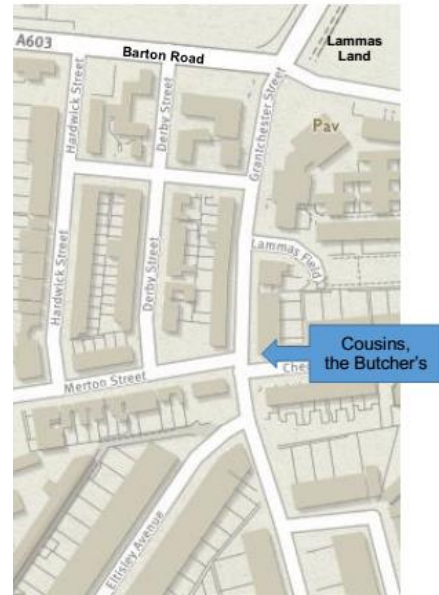


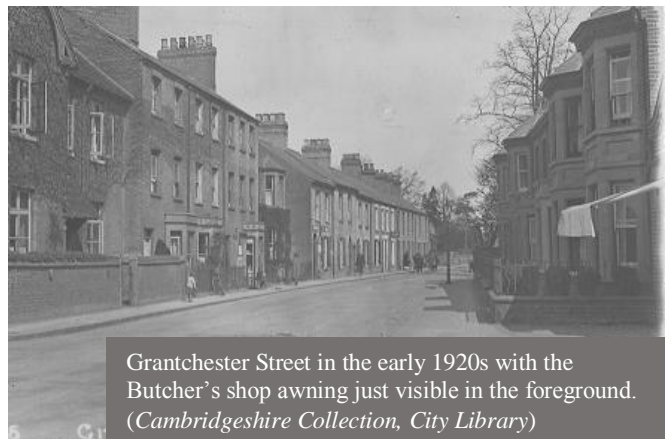
Cousins, The Butcher's, Grantchester Street (since 1914)



History: In July 1913 planning permission was granted to J.R. Bennet & Sons of Gwydir Street to build 6 houses and 1 shop¹. The shop started out 1914² as the Granta Fruiterery run by a Mrs Fuller, then in 1921 was taken over by Mr C.H. Rogers. It became a butcher's under Mr C. Page. Jack and Una Cousins took it over in 1929, and it has been trading under this name ever since.

The public-spirited Jack and Una Cousins incorporated the fruit and vegetable business from Cooper's the fruiterers across the road at 32 Eltisle Avenue, when the owner sold out in 1996.

In 2004 Tony Bales took over the management of the butcher's.³ Following local tradition, he and his team are constantly adapting to changing tastes. They stock traditional British meats, their prize-winning sausages, as well as locally shot game, besides catering for Christmas turkey orders. In addition to fruit and vegetables, they have diversified their range to include cheeses, curries, delicatessen, Italian prosciutto and so forth. Their home-made steak and kidney pies are much appreciated. Their meat comes from carefully chosen sources and they support local vegetable growers.



Architecture: The building itself should be recognised as a BLI since it is a purpose-built (1913) shop which marks the end of the terrace and since it stands on a key corner in Newnham Croft (see under 'History' above). In terms of streetscape, Cousins' the Butcher is another of the corner shops which punctuate the street scene of South Newnham providing character, variety and context. It breaks up the roofscape with its unassuming one storey profile. In this, it echoes the Newnham Croft Social Club, not far away. In the last 15 years or so an interesting frieze was painted over the shop window, representing a bucolic scene. This is a rather charming and original touch which could benefit from some maintenance.

Importance to the Community: Cousins has been serving the Newnham community for 100 years. There are at least five reasons for its importance: it is an original shop (105 years at the time of

¹ *Newnham*; ed. John A. Gray, Cambridge, 1977, p.27

² Spalding's Directory 1914

³ *Down your Street* by Sara Payne (Cambridge, 2014)

writing taking into account the initial fruit shop), it is a continuing link with Newnham's past, it is an essential part of Newnham's community, visually it is a focal point and it supplies residents with high quality meat and from known sources and other excellent foods. It is thus an essential part of Newnham's identity.

It should be seen as part of a group of shops including Mrs Jank's, the Chemist at No.32 Eltisley Avenue and the premises at 31 Eltisley Avenue, until recently Haircare, the hairdresser's, and The Studio. They create interest on a corner whose layout is of itself interesting in that it forms an irregular star shape. The positioning of the shops emphasise this configuration. The irregularity recalls the lanes which would have led to the bathing place on the river and intersected the original working gravel pit in this area.



T. Elliott
on behalf of South Newnham Neighbourhood Forum
24th February 2018
(photos by T. Elliott except where specified)