

How we helped to
shape Felixstowe.

Suffolk

Building

Society

A Good Place to Be



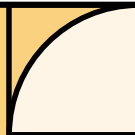
The origins of Felixstowe.

We all love a stroll along Felixstowe prom. But did you know how the town was built?

Seaside resorts grew in popularity throughout the 1800s, with railways making them more accessible. Felixstowe's growth was relatively late though, despite having all the elements it needed to thrive. Until the latter part of the 18th century, it was a cliff-top fishing village at the end of a dusty track from Walton, reached by carrier cart.

In 1849 the Ipswich and Suffolk Freehold Land Society (as we were known then) was formed. From the 1850s to the 1930s we played a significant part in the development of various plots of land and housing estates throughout Suffolk, using a ballot system.

The Society built houses for the first time in 1866, and as Felixstowe began to grow in popularity due to its spa waters and sunny beaches, we played a part in developing this Victorian gem.



The development of Felixstowe.

In 1884 the Society's involvement with Felixstowe started, with the aim of ensuring that new homes remained affordable for those on modest incomes, as wealthy buyers looking for seaside houses increased the demand for property.

The Society bought land next to grounds of the Bath Hotel, which later became part of the former Bartlet Hospital. At the time, it enjoyed "scenes of considerable beauty, and marine views unsurpassed". Fourteen houses named Ocean Terrace were built on Berners Road, with others joining them on Beach Road and Walton Road.

Houses were designed to be suitable as both homes and lodging houses, and with



the town building a national reputation, the well-judged timing of their development meant there was strong demand for them.

Further development followed at the corner of Montague Road and Cobbold Road in 1885, where nine villas were constructed and given names related to the writer Sir Walter Scott – Abbotsford, Waverley, Marmion, Douglas and Kenilworth. The Society received 470 applications for them, with five balloted to female members, long before Parliament gave women the right to vote.

In 1887 these were followed by more at what was soon to be Gainsborough Road, on land adjoining the grounds owned by Mrs Catherine Allenby, the mother of the distinguished First World War General Sir Edmund Allenby (later Viscount Allenby of Megiddo and Felixstowe). Gainsborough and Clarkson Terraces were built in 1887, in addition to eight more houses in Beach Road in 1889.

A few years later the Society bought a ten-acre site, some of it from Mrs Allenby, to form a property which eventually was laid out as 123 plots. Following a visit by the Empress Beatrice of Germany in 1891, the town became a fashionable resort with

Ipswich and Suffolk Freehold Land Society. Houses at Felixstowe and Ipswich.

DEAR Sir,

The Committee beg to offer to the Shareholders the following properties—

- 10 Houses on the Constable Road, Felixstowe.
- 14 Houses in Woolhouse Street, St. Clement's, Ipswich.
- 8 Houses on the Harbord Road, Ipswich.

Price Office Catalogue, Pineson Street, Ipswich,
Gentle 2nd, 1894.

THE FIRST BALLOT will consist of TEN HOUSES named **BARTON TERRACE**, CONSTABLE ROAD, FELIXSTOWE.

These Houses are in every respect similar in construction and price to those disposed of in November, 1891, and it may be satisfactory to remind the Shareholders of the success of the latter. It has been applied to, however, that the new Railway Station at Felixstowe will be placed near the Wilson School, which are situated in the neighbourhood of the Estate, and it is also satisfactory to learn that there were a greater number of visitors at Felixstowe during the month of 1892 than in any previous year.

Each House contains: On the Ground Floor—Entrance Hall, Drawing and Dining Rooms, Kitchen, and Scullery. On the First Floor—Four good Bedrooms, and W.C.

The Ranges and Stores throughout, including Third Floor, are of the latest improvement, and first of the rooms in each house contain Marble Mantelpieces, and excellent Cupboard and Case accommodation throughout.

Water is laid on from the Felixstowe Water Company.

The Houses are approaching completion, and will shortly be ready for occupation; but of course no payment (except the deposit) and no interest will be charged until the owners obtain possession. The following are the terms—

Second Barton Estate	Price offered by you, and if not, what you will accept	Number of Shares offered by you, and if not, what you will accept	Number of Shares offered by you, and if not, what you will accept	Number of Shares offered by you, and if not, what you will accept
1	410	1	12	0
2	410	1	12	0
3	410	1	12	0
4	410	1	12	0
5	410	1	12	0
6	410	1	12	0
7	410	1	12	0
8	410	1	12	0
9	410	1	12	0
10	410	1	12	0

THE SECOND BALLOT

The Second Ballot will consist of

FOURTEEN HOUSES called **RIDLEY TERRACE**, WOOLHOUSE STREET, ST. CLEMENT'S, IPSWICH.

everything a Victorian holiday destination could offer – spa waters, sea air, sunny beaches facing south-east and Colonel Tomline's railway line from Ipswich (which had opened in 1877).

Between 1891 and 1897 the Society built and balloted 41 houses in Constable Road and 25 in Ranelagh Road, a significant proportion of which contained five or seven bedrooms. These larger houses were probably designed with female members of the Society in mind, who wanted to go into business as lodging housekeepers. Each house built by the Society features a plaque signifying their builder, so keep your

eyes peeled when you're in town and see if you can spot one.

Felixstowe's growth coincided with a promise by the Great Eastern Railway (which had bought Colonel Tomline's railway line) to build the town a new station - which is where our new Suffolk Building Society branch is now located. The railway station opened in 1898 and by the turn of the century, Felixstowe had taken its place beside the country's other select resorts, with the help of the Society. In the early 1900s the picture was completed with the building of the promenade and the half-mile long pier.

The Felixstowe floods of 1953.

Disaster struck in the early hours of 1 February 1953, when strong winds and a swelling tide pushed the sea to dangerous levels. The result was one of the worst floods in living memory which affected England's entire East Coast. Felixstowe was heavily impacted with 41 people sadly passing away.

Our archive reveals that the Society and

its members quickly joined the appeal for help. The minutes of the Annual General Meeting, held less than three weeks later, record "the Chairman proposed that the Society subscribe a donation of £25 to the Mayor's Flood Relief".

Today, a memorial stands in Langer Road Felixstowe, where tributes were held on 4 February 2023.

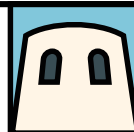
We're here for you.

If you'd like a chat about your savings -

Come and say hello: 7A Great Eastern Square, Felixstowe IP11 7DY

Email us: felixstowe@suffolkbildingsociety.co.uk

Call us: 01394 786026



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