

HISTORIC HEART OF GAINSBOROUGH

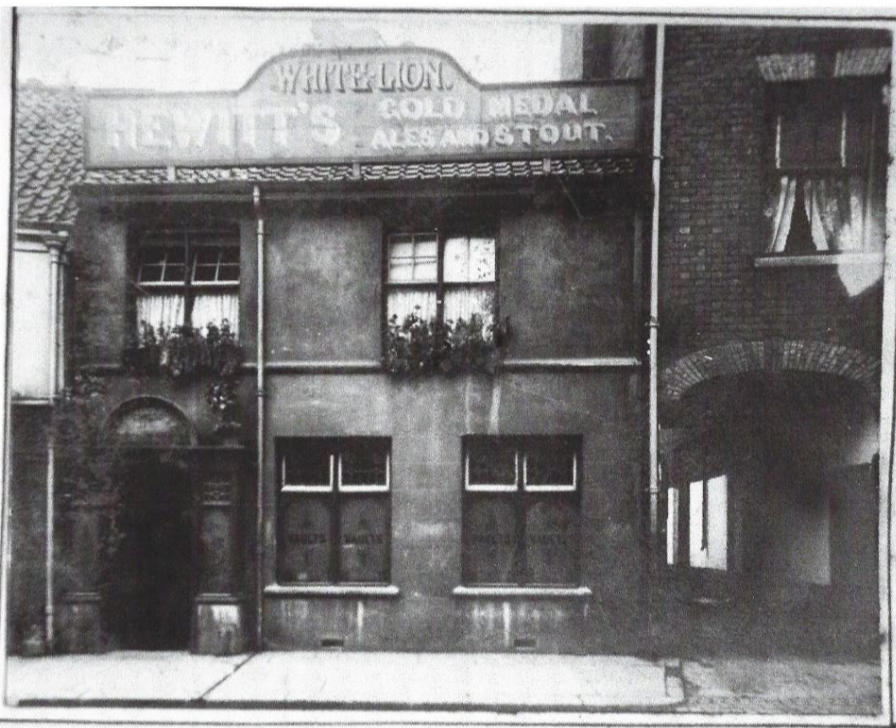
41 Lord Street

Description

A two-storey modernist building of c.1920 – 30 featuring a rendered elevation with a small pediment above a moulded cornice. At first floor level are three sets of Crittal-style metal windows. At ground floor is a timber shopfront which is traditional in appearance and two sets of blinds.



History



On this spot once stood the White Lion Public House. Originally built in 1492, the White Lion was rebuilt over the years to continue as a pub until 1915, with extensive stabling in White Lion Yard, which is accessed via the archway to the right. It was the first meeting place for the Gainsborough Freemasons in the early 1800s.

In 1920 the furniture and fittings were sold off and the pub was demolished. A new shop was built in its place in the modernist style of the time, owned by Stokes and Harrison Auctioneers.

In 1927, the shop building was taken over by Coney's Ladies Outfitters, a prestigious clothing shop selling dresses and furs with a large, luxurious showroom. This business carried on successfully for the next 30 years. Stokes and Harrison continued to run their auctions in the yard to the rear.

After this the shop was 'Gascoigne's Ladieswear until 1959, then a brief spell as an electrical shop until Bomer's Drapers took over in 1965, selling clothing and fabric from here. It then had a long spell as 'Home Interiors' until the end of the 20th Century.

Planned improvements under the Townscape Heritage Initiative

- Investigate small area of damage to render and make good with compatible render
- Provide more historically in-keeping hand painted signage to fascia. Remove external lighting units
- Remove glazed section above doorway to create full height opening and replace doors with items of traditional design

Supported by the National Lottery Heritage Fund

