



WELCOME TO

THE 2-TONE TRAIL COVENTRY



2-TONE, BORN IN COVENTRY, GIVEN TO THE WORLD

Sponsored by Coventry Market



www.2-toneat30.info

THE 2-TONE TRAIL

COVENTRY



Pete Chambers

The 2-Tone Trail first began in the form of a book written by Coventry Music Historian and 2-Tone authority Pete Chambers. Pete became frustrated by the lack of any tangible evidence of Coventry being the birthplace of this black and white ska-based

phenomenon. This first book (and later the 2-Tone-2 title), both highlighted the trail, and the tour has been enjoyed by many locals and visiting 2-Tone fans alike.

Initially the DIY tour comprised of 20 major sites pertinent to the creation of 2-Tone in and around Coventry. As the 30th Anniversary of this unique record label and musical movement approached, Pete secured the funding of initially eight 2-Tone plaques around the City, so successful were these unveilings and linked events, that eventually three more were added. Making a total of eleven plaques in all.

Coventry is a 'special' place, and as you go from site to site, just stop for a second, and imagine yourself in 1979. Trying to make sense of the multi-racial rhythms in your head and wondering if you and your six mates would ever get the band off the ground.

It's worth noting that the trail takes in a few of the outlying areas of Coventry, and the use of a car is recommended for these. For those doing the full trail on foot please allow three hours (this excludes plaque number 11).

Enjoy Yourself.

The book 2-Tone-2, that contains the full trail can be purchased at www.2tone2book.com



Bus Graphic: Simon Kelly

Coventry University (The Lanch)

1

Number 1 on the map (University Square) CV1 5FJ

Plaque kindly sponsored by Coventry University

This plaque is located at the entrance to the Student Union Building, Priory Street, opposite the new Cathedral. It was unveiled by Horace Panter (The Specials) on 2nd October 2009.



Horace Panter



Coventry University, was known as the Lanchester Polytechnic in the days Pauline Black and Jerry Dammers and Horace Panter attended. It was here where Jerry first met Horace, a meeting that proved to be crucial to the creation of The Specials. The song "Rat Race" was conceived here and the promotional video was recorded in the main Hall in 1980. The Specials played there in September 1980.



2

The Hand and Heart

Number 2 on the map
(Far Gosford Street) CV1 5EA

Plaque kindly sponsored by Harrabin Construction

This plaque is located on the front of the former Hand and Heart building now part of the Fargo Development. It was unveiled by Steve 'Cardboard' Eaton on 27th November 2009. Steve was the face on the Too Much Pressure album cover and the original 2-Tone DJ and the world's smartest dresser to boot.



Cardboard



The Hand and Heart pub played host to the emerging Coventry punk scene in the late 1970's. Reggae band Hardtop 22 played there a few months later key members of the band would form the core of the Selector. On February 23rd 1978 a band called The Coventry Automatics played the venue, on Friday 1st December 1978 they returned as the Specials.

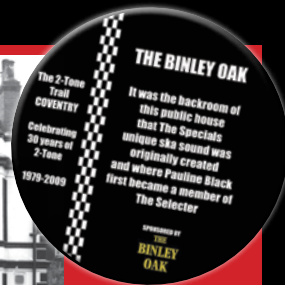
The Binley Oak

Number 3 on the map
(Paynes Lane) CV1 5LL

3

Plaque kindly sponsored by The Binley Oak

This plaque is located on the front of this public house and was unveiled on February 27th 2009 by Pauline Black (Selector), Neol Davies (Selector) and Deputy Lord Mayor Jack Harrison.



Just an ordinary pub in an ordinary street, but the Binley Oak was the prime rehearsal space for the would-be 2-Tone artists in the late 1970's. It's where Pauline Black first became a member of the Coventry ska band The Selector. It was also here that The



Photo by John Coles

Specials first perfected that familiar sound that eventually would become known as 2-Tone. The overriding memory of the venue was just how cold it was, Horace Panter recalled playing sunny Jamaican ska in fingerless mittens, with frozen fingers.

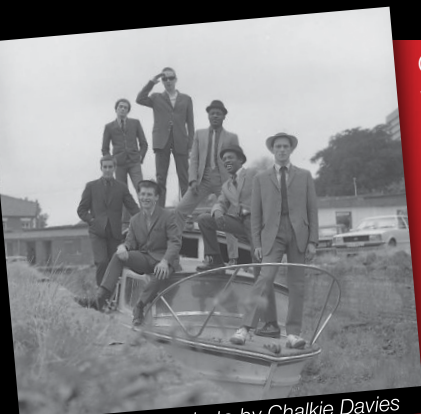
4

The Canal Basin

Number 4 on the map
(Canal Basin) CV1 4LY

Plaque kindly sponsored by Coventry Market

This was the very first plaque to be unveiled on January 15th 2009. It's located close to the Canal basin mosaic and was unveiled by Roddy Byers (The Specials) and Horace Panter (The Specials).



Black and White photo by Chalkie Davies

Coventry Canal Basin was very run-down the day The Specials arrived for a photo shoot in 1979. It's pretty obvious that neither the band or the photographers Chalkie Davies and Carol Starr, had any idea the images they created that

day would become so iconic.

Those images graced the front and rear covers of The Specials first album, and the rear of the More Specials LP. Though photographer Chalkie did say, "We always felt that our work for The Specials was the best we had ever done". Jerry wanted the cover to be a pastiche of the Who's "My Generation" LP cover, with the band all looking up at the camera. Today the canal basin is home to many of Coventry's art fraternity and there's actually water in the canal now.



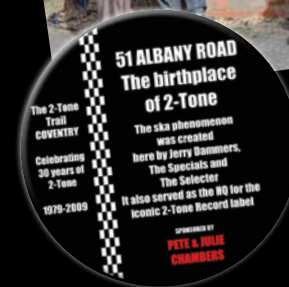
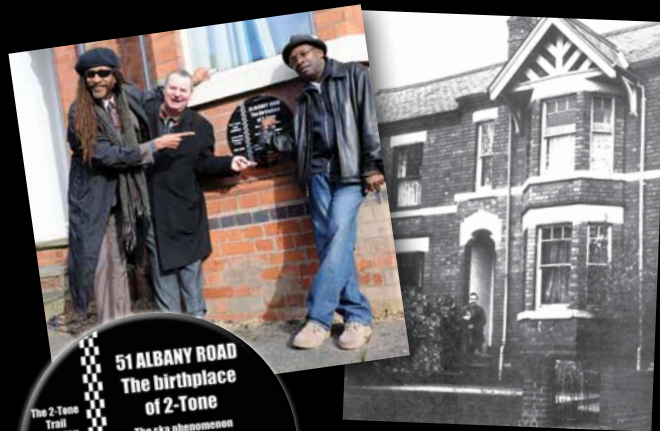
The Birthplace of 2-Tone

5

Number 5 on the map (51 Albany Road) CV5 6JR

Plaque kindly sponsored by Pete and Julie Chambers

Although this plaque is a little out of the City Centre in the Earlsdon area, it is an important part of the 2-Tone story. It's worth a visit, to soak up some of that historic atmosphere. This plaque is located on the front of the house under the front bedroom window, the window that was once Jerry Dammer's flat. It was unveiled by Lynval Golding (The Specials) and Charley Anderson (The Selecter) on March 27th 2009.



Above left, Charley Anderson, Pete Chambers and Lynval Golding at 51 Albany Road. Photo by John Coles. Above right, Jerry back in the day at Albany Road, photo courtesy of Chalkie Davies and Carol Starr

51 Albany Road, is the Holy Grail for 2-Tone fans, for it was up in that front-bedroom flat where the 2-Tone phenomenon was born. In 1979/80, it became the HQ of Britain's most creative record label. As well as being Jerry Dammers home, and a 'hang out' area for the rest of the band. It was featured in the BBC Arena documentary on the rise of 2-Tone, where the band along with Music Journalist Adrian Thrills are gathered in party mood in this one-bedroom record company head-office.



- 1** Coventry University
- 2** The Hand & Heart
- 3** The Binley Oak
- 4** The Canal Basin
- 5** 51 Albany Road
- 6** The Walk of Fame
- 7** Coventry University
- 8** The Hand & Heart
- 9** The Binley Oak
- 10** The Canal Basin
- 11** 51 Albany Road

- 6** The Rocket
- 7** Holyhead Youth Club
- 8** Mr George
- 9** Tiffany's
- 10** Virgin Records
- 11** The Heath Hotel

"2-TONE@30"

in association with The Heritage Lottery Fund
celebrating the 30th Anniversary of 2-Tone in Coventry



2-Tone
1979-2009

born in Coventry
given to the world

Map reproduced by kind permission of Codair Design & Publicity Ltd.

Ordnance Survey
This product includes map data © Crown Copyright and database right of the Ordnance Survey 2004. All rights reserved. Ordnance Survey Licence number PU 100002943. Whilst produced and updated in good faith, the Publisher makes no representation on the Map of a road, track or footpath as to the existence of a right of way, is no evidence of the existence of a right of way.
© Copyright Focus Maps
HTMC

6

Horizon Studios/ The Rocket

Number 6 on the map (Warwick Road) CV3 6AN

Plaque kindly sponsored by Shoekings,
Coventry Market

This plaque is located on the front of this public house and was unveiled by Neville Staple (The Specials) and Buster Bloodvessel (Bad Manners) on May 14th 2009.



Photo by John Coles



Photo from the archive of Horizon
supremo Barry Thomas.



The Rocket public house bears the plaque that should have been located on Horizon Studios, sadly the studios and indeed the building that housed them has long gone. Horizon studios was very much the tangible face of 2-Tone during its rise to fame. It was here most of the Selecter's body of work was recorded, and of course The Specials first vinyl outing "Gangsters" and their second album "More Specials". Roger Lomas produced Bad Manners here too of course. While The Rocket provided liquid lunches between long recording sessions. The exact location of the studios are opposite the Rocket, where the bollards to the entrance road to Central Six now lies.

Holyhead Road Youth Club

7

Number 7 on the map (Holyhead Road) CV1 3AU

Plaque kindly sponsored by Harris Signs Group

This plaque is located on the front of what is now the Artspace building, it was unveiled on September 11th 2009 by The High Commissioner of St Vincent & The Grenadines Mr Cenio Lewis KCMG, Coventry Lord Mayor Jack Harrison, Ray King and Neol Davies (The Selecter).

The Holyhead Youth Club and Music Workshop, was where Neville Staple first met the rest of the Specials when they rehearsed in the basement of this club. Coventry Soul singer and 2-Tone catalyst Ray King became the club's manager and installed Neville Staple and Trevor Evans with their Jah Baddis Sound System, as resident DJ's for the club. The Holyhead became pivotal in the development of the various musicians who would eventually form the 2-Tone bands The Specials and The Selecter. Much of the graffiti from those days is tantalisingly still in evidence on the basement walls here, making this a special place for the fan.



8

Mr George Nightclub

Number 8 on the map (Lower Precinct) CV1 1DX

Plaque kindly sponsored by The Lower Precinct

This plaque is located on the upper balcony at the far end of the lower precinct under the high rise. It was unveiled on 30th August 2009 by the guys who provide the Specials pre-concert music Felix Hall and Trevor Evans. Trevor was the Specials roadie and Nev Staple's sound system partner, DJ Felix is the son of Terry of course.



Archive photo courtesy of the Coventry Telegraph

When The Sex Pistols played at Mr George on 17th December 1977, a certain Jerry Dammers was looking for his band to support them. History tells us that never happened, but that band (The Automatics) did secure a four month Monday night residency here. During that residency, Roddy joined the band, they picked up manager no 2, and supported Ultravox at The Marquee for just £10. A little over a year later, The Automatics had rebranded themselves as The Specials and with the launch of Gangsters were enjoying chart success for the first time.



Felix (left) & Trevor



Tiffany's Nightclub

Number 9 on the map
(The Precinct) CV1 1FY

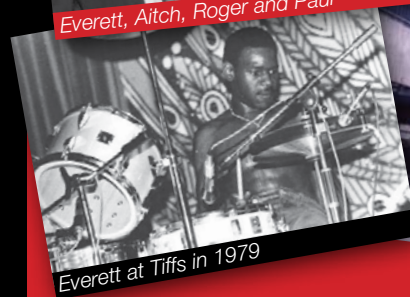
9

Plaque kindly sponsored by CV One

If you look up when you step inside the foyer entrance of what is now Coventry's Central library, you will see this plaque. It was unveiled on July 24th 2009 by Paul Heskett (Swinging Cats and Specials brass), Ranking Roger (The Beat), Aitch Bembridge (The Selecter) and Everett Morton (The Beat).



Everett, Aitch, Roger and Paul



Everett at Tiffs in 1979

Photos by
John Coles



Tiffany's (or The Locarno or The 'Rockhouse'), was a major venue for the city in the 60's, and 70's, before it became a public library that is. Chuck Berry recorded his only number one here (My Ding-A-Ling), and all of the major 2-Tone bands played this venue at some time or other (The Specials, Madness, The Selecter, The Beat, The Swinging Cats & The Bodysnatchers). Live B-sides "Skinhead Symphony" (The Specials) and "Carry Go Bring Home" by The Selecter, were both recorded here. The Locarno is also immortalised in the lyrics of The Specials song Friday Night Saturday Morning.

10

Virgin Records/ Soul Hole

Number 10 on the map (City Arcade) CV1 3HX

Plaque kindly sponsored by Kev Monks

The 11th and final plaque to be unveiled as part of the 'Big Launch' of the whole project. What better way than to have Coventry Legends (Specials first Manager) Pete Waterman, and (Prince Rimshot) John 'Brad' Bradbury who along with the Lord Mayor unveiled it on 11th December. The plaque is on the side of the building facing the Precinct.



In the 70's Virgin Records provided a base for the music-minded in the city. John 'Brad' Bradbury, AKA Prince Rimshot, worked here, and developed his love for various forms of music, including reggae, soul and of course ska. The original Coventry Automatics vocalist Tim Strickland, and Swinging Cat Chris Long also earned a wage at the shop. Upstairs, the Soul Hole was the domain of Pete Waterman, Locarno DJ and the very first Specials Manager. If you couldn't get it anywhere else, Pete would get it for you here. That's long before he became a global phenomenon of course.

The Heath Hotel

Number 11 on the map
(807 Foleshill Road) CV6 5HS

11

Plaque kindly sponsored by ska band Special Brew

The Heath Hotel is not in walking distance of the Coventry city centre, so this one is just for the motorists and the die-hards. At the time of going to press the number 20 bus served the Foleshill Rd. The Heath (now the Wonder Years Day Nursery) is close to the Blue Ribbon Island on the A444. This plaque was unveiled by The Specials original drummer Silverton Hutchinson and Neol Davies (The Selecter) on 6th November 2009.

Photo
by John
Coles



Neol (left) and Silverton do the honours



The Heath as it was

This building has a 'special' piece of history, because back in October 1977 The band that would become The Specials played their very first gig at this building. Jerry's own hand written diary of the time, states the band were called The Automatics (not the Hybrids as many think). He also mentions that the organ wouldn't fit on the stage, so he played it in the audience facing the band. This was in the pub's Rainbow Lounge whilst supporting the punk bands Urban Blight, Certified, The Wild Boys and Squad (a band that included a certain Terry Hall, but not for much longer).



2-Tone Trail Tourists have their say

“A pilgrimage for every 2-Tone fan, the trail will give you an even greater appreciation of Coventry’s best export.”

Paul & Sacha, Melbourne, Australia

“The trail is a must for any die hard or up and coming 2-Tone fan, a very educational and enjoyable trip”

Mike Cornwell, Lincoln.

“More than a must for any 2-Tone fan”

Wayne Bates and David Bates, Barnsley.

“Visiting the places where the soundtrack of my youth was formed is an experience I’ll never forget”

Wayne Spencer, Leicester.

“Even walking the trail today, you can almost sense the atmosphere of those heady days of 1979”

Andy Byrne, Birmingham.

“Chambers attention to detail in making this an enjoyable step-back in time is second to none”

Julian McKenzie, Sheffield.

“The experience was spiritual seeing all the locations in the birth and rise of 2-Tone”.

Danny Gerrard, Reading.

The trail delivered a definitive day in the Specials’ hometown. Would recommend it to fans old and new.”

Harry Scoffin, Singapore.

“This addition to Coventry’s musical and cultural history has been long overdue. It was very informative and crammed full of insight....”

Paul Williams, Darlington.

Coventry Market is proud to be associated with the 2-Tone Trail

Huge thanks to Harris Signs Group,
for making and fitting the 2-Tone plaques.