



West Moors: a History in Images

Introduction . . .

The collection of historic photographs that the parish council has available are presented here, in four separate sections:

1. The modern 'centre' of West Moors with its cluster of retail outlets (this document).
2. The area that can be regarded as the 'old' heart of the village – which includes St. Mary's Church & School, the Memorial Hall, Tap & Railway etc.
3. Everything to the south of the village centre, the village war memorial, Pinehurst Road and Woolslope areas and ..
4. All images that are available concerned with the old railway.

The centre of the village . . .

The Station Road shopping area today is regarded as the 'centre' of the village but prior to about 1902, there were no buildings in this part of West Moors – apart from the farmhouse and farm buildings of the long-gone West Moors Farm, from which Farm Road takes its name.

This is the earliest image we know of showing the first buildings in this area – circa early 1900s – on the eastern side of Station Road just south of the junction with Moorlands Road (though known as Moorland Road, singular, early in its life). Station Road is surfaced with crushed stone.



The two buildings are constructed in the same style – and one of them exists today! It is the house furthest from the camera, which through many changes is now the home of 'The Village Medical Practice' but at this date appears to be a private residence. The nearer building, which at this time is the village grocery store, was demolished when this part of Station Road was re-developed early in the 2000s.

We have an image of the same shop & dwelling as above, but looking towards the south which is most interesting: the quality is not high, but there is enough clarity to show the complete lack of other shops & buildings beyond the early grocery, dating this shot to, at the latest, the middle part of the 1900s. Also, nothing has been built on the western (opposite) side of the road – it would be in

the 1920s that this area of mixed woodland / farmland started to be developed. In the distance though, note the first of the 'family' sized houses being built along Glenwood Road. And finally, although it might not be clear on this copy, the photograph is labelled ... "Ferndown Road", which is of course quite logical, though not the name we use today.



This shot is a few years later than that above, again looking south and shows the characteristic 'jink' in the road adjacent to The Petwyn as it disappears into the distance on its way to the Uddens and Ferndown. The village store can be seen, and now another building that is still extant is seen a little further along.

Of the remaining buildings, some still exist but others have been either subsumed into recent developments, radically altered or demolished. Note that there are still no buildings on the opposite side of Station Road and the road surface is obviously only used to light traffic: the photograph was probably taken in the years just before the Great War when West Moors was growing at such a rate that additional shops were required to service the influx of reasonably wealthy new residents.

Thanks to the kind donation of the following photograph by Amanda Gillingham, a direct descendant of the Frampton & Stickland families, we have a close-up view of the first grocery – indeed the first commercial property of any kind – in this part of Station Road (or Ferndown Road as it was named then).



The man on the left (at the door) is Walter Stickland, already experienced in the grocery trade – having worked in his father’s business at Three Legged Cross: he married into the Frampton family – who had the old grocery elsewhere in West Moors (see part 2 of this series), and Walter in particular would become a prominent local citizen – he had interests in an estate agency and also handled legal business on behalf of both private individuals and the West Parley parish council.



This photograph is of Station Road looking north, from a point roughly opposite the present-day Elephant and Castle. The building that is being swallowed-up by fast-growing trees appears to be a private house at this time (probably latter 1910s), but in time will become one of West Moors many shops - see later. Note the horse & cart and again, no development on the opposite side of the road – telling us that we are certainly before the late 1920s.

Moving on in time and the image below is estimated to be just prior to the late 1920s/early 1930s introduction of overhead electricity & telephone lines.



The house with shop attached in the foreground is the same building as in the previous photograph. There is a hand-written note on the reverse: 'West Moors Garage' which looks to refer to the business almost dead-centre (partially hidden by the trees); the shop with the awning is a bakery: it would become, eventually, the 'Country Maid' shop.

One side of the road now has a walkway with a slightly raised edge and the vegetation attached to the properties is well established.

The distinctive wander in the road (compare with first images above) help to locate this image: note how 'green' the village has become – bearing in mind that around the turn of the century this was essentially open moorland with scrubby trees and irregular heathland vegetation. The road surface appears to have been improved. Little if any traffic – another 10 years will see many more cars.



As noted above, electricity and telephones – carried by overhead lines - arrived in the village in the early 1930s, so this next image, which shows Station Road criss-crossed with such wires, helps date the photograph.



Looking towards the north, along Station Road from a point close to the modern-day turn for Park Way. Now the western side of Station Road is developed, so we're post the 1920s (when they were built) and they look very established; also the motor cars suggest the late 1930s or early 1940s. The 'tea room' on the eastern side of the road is part of the bakery in the building noted elsewhere (with the balcony) – I'm told that the active bakery & tea rooms did not survive the 1940s.



A commercial postcard view probably dating from the 1970s – the War Memorial is just visible in its new location (moved 1971): the ‘G.T. Hook’ of the legend is George Talbot Hook, sometime postmaster in West Moors. Presumably he had these postcards printed for sale in his shop. Station Road has a little way to go before it succumbs to the volume of traffic we are used to today; it’s just possible to trace the beginnings of the village (from the early 20th century) here and some of the buildings on the left-hand side still have hedges/gardens at the front of their premises. Note the ‘Lloyds’ bank sign just a little way down from the Brewer & Brewer agency sign.



Here (above) the photographer has crossed the road but has still taken his image looking southward along Station Road. The central shopping area is still, at this time (early 1970s) very much green-

looking and few cars about. The shops seen were built back in the 1920s and lingered on until the very start of the 21st century – the site being re-developed after a catastrophic fire – more images later.



And this view (above) was taken from the Penn Court flats [there's a black & white version elsewhere on this site] and shows the Petwyn, the War Memorial and the shops pre-Tesco Express. On the extreme left is what was an off-licence at this time – it would become the Elephant & Castle. The white-fronted shop is 'Glenwood Stores', though I suspect the legend over the shop is 'Rowlings', who were the family in residence at the time. This building has long-since been replaced by Tesco – with Park Way now running left-ward in that area.

[The two postcards above were made available by Peter Bedewell]

This view brings us forward a little further than the postcard view above and there are several recognisable features that link back to the earliest views (above). Very little traffic on the road – and only one (visible) parked car.



The shop in the foreground has been replaced; it was the old village bakery, then the 'Country Maid' store, part of the Mace chain – there are some more images of this building / store below.



This photograph is labelled as of the 1980s, which seems sensible – yellow lines have appeared and the nearer building, though heavily modified by the addition of a frontage is recognisable in the earlier images. The next building – still standing today, including the frontal extension – is at this time the village chemist. Note that cars now abound – and the overhead wires have gone!



Although many of the chimneys have gone, the profile of this building is clear – particularly the angled, gable end, with the balcony. Despite the presence of the telephone and post boxes, the Post Office at this date was elsewhere. The frontage of this shop was about to undergo a dramatic transformation . . .



The whole of the ground floor now looks to have become part of the retail area of the shop with a rather plain frontage replacing the earlier aspect.

And finally, the building is entering its final phase of commercial life in this form - as a second-hand car dealership. The rather splendid early 20th century chimney on the end survives to this day.

The building would be heavily modified / extended late 1980s / early 1990s (after a spell housing a youth advice centre) and on the site are now the undertakers & barber shop.



Just next-door to the building covered in the images above, is the Eldridge-Pope wine-store / off-licence; the early character of the architecture is still evident here, with half of the property still given over to residential use.



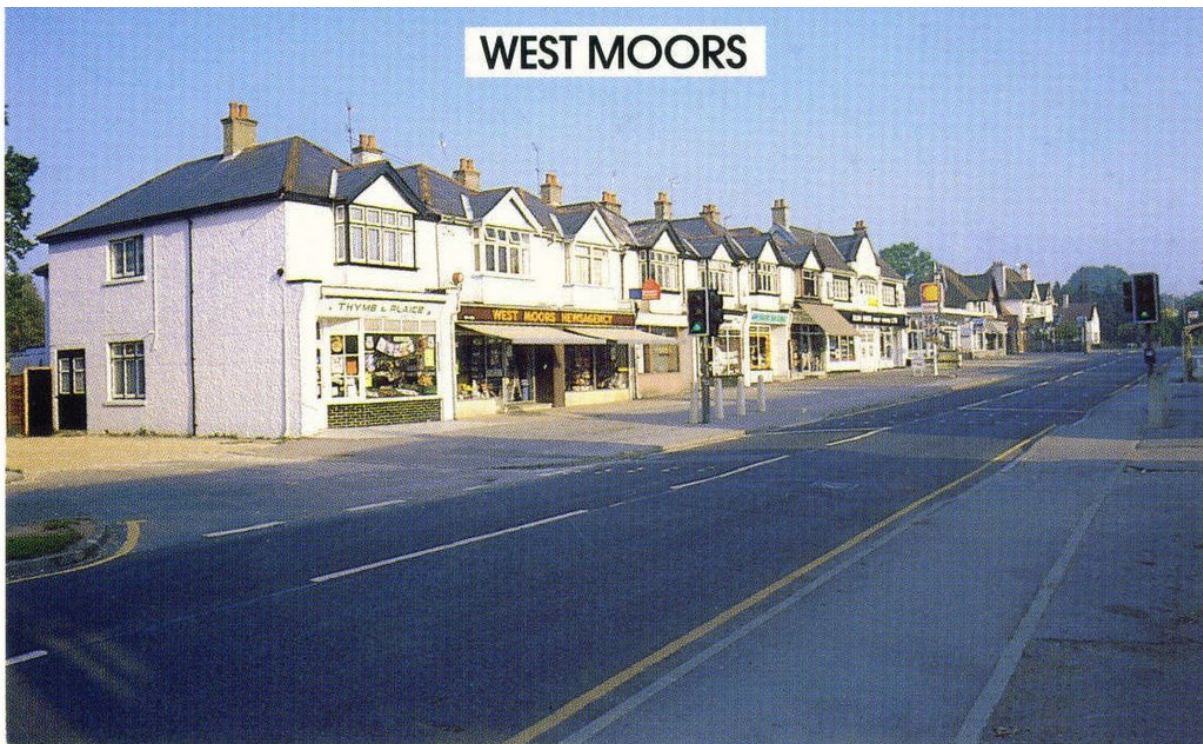


The brewery had the property completely re-modelled in the early 1980s and it is now the Elephant & Castle public house / restaurant. Although much modified and extended, the basic layout of the original can be seen in this image. Note the grass verges (albeit rather moth-eaten) along Station Road. The 'One Stop' shop (also dating from the early 1980s / replacing the earlier general store) is now Tesco Express, with the charity shop alongside and the flats a little way along from that. It looks as if car parking on the corner of Park Way has been a problem for many years!

And bringing the story up to date, this view was taken in 2006; further modifications can be seen to the Elephant and Castle – but note the original early 20th century chimney stack.



The image below, dating from the 1980s, shows the Station Road shops on the western side of the road, looking north.



The two images below are separated in time by about 35 years; the Penn Court flats etc., were built in the 1960s so that dates the first image: note the petrol pumps outside the garage, and the generally 'well-kept' air of these Station Road shops.



Things have gone downhill (below) somewhat now: we're up to the early 2000s, immediately prior to re-development of the site and the garage/petrol station has long since ceased to be active.
[Image made available by Peter Bedewell]



Now going back in time again, but concentrating on the corner made by the junction of Moorlands Road with Station Road.

This view (below) is dated, but gives options! 1923 or 1928: Given that the Brewer offices were built in 1920, and they look well established here, plus there appears to be an early telephone pole, I'd go for the latter date. The road to the right is Farm Road and off to the left is Moorlands (or perhaps Moorland) Road. I assume the little track also to the left just down from it is to give access to the Congregational Church (now URC).



The first interesting thing about this photograph is the label imprinted on the image .. "Moorland Road" (not 'Moorlands'). Logically, the first name is correct – there is only one moorland that the road pointed to (St.Leonard's or Priory Common); dating the image is tricky – it's the classic 'crushed stone' with grassy edges style that was common through the village (apart from Station Road) until

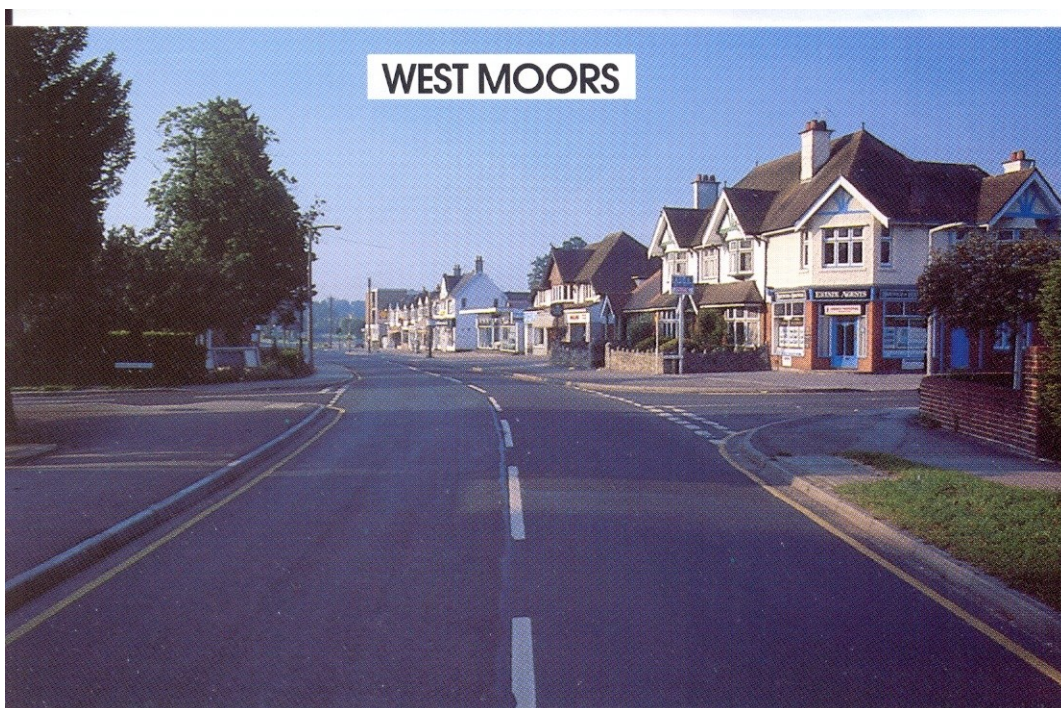
well into the 1930s .. and in some places much later. This is taken not far from the junction with Station Road, looking eastwards (not west as some sources have); many of the houses still stand.



The Brewer & Brewer Estate Agency offices on the corner of Farm Road and Station Road. With relatively unmade road, and no paving, confirms this is from the early 'inter-War' period – 1925. The offices were built in 1920.



Another view (above) of the Brewer offices, now in the 1950s, and remarkably unchanged both since the construction and modern-day view. The cars are typical mid-late 1950s or very early 1960s.



And finally – in respect of the ‘Brewer’ theme – this view (above) dates from the late 1980s or very early 1990s; and as you can see, little has changed as regards the Estate Agency itself.

[This latter image courtesy Peter Bedewell]

Some views of modern Station Road so you can compare with the older imagery above: these date from the period 2006 to 2010.





Although not taken from exactly the same spot, these two photographs, roughly 60 years apart, illustrate how the centre of West Moors has changed over that period. The first image shows a considerable number of trees, bushes etc., and also the plethora of overhead services.



Now, in 2006, most of the trees etc., have gone



Thanks to all those (credited and un-credited) who have donated photographs which form the basis of this publication. Much background information is taken from various publications held in the local Library and I have also had useful conversation with some local residents.

Martin Rowley
West Moors, Dorset
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[This file last updated April 2017]