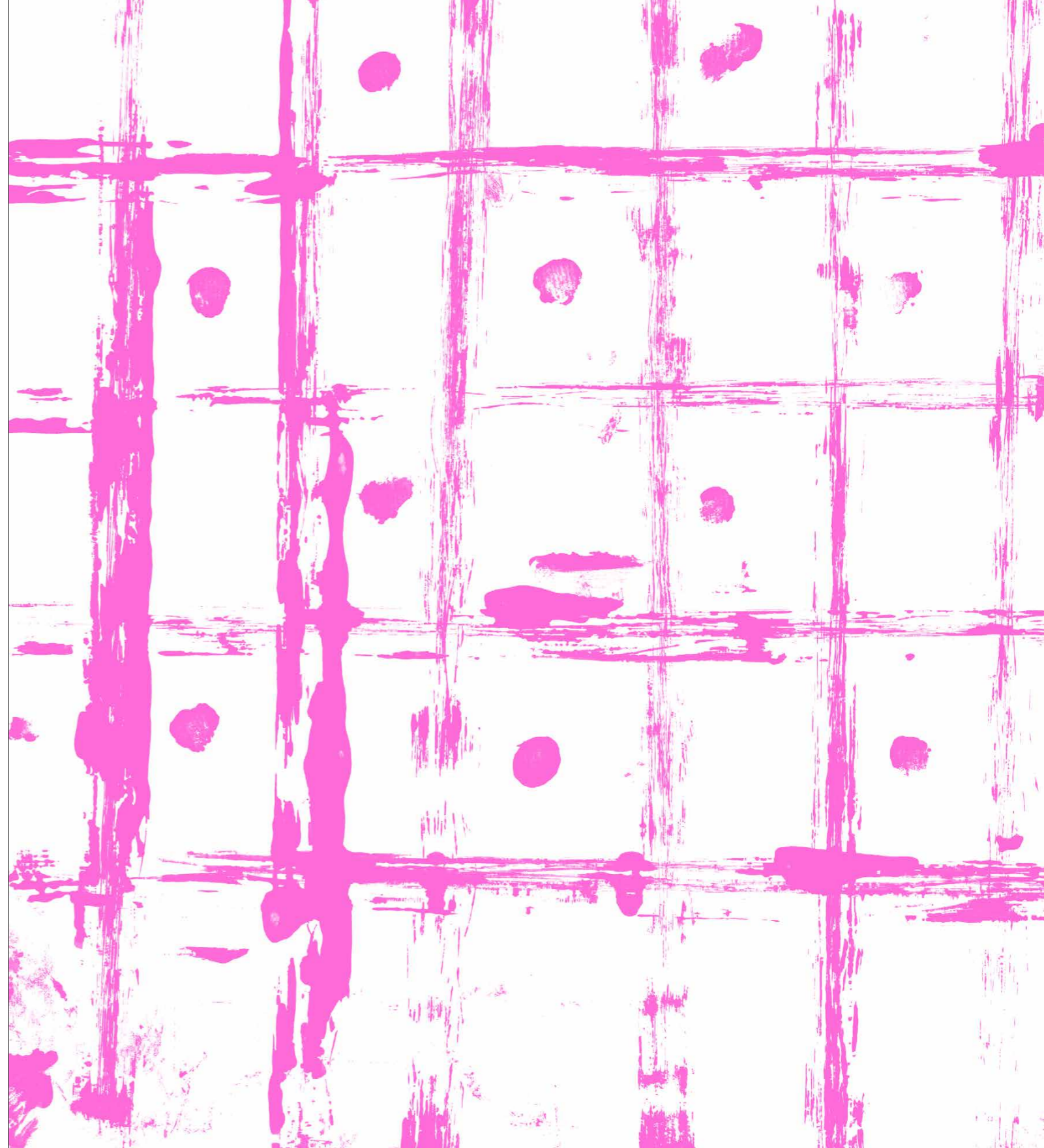
29



**WOODEN EGG HOLDER**

"I brought a couple of wooden egg things because Easter's coming up. I'm making one for me and one for a friend. It's an egg. It's not for anything really. I guess its for storing things. It sort of worked out, when they're separate the circles were really good but actually getting the egg shape was really hard because it's rounded."

– Lily



**VIOLIN BOW**

"I made like a grid and I put dots in it. I think it looks pretty good. With the violin bow I made like a grid pattern, and then I used the top of the shuttlecock to put dots."

– Charles





### CHICKEN SHOP

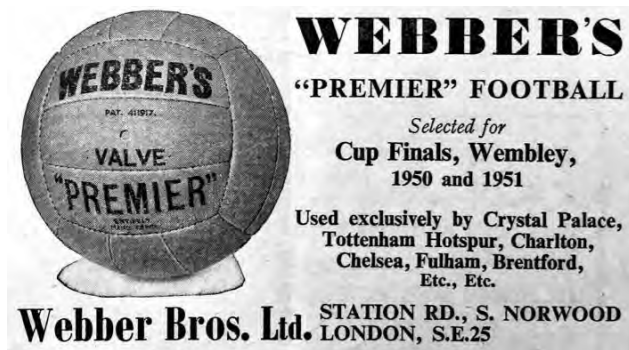
"I printed a fork from the chicken and chip shop. I just put paint and started putting different colours. I brought a fork because I like chicken and chips."

"I got it for her because she's shy."

"Yeah, why would I go ask for a fork without ordering food?"  
– Hayleigh & Harmony

32 See page 41 for more on chicken shops in South Norwood

## STORIES



**WEBBER'S**



Webber Brothers Ltd, or Webber's, was a successful sporting goods manufacturer with local sites including 19–21 Station Road, now Yeha Noha Cafe & Restaurant. Webber's made the first 18 panel leather footballs and produced the match balls for the FA Cup finals in 1935, 1950 and 1951.

Top image: p.25, The Norwood Review No. 233, Summer 2021



**KENNEDY'S**



Kennedy's Sausages was a chain of butchers across South London specialising in sausages and pies. The Grade II Listed branch in South Norwood was one of the last 8 sites and closed in December 2007. The bronze shop front was constructed in 1926 with the distinctive polished glass fascia. Today you can still see their stained glass transom lights in an Art-Deco sunburst design.

Image courtesy Croydon Archive, ref. PH-07 2990 p.25, South Norwood Conservation Area Appraisal and Management Plan, [www.croydon.gov.uk/sites/default/files/2022-08/South-Norwood-CAAMP-july22.pdf](http://www.croydon.gov.uk/sites/default/files/2022-08/South-Norwood-CAAMP-july22.pdf)



**CLOCKTOWER**

The South Norwood Clocktower was erected in 1907 to mark the golden wedding anniversary of William and Eliza Stanley, who created Stanley Halls (now Stanley Arts) and Stanley Technical School (now Harris Academy). It is made of cast iron and is a replica of the Little Ben clock at Victoria Station.

"I live quite local so South Norwood is where I live. I've always lived here my whole life. I take a bus past the clocktower which is quite cool. I like it. Sometimes I stop and look at it. I think it's cool. It's quite interesting – it reminds me of Big Ben."  
– Harry

Image courtesy Historic England Archive  
Photograph by Paul D Barkshire, 1992



**ALDI**



Aldi on Station Road has previously operated as a Co-Op, Somerfield, and Safeway supermarket. From 1937 to 1971 this site was home to South Norwood's Odeon cinema.

"You know near Aldi where it's got the clocktower bit and there's like a bunch of pop-up shops with flowers and stuff around there."  
– Zoya

"I go to the Aldi. The one in South Norwood. I get a list, but I do the shopping. My mum just drives me back home."  
– Oritseseyisan

Images courtesy Historic England Archive  
Top image by John Maltby 1937  
Bottom image by Paul D Barkshire, 1992



## SAMUEL COLERIDGE-TAYLOR



Samuel Coleridge-Taylor (1875 – 1912) was a British composer and conductor who lived in Dagnall Park, South Norwood and performed at Stanley Halls. He was the first Black recipient of an English Heritage blue plaque in 1975, and was commemorated locally by the naming of Samuel Coleridge Taylor Centre on Selhurst Road.

Image of a young Samuel Coleridge-Taylor  
[www.peisymphony.com/samuel-coleridge-taylor](http://www.peisymphony.com/samuel-coleridge-taylor)  
 accessed 3 May 2023

## PASCALL'S POTTERY



Pascall's Pottery at the foot of South Norwood Hill was once part of the Great North Wood, meeting the road between South Norwood High Street and Cumberlow Avenue. Bricks were made here, and in Handley Brickworks nearby, after the enclosure of Croydon Common by private landowners in the early nineteenth century. The high quality London Clay excavated in South Norwood produced the yellow and brown London Stock bricks widely seen in the Victorian architecture of London.

Top image of Pascall's Pottery, courtesy West Sussex Record Office  
[www.norwoodstreethistories.org.uk/building/1840-pascalls-brick-works](http://www.norwoodstreethistories.org.uk/building/1840-pascalls-brick-works), accessed 3 May 2023  
 Bottom image: present location



## BARBERS AND HAIRDRESSERS



South Norwood High Street today provides a diverse range of specialist services, including numerous barber shops and hairdressers. Many locals remember their first haircut in South Norwood.

"I go to the barbers on Portland Road. It's pretty good. I go after school because I won't have time before school because I have to wake up quite early. Just whenever my hair gets too long."  
 – Harry



"One of the photos that you showed, my barber was in it. That was my barber but I think he left. The shop's still there but he just doesn't work there anymore."  
 – Oritseseyisan

"My mum has a friend that works at the hairdresser so we usually go to there. It's on the High Street. Sometimes my mum will do our hair herself but sometimes she will take us to the hairdressers."  
 – Serah

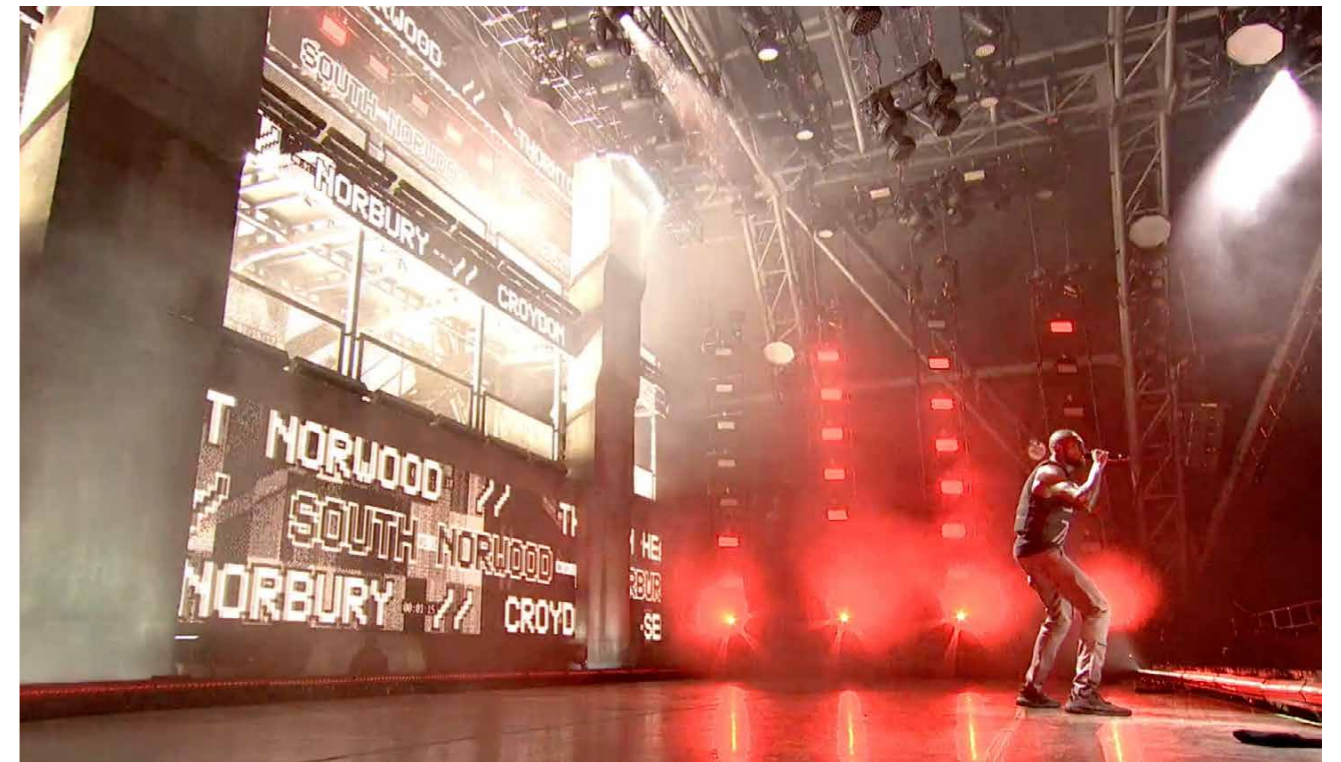


## REINFORCED SHUTTLECOCK LIMITED



In the mid-1930s, the Reinforced Shuttlecock Limited company produced 40,000 shuttlecocks per week in South Norwood. The RSL No. 1 Tourney was made from cork bark and goose feathers and was described as 'a near perfect shuttle.' RSL's factory was at Stanley Works in Belgrave Road, and had been used as William Stanley's mathematical instruments factory until 1927. A residential building today, you can still see sections of the original front and the Stanley Works sign in the windows.

Above: catalogue cover showing Stanley Works [www.mhs.ox.ac.uk/sis25/image.php?id=71](http://www.mhs.ox.ac.uk/sis25/image.php?id=71) accessed 3 May 2023  
Above right: present location



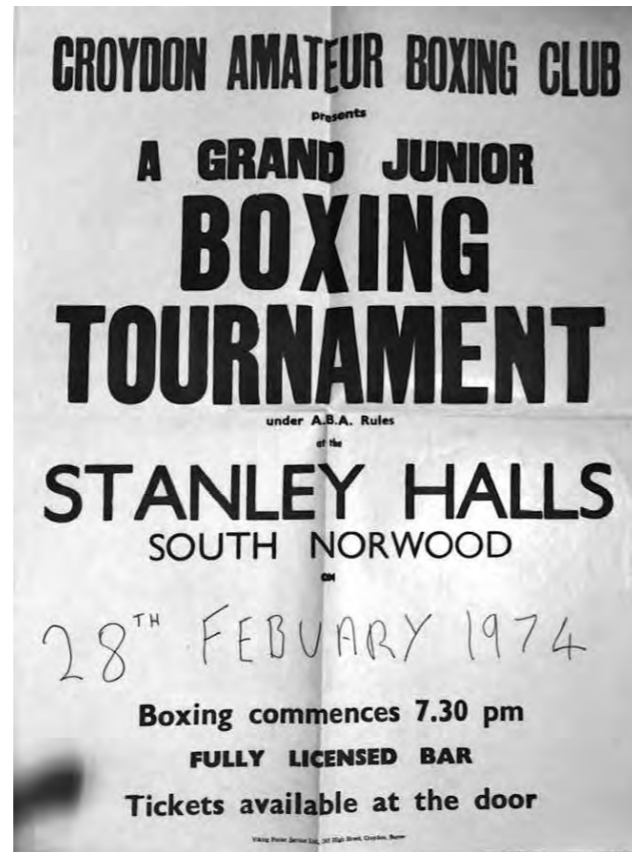
## STORMZY



Michael Ebenezer Kwadjo Omari Owuo Jr, aka Stormzy, is a leading British musician. He grew up in South Norwood and studied at Stanley Technical High School, now called Harris Academy South Norwood – where these workshops took place. Stormzy has celebrated South Norwood in his lyrics and performances.

Image of Stormzy performing at Glastonbury 2019 [www.bbc.co.uk/events/er3v9r/play/a4wz5v](http://www.bbc.co.uk/events/er3v9r/play/a4wz5v) accessed 3 May 2023

"Stormzy came to this school. I don't listen to Stormzy – I mean my mum listens to him! I used to listen when I was year seven."  
– Harmony



## STANLEY HALLS



Local residents remember boxing matches and snooker tournaments taking place in a smoke-filled Stanley Halls in the 1970s. Originally built by William Stanley, part of the building is now home to Stanley Arts, a radically inclusive arts and performance venue.

Above right: posted by Henry Langley, 14 January 2021 [www.facebook.com/groups/2283233351957429/permalink/2809366612677431/](https://www.facebook.com/groups/2283233351957429/permalink/2809366612677431/)



## CHICKEN SHOPS



Morley's is a South London institution, regularly name checked in UK urban music lyrics and videos. The first branch of the chain of chicken shops opened in Sydenham in 1985 and its success has spawned the phenomenon of 'fake Morley's' shops copying its distinctive branding.

"Chicken World is just better because it's cheaper. I order fries and that's it!"  
– Suzannaz

"I go to one like down the bridge because it's near my road – it's not as packed as Chicken World so I can get my food faster."  
– Oritseseyisan



## NEWSAGENTS

"I go to Norwood News. The green shop just across the road next to the bus stop. I get sweets and eat them there. Sometimes when it's too packed you have to like wait until two to three people come out, and then the next people that are waiting outside can go in."  
– Makhi

"Sometimes I will go to the park after school with some of my friends because we live in the same area. There's this one shop called G7 Express on the High Street outside the school. We go there and we get snacks and when we go to the park and eat them together and we hang out and play games."  
– Lilly



## DOMINO CLUB AT SOCCO CHETA

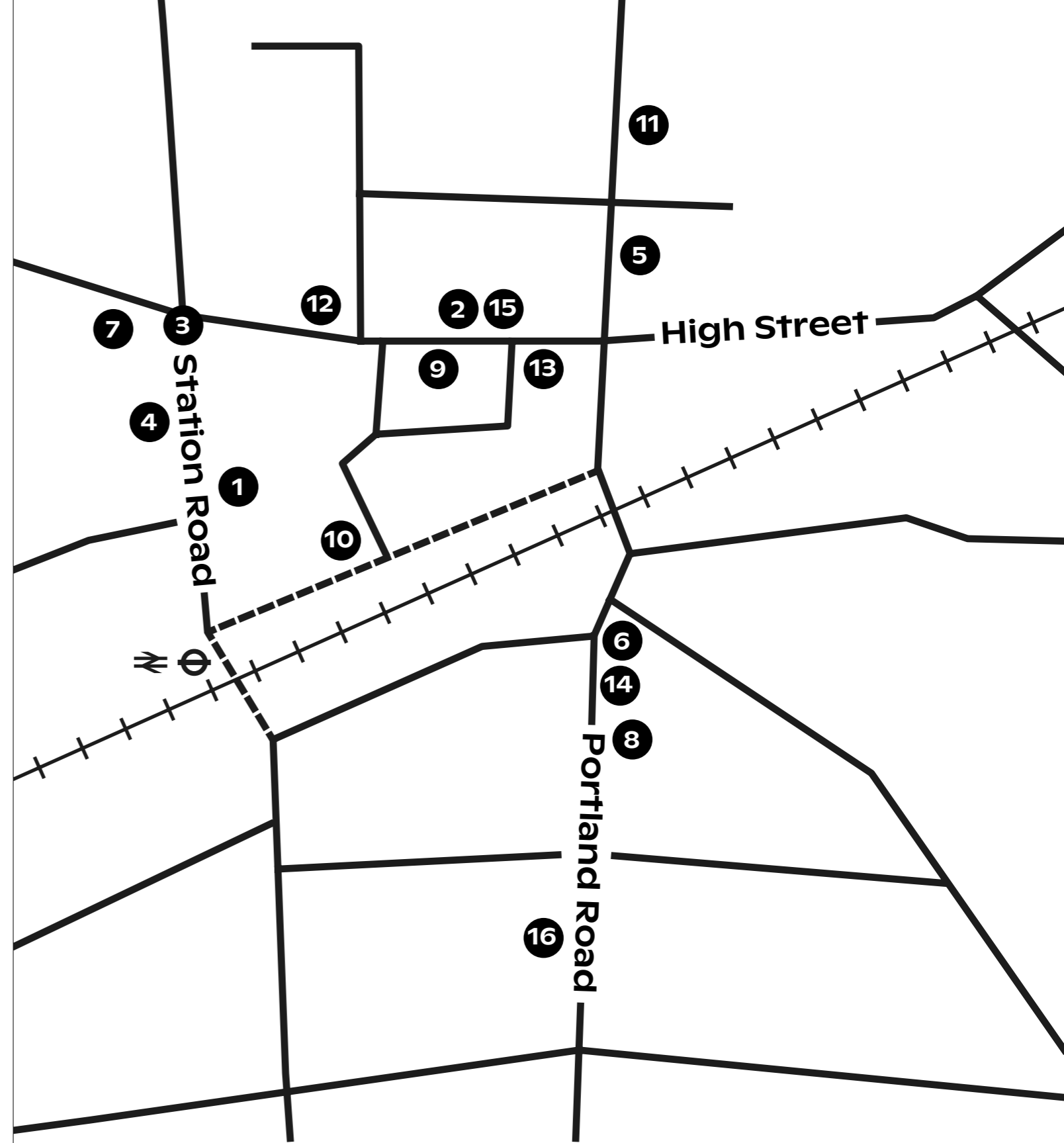


Croydon United Domino Club started in people's homes and has operated from Socco Cheta since the 1970s. Players meet regularly and compete with other teams across the UK and internationally.

Images courtesy Croydon Council

"Yeah, Jamaicans, when they do it, they slap it on the table, yeah. My dad, his brothers, all my uncles play at home."  
– Harmony

"It's so aggressive! My family always plays. When we all meet up for a barbeque or something they'll play outside. I wouldn't play with them!"  
– Tia



1. Webber Brothers Limited
2. Kennedy's Sausages
3. Clocktower
4. Aldi
5. Pascall's Pottery
6. Matthew's No.1 Barber
7. Ranya
8. Yian

9. Sonny
10. Reinforced Shuttlecock Limited
11. Stanley Arts
12. Morley's
13. Chicken World
14. G7 Express
15. Norwood News
16. Socco Cheta

