Because it is such a special place, Sandwich has a rich heritage of literature and information. Local people themselves have produced much new information in recent years and formal studies of parking, traffic and other issues have also been undertaken. We synthesise this information, with some of our own on the following pages.
Section 4: Understanding Sandwich

4.1 Wider context

East Kent - indicative visitor numbers and regional connections

Sandwich is within 45 minutes drive of nationally important tourist attractions which attract up to 15 million people.

Margate - Turner Gallery  
Whitstable - oysters  
Canterbury - Cathedral  
Dover - Castle and cliffs
Sandwich surrounding context

Sandwich Town is surrounded on the west by the agricultural hinterland interspersed with small settlements. Whereas to the north, east and south Sandwich is bordered by large tracts of nature reserves, some which are Sites of Special Scientific Interest (SSSI), RAMSAR, and RSPB designated areas.
Section 4: Understanding Sandwich

4.1 Wider context

Key issues and comments from movement related reports

We have studied previous reports; diagrams summarise the key finding. The size of the circle indicates the relative number of the responses on the subject.

Key issues noted on Transport Interchange Audit

Comments from local businesses (amalgamated from STARR report and Coastal Community Team Economic Plan 2016)
Green Paper
The Sandwich Town Team, a local interest group, published a green paper called ‘Traffic Strategy for Sandwich’. The paper aimed to address the perceived traffic issues through a report and consultation. Below is a summary of the report:

‘The paper’s purpose is to initiate development of an overdue transport strategy for Sandwich. It will serve as the basis for consultation with key stakeholders. Sandwich is a historic gem with winding medieval streets and a wealth of Grade II listed properties. Despite its special heritage status, its streets are plagued with large vehicles that cause damage, danger, nuisance and pollution with barely any restriction or sanction.

The town’s retail and tourism potential are being held back by several factors. Among them are an unattractive parking offer and a hostile environment for pedestrians, particularly pram/pushchair users. These problems will be exacerbated by new developments and associated population growth.

An initial batch of traffic management measures has previously been agreed, with others deferred. This green paper builds on those foundations to set out an integrated package that will transform Sandwich’s chronic traffic situation.’

White Paper
The White Paper outlines a number of proposals that KCC have developed in conjunction with the Sandwich Town Team. Until Sandwich Town Council commits funds to progress with the interventions, there will be no further design work carried out. Estimated costs have been given in the report to illustrate the price range that could be expected to be paid.

Below is a summary of each proposal:

Proposals include:
- 7.5 Tonne weight restriction
- Installation of three new white village gateways
- Breezy Corner improvements
- Toll Bridge / Barbican improvements

Proposed extent of a 7.5 Tonne weight restriction

Example of proposed town gateways
Section 4: Understanding Sandwich

4.1 Wider context

Previous Kent County Council suggestions for the Barbican / Toll Bridge junction

Kent County Council recognises that there are issues with the Barbican junction. Solutions have been sought but none are suitable.

4.2 Key reports

4.3 Traffic & movement

4.4 Economy

4.5 History

4.6 Environment
The 2015 Local Plan accepts the historic environment as a catalyst for regeneration and growth ... a vibrant town centre is key to healthy communities ... existing retail should be protected. The Plan is flexible on convenience shopping, dependent on need and suitability ...
4.1 Wider context

4.2 Key reports

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4.6 Environment

Section 4: Understanding Sandwich

Movement and traffic

Vehicle numbers/volumes and speeds have been extracted from the AMEY report.

Under 22.5mph

Over 22.5mph

Average speeds produced from Automated Traffic Surveys (85th percentile)

low traffic volumes and speeds

5000 vehicles

1000 vehicles
Section 4: Understanding Sandwich

Sandwich Parking Strategy commissioned by DDC April 2016

JMP Consultants Ltd (JMP) was appointed by Dover District Council (the Council) to conduct a review of parking strategy in Sandwich.

The study required a detailed assessment of existing parking provision across the town and the potential impact of proposed development upon future supply and demand. An initial output from the study was the identification of a key set of objectives that will provide for, and manage, future car parking provision. On the basis of these objectives, individual strategy options have been developed, prioritised, and packaged together to form the basis of the final parking Strategy Action Plan.

The overarching principles for the Sandwich Parking Strategy are as follows:

- manage the Council’s parking assets to maximise under-utilised car parking provision during the weekdays and manage provision at weekends and on event days.
- manage on-street parking to reduce conflicts between user groups and avoid detrimental impacts upon traffic circulation
- provide sufficient car parking capacity to reflect future growth in population, without inducing unmanageable traffic flows across and around the town
- inform and inspire the local community and visitors about parking provision and the range of options available to them to access the historic town core.

Off-street long term and on-street short term parking

Legend
- Off-street long stay car parking
- On-street limited waiting parking bays

Parking Permit Costs
- Off-street / business parking (12 months - £155)
- Residents Parking Scheme - Sandwich Zone
- permits parking during restricted period of 8:30am and 3:30pm for residents in limited waiting bays and long stay car parks - £90/annum
Section 4: Understanding Sandwich

4.1 Wider context

Sandwich Town Wall access & internal primary vehicular and pedestrian routes with feedback from DDC HLF bid for a Strategic Park 11th May 2016
well served by bus routes to an identifiable point
Section 4: Understanding Sandwich

3.1 Cycling

Congestion -

"... There is considerable scope for people to switch to using the bicycle to make such journeys, particularly in Deal and Sandwich where there is a relatively flat terrain..."

Objective no. 3

Establish links from many of the districts villages to the major towns (Dover, Deal, Sandwich)

Objective no. 7

Extend existing cycle networks within the urban areas of Dover, Deal and Sandwich, to maximise potential usage
Section 4: Understanding Sandwich

4.1 Wider context

4.2 Key reports

4.3 Traffic & movement

4.4 Economy

4.5 History

4.6 Environment

3.1 Movement

Footfall count conducted by Sandwich residents in June 2016
Section 4: Understanding Sandwich

### 4.1 Wider context

### 4.2 Key reports

Retail Study Update 2012 commissioned by DDC and written by Strategic Perspectives

3.2 Economy

'Sandwich Town review and design - Key facts from Retail Needs Assessment Study of 'edge of centre' food shopping is 23.1% attributed to Co-op on Moat Sole Road. 23.1% of 'in centre' food store sales occur in Sandwich Town Centre; the remaining 94.4% occurs in surrounding town centres.'

There are qualitative arguments for enhancing the foodstore provision within Sandwich.'

Excerpt from Dover District Council Retail Study Update 2012
Section 4: Understanding Sandwich

4.1 Wider context

4.2 Key reports

4.3 Traffic & movement

4.4 Economy

4.5 History

4.6 Environment

3.2 Economy
Indicative building uses

 policy conserves retail core
4.1 Wider context

4.2 Key reports

4.3 Traffic & movement

4.4 Economy

4.6 Environment

4.5 History

851 – Danes pillaged Sandwich

1217 – French attack Sandwich, and were defeated

c1400 – Haven gradually silting up leading to decline of town

1550 – Following the Black Death, the population fell to 800

1563 – Sir Roger Manwood founded the Grammar School

c1580 – Influx of Netherlanders fleeing oppression, landed and settled in Sandwich

Dutch cultural influences continue; more Dutch people than locals living in Sandwich

1759 – Domesday Book records Sandwich has 383 houses and a population of 1800 people

1392 – The Hospital of St. Thomas founded

1470 – The Barbican, originally constructed as Davis Gate, as a wide passage between two defensible drum towers

1500 – Serious deterioration of the port in Sandwich

1550 – Following the Black Death, the population fell to 800

1563 – Sir Roger Manwood founded the Grammar School

c1580 – Influx of Netherlanders fleeing oppression, landed and settled in Sandwich

Dutch cultural influences continue; more Dutch people than locals living in Sandwich

1780 – Fisher Gate recommended to be sold, fortunately saved, now only original Town Gate remaining

1787

1850 – the town, governed by its own Corporation, was self sufficient; everything was available from within the town

1850

Timeline of Sandwich showing environment being shaped
Section 4: Understanding Sandwich

1894 - The Delf Stream was the town’s sole source of drinking water

1912 - The Salutation, the grandest house in Sandwich was built

1916 - War department revived port scheme, the new wharf and base for troops was built nearby at Richborough

1920 - Row of buildings adjacent to Barbican demolished to widen road

1930 - Guildhall restored and Guardhouse incorporated into building; a further extension was added in 1972

1940 - The Westminster Bank, built in 19th century, merges with National Provincial

1950 - Pfizer, the pharmaceutical company, arrives in Sandwich

2015 - Sandwich Town Tidal Defence Scheme

2016 - Large vehicles continue to cause problems within the town

1872 - Plans made to develop a commercial port at mouth of the river, laid aside on outbreak of war

1913 - Neo-Georgian Lloyds Bank built

1912 - The Salutation, the grandest house in Sandwich was built

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1954 – Pfizer, the pharmaceutical company, arrives in Sandwich

2015 - Sandwich Town Tidal Defence Scheme

2016 - Large vehicles continue to cause problems within the town
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Sandwich historic context
### Section 4: Understanding Sandwich

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4.6 Environment

Opportunities sites

Legend:
- Potential opportunity sites
- Potential public realm improvement areas
- Potential tourism and cultural focus
- Potential areas for housing

Opportunities sites

connection

improvement site

underused/
strategic

strategic location

gateway

Strategic asset

underused/
strategic

Strategic gateway

underused/
strategic

underused/
cultural

improvement site

connection

Strategic connection

improvement site

Legend:
- Potential opportunity sites
- Potential public realm improvement areas
- Potential tourism and cultural focus
- Potential areas for housing
Section 4: Understanding Sandwich

4.1 Wider context

Proposed strategic Park in relation to land owned by Dover District Council

4.2 Key reports

4.3 Traffic & movement

4.4 Economy

4.5 History

4.6 Environment

DDC land ownership plan
... and all underpinned by a Magna Carta ...