

Guide to Goad Plans

What are Goad Plans?

Fire insurance plans made of urban centres and dating from the 1870s onwards. They are incredibly detailed plans which show the names of shops and businesses occupying each building and other details like locations of bus stops, building materials used and sometimes internal details like staircases, water supply routes and more.

This information was useful to insurance companies for risk evaluation and to local fire departments to understand the layout of buildings and streets and ultimately, help put out fires.

Why are Goad Plans useful for research?

Although only produced for urban centres, these plans are incredibly detailed and very beautiful. They are useful for understanding how names and types of businesses have changed over time, perfect for researching our high streets.

Who was Charles E Goad (b.1848, d.1910)?

A civil engineer, Goad was originally from Camberwell, London but practiced in Canada before returning to London in 1885. He became a celebrated cartographer, and although his company no longer survives, Goad Plans are still drawn today (the trademark is owned by Experian).

Make your own Goad Plan

Try printing off a map of your local shopping street and fill in all the names and types of businesses currently listed, creating your own historical record. You could compare this with the lists of shops in street directories at your nearest local studies library or ask older residents about which shops were around when they were young



Created by Parks & Pavements Past (Amy Graham), 2026 (V2).

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