



Impact Report

2025



C20 Society

70 Cowcross Street
London EC1M 6EJ
020 7250 3857
020 7251 8985
www.c20society.org.uk
director@c20society.org.uk
coordinator@c20society.org.uk
caseworker@c20society.org.uk

@c20society

Registered charity number
1110244

Cover: Sphinx Hill by
John Outram (1999)
photographed by Philip Sayer
for C20 Magazine



The Twentieth Century Society is a membership organisation, open to all, which campaigns for the conservation of the best 20th and 21st century architecture. It was founded in 1979 as The Thirties Society and is recognised by government, with a statutory role in the planning process in England and Wales. It organises lectures, conference and study tours in the UK and abroad.

Our Charitable Objectives are:

- To educate the public in the appreciation, knowledge and understanding of the arts, architecture, crafts and design from 1914 to the present day.
- To encourage the study of these, and of the related social history, and to afford advice to owners and public authorities with regard to the preservation and repair of buildings constructed or designed during this period.
- To save from needless destruction or disfigurement, the best buildings or groups of buildings, interiors and artefacts designed or constructed from 1914 to the present day.



Chairman's report

Next leg of the journey

Hugh Pearman



I'm constantly struck by how much the Society manages to achieve on such relatively slender resources, and by the continuing impact of our casework, campaigns, educational events, publishing, advocacy and outreach. So much of that is down to the incredible work of our staff and volunteer supporters, who I can never thank enough. Our media profile remains high, our efforts to protect the best buildings of the twentieth (and increasingly 21st) century embody compelling and meaningful stories that the press responds to. Our fabulous magazine has recently won a significant design award.

And we have put the 'cool' into cooling towers – look out for our sumptuous, large-format book on those now-endangered landmark towers, with our publishing partner Batsford, due in autumn 2025. It will be the latest in our successful series of books aimed squarely at the general public. A prosaic subject? Not at all. It's where campaigning meets land art at mega-scale.

But none of this is easy, and it's only getting harder to make the necessary impact, jumping through ever more bureaucratic hoops. To do more and better, we need more resources. A familiar story, common in the heritage sector, but it does help our mission enormously when people join us as members – whether individually, or through the generosity of our growing band of patron members: organisations in the built environment who share our interests and values. Not a member yet? You're missing out on a cornucopia of lectures, events and expert-led trips. Meanwhile our next-gen cohort of young academic, historians and writers is fast growing, providing a vital new strand to our activities.

Equally heartfelt thanks go to those individuals who donate to our cause and who provide support in kind. Not least by hosting our events in your wonderful buildings, but also through – for instance – researching, writing, photographing, lecturing and tour-leading for us. A lot of what I've just described is made possible by your combined energy and commitment. And if you have done the noble act of remembering us in your will (please do), let us know so we can thank you. As this report shows, we're busy, very busy. Join us on the next leg of our journey as the C20 Society evolves and the second quarter of the 21st century beckons.

Director's report

Heritage in changing times

Catherine Croft



Growth agenda

2024 was a busy and successful year for C20 Society, with much to celebrate, but also many challenges. Not least that the new government, arriving in July, brought with it a vigorous emphasis on an uncompromising “growth agenda”. There were repeated indications that any processes that government thought might be slowing down the granting of planning permissions were perceived as one-sided against the public interest and should be swept away. In this climate our job has undoubtedly become harder, new additions to the list of nationally protected buildings slowed right down, and the positive benefits of conserving buildings count for less than we believe they should, in the decision-making process which rightly balances the complex cultural, economic and social factors which underpin each case we take on.

Managing change

It's felt as if we were back to the days when the assumption was that conservation was about saying “no” and “preserving in aspic”. To the contrary, we see our role as being about managing change in a positive way; crucially making sure we get not just any growth, but good growth. Once lost, the buildings we care about are gone for ever. The planning system is there to make sure that all relevant concerns are taken into account when making decisions which will affect all of us for decades, if not centuries, to come. We exist to articulate and build consensus about the positive benefits of the buildings we value: to encourage people to care, and to demonstrate that they do. We're not just about keeping C20 buildings, but about doing so because that makes for a richer, more satisfying and sustainable future, and thus delivers on lots of government agendas stretching way beyond the planning system. In the following pages you'll see much positive evidence that the Society is doing just that.

Your commitment and contributions

Despite an excellent year for press and media coverage, we need to up the effectiveness and visibility of our casework and our campaigning. Our publishing and events programmes were both very active in 2024, helping to spread news of our work to ever-widening audiences and we planned and commissioned new books and events for the years ahead. To increase our impact further we need more income and so, alongside our other fundraising activities, 2024 saw the launch of our ‘Patron Programme’. We will continue to reach out both to more



History Faculty at the
University of Cambridge by
James Stirling (1964–68)

architectural practices, and to individuals, asking those who are able to join at our higher Patron rates to enable us to respond and make our case with the force needed. Please step up your support if you can.

Finally, my thanks and gratitude go to all our staff, trustees, patrons and volunteers – a full list of whom can be found later in this publication. We could not achieve anything like as much as we do without your invaluable commitment and contributions.

Casework

Our forensic approach fulfils and expands upon our vital role in the planning system



Crawick Multiverse
by Charles Jencks
(2011–17)

By Government directive, C20 Society must be notified by local authorities throughout England and Wales of all applications for listed building consent involving demolition. As well as day-to-day referrals through this statutory referral system, a wider spectrum of cases, and Scottish cases, are sent to us by our members and supporters, planners, architects and other heritage professionals. We assess the significance of each building, and the impact the works proposed would have on each, and triage accordingly, prioritising our resources where both significance and potential damage are high. This fine-grained, expert-informed work is the core of all we do and gives us unique, up-to-the-minute insight into the range of building types facing threat, pressures for change, and planning issues.

In addition, over the past year the Society has started charging for extended pre-app consultations on major schemes, with early engagement offering the best prospect for the development of a positive strategy for alteration or reuse.

2024 Casework highlights

● **Sphinx Hill** house in Oxfordshire (1999) by John Outram, listed Grade II* – becomes the youngest listed building in the country

and putting us on the cusp of the first post-2000 listed building in the UK.

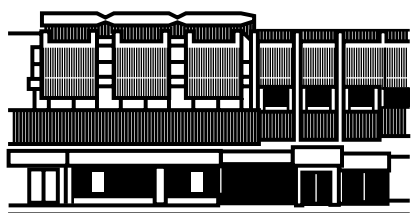
● **Crawick Multiverse** in Dumfriesshire (2011–17) by Charles Jencks, a registered landscape breaks the boundary for the first 21st Century designation, part of Historic Environment Scotland's 'Designed Landscapes of the Recent Past' thematic.

● **Ron's Place** in Birkenhead (1986–2019) by Ron Gittins, Grade II – thought to be the first example of outsider art to be listed.

● It was announced that two of the most significant 20th Century buildings in London – **BT Tower** (1961–65) and **Congress House** (1948–57) – are to be sold, with the Society engaging in early pre-app discussions on both, to ensure sensitive and appropriate schemes for reuse.

● Other listings included the **Livi**, a 1980s Scottish skatepark; a 1948 **Finnish Olympic Sauna** in Kent; **Shrewsbury Morris Hall**, an early home of the Labour movement, and **Broadmead Baptist Church**, a brutalist church above a Tesco in Bristol.

● Major paid pre-apps have included the **History Faculty at Cambridge University** (James Stirling, 1964–68)



Campaigns

Coordinated, strategic and dynamic efforts spread our message far and wide



Our campaigns usually arise out of casework, and can be a major focus on a single building or thematic. They draw attention to broader trends and threats, and propose positive interventions and new uses.

In 2024 our campaigns attracted widespread coverage across the media spectrum, being featured in *The Times*, *The Guardian*, *Telegraph*, *Financial Times*, *New York Times*, in the design and lifestyle press like *Dezeen*, *Architects Journal*, *World of Interiors*, *Wallpaper**, *Country Life*, and on broadcast media on BBC News, Radio 4, and the Open City podcast.

2024 Campaign highlights

- A new annual initiative launched in November 2024, **Coming of Age** is the Society's 'New Year's Honours List' for the best of British architecture reaching maturity, and continues our role in leading public debate on the heritage of the future.

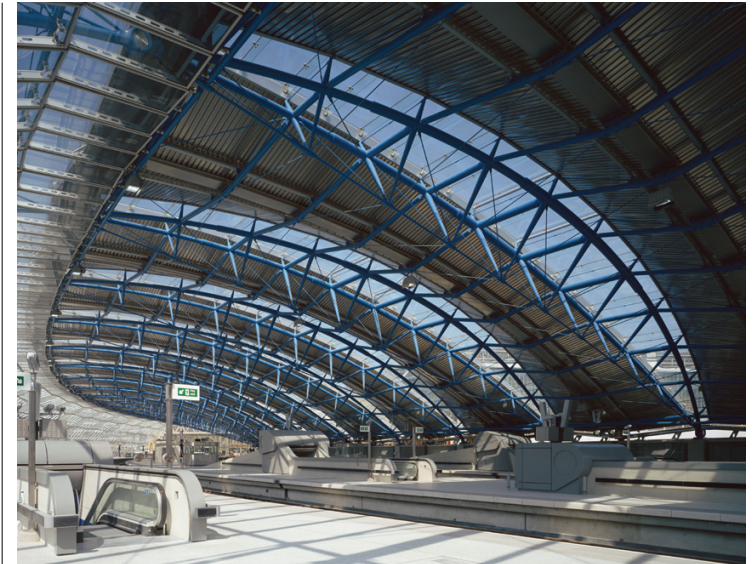
It highlights ten of the most significant buildings that are turning 30 years old in the current year, and so passing the age threshold for listing assessment. Examples in 2024 included the former Waterloo International Terminal, by Grimshaw; the Hauer-King House in Islington by Future Systems; and Kirklees Stadium in Huddersfield, by Populous.

As the campaign develops over the next few years, we hope to work constructively with the national heritage bodies (Historic England, Historic Environment Scotland, and Cadw) regarding proactive assessments and designations, creating an annual 'good news story' that celebrates the best of modern heritage, while engaging younger, more diverse audiences.

- Funded with grants from the Paul Mellon Centre and UK Research and Innovation, **Miners' Modernism: Pithead Baths** is a collaborative research project led by C20 and Queens University Belfast

Described in 1939 by critic Anthony Bertram as "a colossal social experiment taking architectural form", pithead baths – which allowed coal miners to wash at work before returning home – were a pioneering, progressive welfare programme that predated the creation of the National Health Service by more than two decades. Yet their legacy is virtually unknown and the potential heritage value of surviving examples remains under-explored.

The project aims to ascertain exactly how many of these ground-breaking modernist buildings remain, in what state of repair, and what potential there may be for future restoration or rehabilitation. Following workshops with all the National Mining Museums and contributions from ex-miners groups and



Waterloo International Terminal by Grimshaw Architects (1988–94)

local heritage organisations, we have so far identified 70 examples, including a remarkable discovery of the oldest pithead bath in the country, dating to 1913.

- Riding the wave (machine) of our successful Leisure Centres Campaign, which continues to see new designations for this previously underappreciated building-type, this year C20 developed a detailed proposal for one particularly interesting case: the former **Richard Dunn Sports Centre** in Bradford. Working closely with the architects Ian Chalk Associates and Skateboard GB, national governing body, we developed proactive proposals for The Dunn – a new national home for skateboarding and wheeled sports, underneath the Grade II listed 'big tent' roof.

- Approaching the 40th anniversary of our early and influential Telephone Boxes campaign, and as the end of the public payphone nears after more than 140 years of service, C20 launched a new bid to save selective examples of the **KX100 Kiosk**. First introduced in 1985, the model has long divided opinion, yet represents the final flourish of design-led telecommunications infrastructure in the public realm. Our pragmatic proposal was to preserve just three exemplars nationally – one each in England, Scotland, and Wales.

Education and engagement

International tours lead buoyant events programme

£61k

The amount of profit from society events in 2024 with over 900 participants



Above left: Ulica Borisa Papanopula, Split 3 by Ivo Radic (1974–79).

Above: Brion-Vega Cemetery, San Vito d'Altivole by Carlo Scarpa (1968–78)

Our extensive programme of events is a core part of our educational and engagement offer, as well as supporting our membership programme and raising vital funds. It is largely volunteer run and administered. Each year we hold two formal, thematic six-lecture series (in person and on Zoom); an annual Christmas lecture and an extensive supplementary one-off lectures programme throughout the year. We also run walking tours, day trips, weekend/short stay visits in the UK and overseas tours. This is supplemented by seminars and numerous events organised in conjunction with external partners. Each year our Director leads the pioneering residential course in the Conservation of Historic Concrete at West Dean College, Sussex, supported by Historic England. We are currently recruiting and training new event leaders.

2024 Event profit: **£61,355** (See income and expenditure breakdown on page 10)

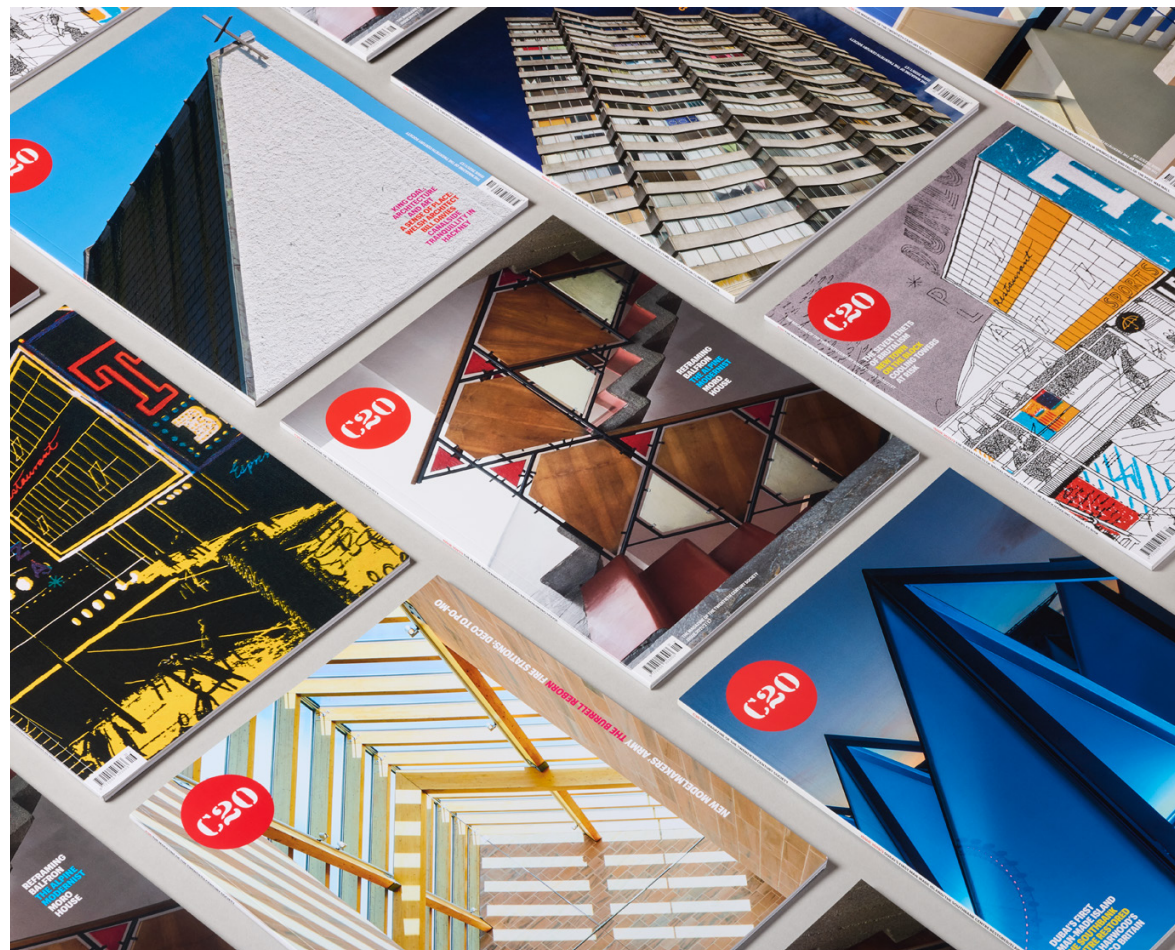
2024 Education and Engagement Programme highlights:

- Total number of lecture tickets sold in 2024: approximately 5,250

- Number of places on walks and tours: approximately 900 participants over 36 events in 2024.
- Spring Lecture Series on 'From Arndale to Zara: Twentieth Century Shops' (tying in with our Batsford publication *100 20th Century Shops*), Autumn Lecture Series on 'Green Belt, Grey Belt, and Greenfield: How the British housing crisis happened, and how to get over it', with blockbuster lectures from Kate Macintosh, Peter Barber and Charles Holland and others.
- International tours to Katowice, Barcelona, Faro, Berlin and the Bauhaus, Veneto, and Split.
- UK weekend tours to the Isle of Man, Blackpool, and to Cardiff, which hosted our AGM.
- Other highlights included a tour of the former Waterloo International Terminal led by partners Neven Sindor and Kirsten Lees from Grimshaw, and a day trip visiting Sir Michael Hopkins' London projects, led by Mike Taylor, a partner at Hopkins Architects.

Publications

C20 Magazine wins first award as publications programme grows



C20 Magazine won its first award in the Print category of the ISTD International Typographic Awards. Since they first took place in 1992, the awards have provided an overview of the best contemporary practice in international design, recognising and rewarding the very best examples of typographic excellence from around the world

We produce a wide range of publications in a variety of formats designed to reach different audiences – a core part of our educational and engagement offer. This aims to stimulate and support new research across the breadth of our remit, and disseminate knowledge to our members, supporters, and appropriate groups of professionals.

The books produced as part of our long running collaboration with the publisher Batsford are consumer focussed and aimed at a general interest audience. They feature accessible introductions and striking original photography, and are widely stocked in bookshops, galleries, and museum giftshops.

Our journals and monographs are aimed at a more scholarly and academic audience, featuring new research and analysis of key C20 firms, often laying the groundwork for future casework.

As well being a member benefit, the award-winning and

accessible C20 Magazine is our primary promotional tool, giving an up-to-date review of the Society's activities and emphasising the broader cultural relevance of what we do.

Publications overview

● C20 Magazine

With two issues per year, our substantial, large format magazine scooped a prestigious ISTD design industry award in 2024 for print and typography. The magazine is issued to Society members, sold via our website, and is stocked at selected independent retailers and booksellers.

● 100 Buildings series

Published with Batsford, five volumes so far. Including *100 20th Century Buildings* (second edition published in 2024), adding to previous titles on 100 Shops, Houses, Churches, Gardens and

ISTD
INTERNATIONAL
TYPOGRAPHIC
AWARDS
2024

90

100 20th Century Buildings and Ernő Goldfinger are just two of 90 publications now available to order directly from the C20 Shop



Landscapes. *100 20th Century Sports and Leisure Buildings* was developed in 2024 and is due in 2025.

● **C20 Building Styles series**

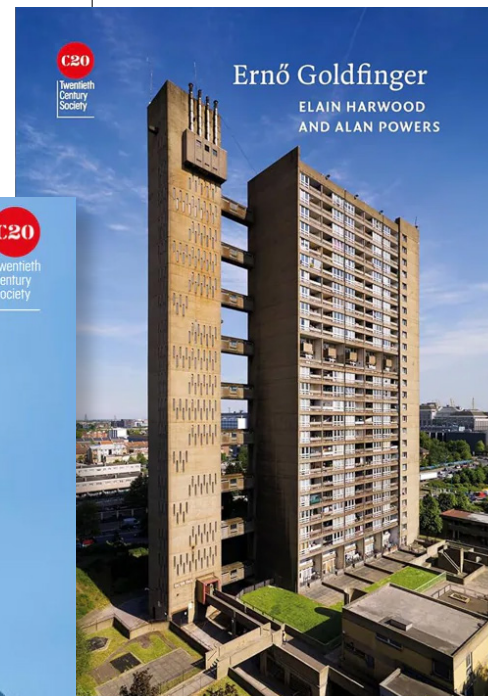
Published with Batsford, four volumes so far on Art Deco, Mid-Century, Brutalist, and Post-Modern architecture in Britain, with a High-Tech volume in production through 2024 and publication due in 2026.

● **Campaign and event related**

Published with Batsford, new titles on Cooling Towers and Seaside Architecture due in 2025.

● **Twentieth Century Architects series**

Published with Liverpool University Press, an ongoing series of monographs, with 25 volumes published to date, including Erno Goldfinger in 2024 by Alan Powers and the late Elain Harwood, with a launch at Goldfinger's Haggerston School in aid of the



Elain Harwood Memorial Fund.

● **C20 Society Journal**

Thematic and published biennially, with the most recent volume covering churches 'Journal 15: Holy Houses' (2023)

Our website also has much unique in-depth content, including our long-running Building of the Month feature, which now features over 250 entries spanning more than 30 countries.

Finances and fundraising

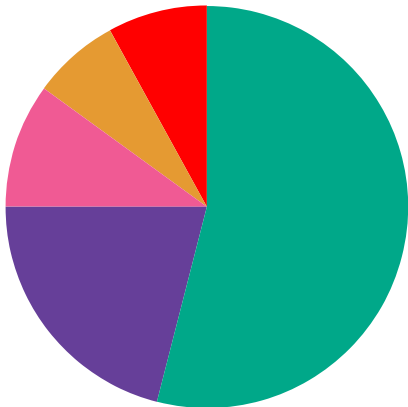
Strengthening our financial resilience in 2024–25

As the charts below makes clear, the majority of the Society’s income comes from our members – be that through subscriptions, donations, gifts, or regular attendance at our events. This is not only an excellent demonstration of our grassroots support, it underpins our independence as an organisation and is crucial to the ethos of the Amenity Societies. In 2024 we stepped up efforts to enhance our already impressive member retention rates, and ensure maximum income through GiftAid.

Comparatively the grants we receive from Historic England and Cadw, while gratefully received, make only a very modest contribution to the carrying out of our statutory role in the planning process, for which they are given. Notably these grants have not kept pace with inflation over the past decades, a matter currently under discussion with the Department for Digital, Culture, Media and Sport (DCMS) and Historic England.

Our flagship fundraising initiative, the Elain Harwood Memorial Fund, launched in 2023, had reached a total of £76,928 by the end of 2024 – 77% of the way to an initial target of £100,000. In Autumn 2024 we also launched a new Patrons

Income	
Membership & event income	£248,849 (54%)
Gifts/donations	£95,670 (21%)
Statutory casework/grants	£46,235 (10%)
Publications	£30,609 (7%)
Other (inc. grants/consultancy)	£35,808 (8%)



Programme for architectural practices, and look forward to reporting further on this next year.

Much of our income is spent on our core casework and campaigns, both of which are supported by our thriving publications programme. These costs include staff salaries, travel for site visits, as well as essentials such as website hosting, IT, and our subscription to the Joint Committee casework database.

We remain grateful to our long-term landlord, Alan Baxter Ltd, for creating a nurturing heritage community at Cowcross Street, London, where we happily base ourselves on generous terms and at much below market rates. This location continues to provide excellent accessibility and use of the on-site gallery for many of our events.

Expenditure	
Casework	£93,146 (24%)
Publications	£90,523 (24%)
Campaigns	£73,239 (19%)
Operating costs	£64,842 (17%)
Events	£49,027 (13%)
Governance	£12,883 (3%)



Thank you

Staff

Catherine Croft (Director)
Oli Marshall (Campaigns
Director)
Jonathan Woods (Operations
Manager)
Andrew Murray (Operations
Manager and Caseworker)
Coco Whittaker (Head of
Casework)
Gus Wray (Caseworker)

Board of Trustees

Hugh Pearman (Chair)
Hiba Alobaydi
Adam Coleman
Mark Eastment
Emma England
Ellen Gates (Hon. Secretary)
Jeremy Gostick
Phineas Harper
Sarah Jackson
Andrew Jackson
Colin Mitchell
Peter Parkes
Carolyn Parmeter (Hon.
Treasurer)
Dr Alan Powers
Otto Saumarez Smith (Chair of
Casework Committee)
Cela Selley (Hon. Events
Secretary)
Neal Shasore.

Magazine

James Hunter (Art Director)
Alexa Baracaia (Deputy Editor)

President

Cath Slessor MBE

Volunteers

Mark Davies
Julie Kenwright
Sarah Lewis
Joe Mathieson
Barry Needoff
Graham Orbell
Robert Williams
Polly Schlesinger
David Thomas
Simon Wartnaby

Patrons

BDP
Eric Parry Architects
Foster + Partners
Hopkins Architects
The Manser Practice
MICA Architects
MCR Hotels
Studio Partington

Individual Patrons

Birkin Haward
Joanna van Heyningen

Grant Funders

Cadw
Historic England
Swire Charitable Trust

Benefactor Members

Nicholas Aleksander
Barry Arden
Steven Bee
Rab and Denise Bennetts
Peter Ellis
Mark Griffiths
Bethan Lewis-Powell
Terence O'Rourke
Chris Olson
Carolyn Parmeter
Sheila Phillips
Sir Nicholas Serota
Tony Stokoe and Brian Quinn
Jeremy Till
Peter Wilson
Gordon Wise and Michael
McCoy.

Affiliate Members

Avery Architectural Library
Barbican Association
Bard Graduate Center
Canadian Centre for
Architecture
Cardiff University
Cheltenham Civic Society
Cornell University
Edinburgh College of Art
Goldsmiths University Of
London
Highpoint NT6
Manchester Metropolitan
University
New York University

New York University in London
Paul Mellon Centre for Studies
in British Art
Princeton University
RCAHMW
University of Bath
University of California
Victoria & Albert Museum.



C20 Society

70 Cowcross Street
London EC1M 6EJ
020 7250 3857
020 7251 8985
www.c20society.org.uk
director@c20society.org.uk
coordinator@c20society.org.uk
caseworker@c20society.org.uk

@c20society

Registered charity number
1110244

Design: Studio Hunter
studio-hunter.com