



# SPONSORED RESTORATIONS

Case Study

20 Cockspur Street, London





## 20 Cockspur Street, London SW1Y 5BL

**Client:** MS Properties London Ltd

**Project:** Restoration of Grade II listed Franco-Flemish Gothic façades

**Project Length:** 6 months

**Value of Restoration Works:** £63,890

### What's So Special About this Building?

William Woodward designed and constructed this Grade II listed building overlooking Trafalgar Square in a late Franco-Flemish Gothic style for the International Sleeping Car and European Express Co in 1901. Built of Portland stone and polished red granite, the façades encompass impressive decorative moulded entablatures, ornate oriels, leaded windows, and two large ornamental octagonal Portland stone cupolas.

### The Restoration Project

Natural degradation, pollution and water damage over a period of time resulted in the need for extensive restoration to the façades of the building. Sponsored Restorations Ltd were brought in to undertake the work within our sponsorship-funded restoration programme.

### Works Undertaken

Following a detailed survey of the building, feasibility cost planning, risk management and the procurement of specialist contractors was determined. Sponsored Restorations Ltd obtained listed building, and temporary advertising consent, from Westminster City Council; and secured brand sponsorship from a leading global brand for the restoration project.

### Phase 1

A masons' scaffold, shrouded in a 1:1 visual representation of the building, was erected. The shroud covering the frontal elevation contained an inset commercial area of 20% for the brand sponsor, as per Westminster City Council's policy guidelines. This commercial area financed the entire project.

“As a professionally chartered restoration company we were excited to be involved with the in-depth cleaning and restoration works on the iconic Portland Stone façades at 20 Cockspur Street; but also to be associated with Sponsored Restorations' exciting new initiative to self-fund restoration work of historic buildings using brand sponsorship”.

**John Rushworth FCIQB,  
MD Restore London**





## Phase 2

This phase focused on the cleaning, repair and restoration of the historic façades. A masons' water clean of fine nebulous sprays of clean cold water, monitored and recorded to ensure an even application, was used to soften dirt deposits. This was followed by Doff pressurised steam cleaning to remove more resistant dirt, vegetation and spores without the risk of damaging delicate stonework. A 'Chartered Institute of Buildings' accredited stone cleaning company was used, and all work was carefully monitored by the Supervising Officer.

Extensive repairs to masonry were carried out, including the replacement of some of the stonework, pinning broken or cracked masonry and re-pointing.

A combination of Portland stone indents and Portland stone mortar were used so that restoration work would exactly match existing details.

Before and after Doff Steam Cleaning.



Pinning and re-pointing the Portland stone.



## Results

All restoration work was completed on schedule and complied with the code of practice for cleaning BS 8221, as well as with directives from the Stone federation of Great Britain's heritage group, the CIOB heritage group, and guidelines as laid out by the Society for the Protection of Ancient Buildings. As per the planning consent, the scaffold and associated advertising were removed within the specific time granted by Westminster City Council.



Before restoration work



The restored façades

## About Sponsored Restorations Ltd

Founded in 2015, we are a small, quality-led company specialising in the facilitation of restoration and preservation of historic assets and prominent buildings across the UK. We work to an innovative funding model. The restoration is self-funded by revenue from the placement of brand sponsorship on scaffold shrouds during construction works. We are committed to offering opportunities for brands to engage in conservation and urban regeneration, while delivering high-quality restoration works to our landlords to schedule, and inside the consent periods granted by the local planning authorities.

Our expertise covers • Planning consultancy • Site development • Project management • Sponsorship brokerage

Find out more at: [sponsoredrestorations.com](https://sponsoredrestorations.com)