6 Public consultation

The initial proposals were tested through a programme of public consultation events. Feedback was analysed, and the results were used to modify proposals.
Section 6: Public consultation

6.1 Consultation summary
We’ve held 3 formal consultation events
The public consultation commenced with walkabout events beginning of May with an online consultation (Stickyworld) running concurrently from beginning May to June. Workshops took place beginning of June.

6.2 Online forum

6.3 Feedback from initial consultation

6.4 Feedback from exhibition

We spoke to:
Arts Council
Canterbury Archeological Trust Ltd.
Craig Mackinlay MP
Cllr Jeremy Watts
Cllr John Bragg
Cllr Michael John Holloway
Cllr Paul Graeme
Cllr Susan Chandler
Cllr Veronica Lioté
Co-op
Coastal Community Team
Collection of Sandwich (Shop)
County Members
DDC Chairman
DDC Community Development Manager
DDC Community Officer
DDC Director of Environment & Corporate Assets
DDC Heritage Officer
DDC Museums and Tourism
DDC Principal Infrastructure and Delivery Officer
DDC Principle Heritage Officer
DDC Projects & Policy Manager
DDC Senior Planner - Regeneration and Delivery
Discovery Park
Environment Agency
Explore Kent
Fleur de Lis (hotel)
Folkestone Townscape Heritage Initiative
G W Finn & Sons (for Landowners/Sandwich Bay Estate)
Halcyon Ways (Shop)
Heritage Lottery Fund
Historic England
Hunt Gallery
Infrastructure and delivery, DDC
KCC Schemes Planning and Delivery Team, Highways, Transportation and Waste
KCC Transport & Development Planning Manager
Kent County Council Highways & Transportation
Kent Early Music
Mayor of Sandwich
Network Rail
PCSO Sandwich
Phoenix Youth Centre
Policy and Projects, DDC
Private individuals [20+]
Quay Spokesman
Red Zebra
Sandwich Chamber of Commerce
Sandwich Infant School
Sandwich Junior School
Sandwich Local History Society
Sandwich Parks Project, DDC
Sandwich Technology School
Sandwich Tourist Information Centre
Sandwich Town Council
SAWWES
Sir Roger Manwood’s School
Sports and Leisure Centre Trust
St Clement’s Church
Stagecoach
The Sandwich Society
Town Team
Section 6: Public consultation

6.1 Consultation summary

Over 1000 people viewed the website and made 475 comments.

Over a period of four weeks an online consultation, ‘Stickyworld’, presented photographs of key areas in Sandwich for comments including a map of Sandwich itself.

-Delf St. corner-
-plant more trees
-accept diversity of uses
-relocate car dealership
-need pedestrian crossing

-Guildhall Square-
-plant more trees and plants
-support as primary bus stop

-The Quay-
-more cycle parking
-replace cobbles with even surface

-No Name St.-
-create a pedestrian plaza

-Cattle Market Car Park-
-encourage cars to park here, not streets
-car park is essential

size of circle corresponds to number of responses many more comments can be found in the workbook
Feedback from the 3 formal consultation events

The following comments are key messages summarised from the consultation process:

- **control traffic intimidation and domination**
- **improve navigation and connections**
- **focus on pedestrian experiences**
- **shape a better future for the town**
- **celebrate vibrant history of Sandwich**
- **increase tourism linkages & economy**
Section 6: Public consultation

6.1 Consultation summary
6.2 Online forum
6.3 Feedback from initial consultation
6.4 Feedback from exhibition

344 questionnaires were received
A formal exhibition took place on two occasions in July and was accompanied by questionnaires, which were completed online or returned at the Guildhall.

Q3. To what extent do you agree or disagree with the initial proposals for the Guildhall and No Name Street?

Q4. To what extent do you agree or disagree with the initial proposals for Market Street?

Q5. To what extent do you agree or disagree with the initial proposals for Delf Street?

Q6. To what extent do you agree or disagree with the initial proposals for Breezy Corner?
6.1 Consultation summary

Q7. To what extent do you agree or disagree with the initial proposals for Barbican Junction?

- Strongly agree: 13%
- Agree: 10%
- Neither agree nor disagree: 24%
- Disagree: 14%
- Strongly disagree: 57%
- Don't know: 1%

Q8. Would you support an Equal Priority Area pilot scheme in Sandwich?

- Yes: 26%
- Yes, with reservations: 33%
- No: 26%
- Don't know: 1%

Q9. Should a new long stay car park be built north of the river to cater for cars and coaches?

- Yes: 44%
- Yes, with reservations: 26%
- No: 22%
- Don't know: 8%

Q10. The introduction of an Equal Priority Area pilot scheme, or parking north of the river, could create an opportunity to use the Quay area differently. Which of the following measures, if any, would you support?

- Create cultural hub for Sandwich: 120 responses
- Allow events to take place on the Quay: 172 responses
- Reduce car parking to allow other uses: 101 responses
- None of the above: 91 responses
- Other, please specify: 27 responses
Section 6: Public consultation

Q11. To what extent do you agree or disagree that the river and surrounding areas could be better utilised, including Stonar Lake and nearby nature reserves?

- Strongly disagree: 5%
- Disagree: 5%
- Neither agree nor disagree: 18%
- Agree: 30%
- Strongly agree: 37%
- Don’t know: 6%

Q13. How could The Guildhall and surrounding areas be better used?

- New museum to showcase the Magna Carta: 31%
- Improved outside spaces: 31%
- Better access for all: 18%
- No measures required: 12%
- Other*: 8%

Q14. With redesign there is an opportunity to encourage cycling in Sandwich. Which of the following measures, if any, would you support?

- No measures required: 73 responses
- Allow cycling along Butts and Rope Walk: 107 responses
- Create cycle connections to schools: 54 responses
- Formally allow two-way cycling on one-way streets with the town centre: 54 responses
- I prefer not to say: 5%

Q17. Which of these age groups applies to you?

- 0-15: 0%
- 16-24: 1%
- 25-34: 7%
- 35-49: 21%
- 50-59: 21%
- 60-64: 11%
- 65-74: 27%
- 75-84: 7%
- 85+ over: 2%
- I prefer not to say: 3%
- 0.15: 0%
- 1.62: 1%
- 2.53: 7%
- 3.54: 21%
- 5.05: 21%
Section 6: Public consultation

6.1 Consultation summary

Some extracts from e-mails, reports and letters received:

Alongside the cultural heritage, here are a few ‘facts’ that might find a space in a museum or on a walking tour.

- Edward & Mrs Simpson used to come to the hotel where Dragon Hall/ Harfleet House
- Joseph Goebbels was also said to have been a visitor
- Christine Keeler & Mandy Rice-Davis hid out at the Kings Arms to avoid the media at the time of the Profumo Affair
- Paul Simon (of Simon & Garfunkel) had a house in Bowling Street (apparently!)
- Hattie Jacques, Harry Carpenter, Susan Hampshire and Joanna Lumley have all lived in Sandwich
- Of course, Viagra was invented here
- Donald Trump and Larry Ellison (Oracle) have stayed at the Salutation when playing golf at Royal St George’s
- Meryl Streep and Johnny Depp stayed at the Salutation while filming Into the Woods at Dover Castle
- And ‘Steph and Dom run a bed and breakfast in Sandwich’ as Caroline Aherne used to say on Gogglebox
- Brad Pitt was filmed at Discovery Park for the film World War Z
- Rudolph Nureyev and Margot Fontaine danced together at Susan Hampshire’s house on the High Street.....

Delf Stream

Given the historic importance of the Delf and the fact that it is an attractive feature of the town and surrounding area, perhaps it is time to make more of it? Visually appealing information boards could be placed at intervals along appropriate sections of it, which visitors could follow – a Delf Trail, no less – explaining its history and significance for Sandwich. Would anyone out there like to join me in putting together a proposal?
Using feedback from the consultation processes, revised proposals have been produced.
Section 7: Strategy, proposals and conclusions

7.1 Strategies

Green space and river
To the north of the town the existing green-space has a variety of characters and functions. The Strategic Park connects with these to the east and west forming a circular route with the river.

Connections
Routes radiate from Sandwich but the bypass avoids this, and the constriction it can produce. The railway line forms another barrier to connection between Sandwich and South Sandwich.

7.2 Proposals

7.3 Conclusion and next steps
Section 7: Strategy, proposals and conclusions

7.1 Strategies

Traffic movement and parking

HGV gates at key entrances are already in place and appear to be working. Enforcement is critical. The town centre is currently used to North Sandwich and Discovery Park. The strategy should discourage this. Parking is well distributed but new parking will be needed if tourism is to be encouraged. We propose further parking north of the river but accessible to the Barbican/Toll Bridge and the opportunity area of the Quayside. Slow Zones should be established in the urban areas to north and south and an Equal Priority Zone (discussed on page 86) could be established in the centre to avoid street by street traffic treatment. This will require specific work and agreements. Gateways can be historic or modern features to mark entry to these zones, in the manner of the Middle Ages.

7.2 Proposals

Opportunities

The strategic plan for the town resulting from this analysis could be considered as three ‘arcs’.
1. Urban arc
2. Strategic Park arc
3. River arc

The river has been key to the town’s development, and could be so again. The Strategic Park (Arc 2), a Dover District Council initiative uses the historic ramparts to make connections. Arc 1, within the urban area, provides a series of historic, linked commercial/social spaces which could be strengthened.

The congruence of these three arcs gives a basis for all other initiatives. Some sites distract at present, and there are also attractor sites. All need to be considered together which may mean development opportunities in some locations to improve potential in others.

7.3 Conclusion and next steps

[Diagram of traffic movement and parking with key entrances and zones highlighted]
Section 7: Strategy, proposals and conclusions

7.1 Strategies
Pedestrian conditions and links are vital within the centre and at the edges. Improved crossings and links to make public facilities connect better to residential areas will help Sandwich become a genuine walkable town for all ages, and assist in modal shift.

7.2 Proposals

7.3 Conclusion and next steps

6 Cycling
The National Network Route 1 passes through the town, along the river corridor. Sandwich is flat and ideal for cycling if appropriate routes can be designated. The Strategic Park will help make cycle connections to link up important facilities without the use of the car.
Section 7: Strategy, proposals and conclusions

7.1 Strategies
7.2 Proposals
7.3 Conclusion and next steps

The combined strategy consists of arcs 1, 2, 3, slow and equal priority zones, key attractors and detractors, parking, pedestrian and cycle links.

These form the basis of environmental and economic opportunities, sometimes involving development. By its very nature, this strategy must connect to the wider area beyond Sandwich.
Section 7: Strategy, proposals and conclusions

7.1 Strategies
7.2 Proposals
7.3 Conclusion and next steps

1. Urban Arc

2. Strategic Park arc

- Connection/extension to strategic park
- Healthcare hub & parking
- No Name St. (experiment)
- Commercial anchor/improved parking
- Guildhall square
Section 7: Strategy, proposals and conclusions

1. North river parking
2. alleyways link to Quay
3. Market St. reconfigured
4. Potter St. (experiment)
5. Quay-side/ Barbican/ Toll Bridge
Section 7: Strategy, proposals and conclusions

1. Urban Arc

- HLF Stage 1 (with KCC, DDC, STC)
- HLF Stage 2 (with KCC, DDC, STC)

10. Connection to new Strategic Park/Town Walls, river and South Sandwich
9. Commercial anchor development providing vitality to public route, with ‘gateway’ to Strategic Park and improved/increased parking
8. New south facing square for improved/increased car park & ‘healthcare hub’
7. Guildhall improvements; crossings, bus stops, cafe space, safe surfaces, presentation & access to building
6. Re-engineered ‘No Name Street’ (experiment)
HLF Stage 2 (with KCC, DDC, STC)

1. Visitor car park linked to quayside via outrider footbridge
2. Quayside - quality space with barges, promenade, display of Fishergate, revitalised Drill Hall, reduced parking linking to The Salutation and F&B outlets
3. Alley links to Quay enhanced with improved memorial setting, direction signs, pocket park
4. Market Street made one-way and pedestrian improvements
5. St. Peters and memorial celebrated

KCC

Commercial initiative
The Guildhall and the adjacent Cattle Market have clearly been an important commercial and social hub for a long time. Early photographs show the Guildhall with many more windows at ground level before its several rebuilding iterations, and the activity and buzz of the Cattle Market until the early 20th century is self evident. Current the Guildhall presents a ‘closed’ appearance with the main public entrance being through the tunnel linking both parts of the square. The Cattle Market is now a car park and presents little life to the town, though its function is essential.

Is there someway of regaining this life and vitality? In our first bid we propose that the Guildhall square should be a vibrant space with square side cafes spilling on the the space catching the sun in the dappled shade of the trees, which would be uplit at night. The paving could be redesigned to be more acceptable to less able-bodied people, but it should still act as a market square. The Guildhall entrances and facades could be more welcoming to the public and could signal the tourist information centre and the new museum more strongly. The bus stops could be reconfigured to be less intrusive but no less practical and the paving could run across New Street to slow traffic and demonstrate changed priorities.

The Guildhall will be the new home of the Magna Carta and it needs a square of commiserate quality. The square needs to be overlooked by cafes and restaurants, it needs seating, appropriate lighting, artwork and the celebration of history to become the heart of the town once again.

Currently, buses add little to the quality of the square.
Section 7: Strategy, proposals and conclusions

The Guildhall is the social heart of the town - or could be. It has a wealth of archival art and artefact treasure which needs to be displayed. The museum improvement is welcome but could the building also contain art galleries, tourist interest shop, a coffee shop etc? It should be the place to be, a quality public space and needs to be more visible.

proposals - Guildhall square

- New paved south-facing square - better social space at Guildhall threshold while keeping access to properties
- New smooth surface for main pedestrian routes across square - slowing traffic
- Pedestrian link across No Name St to Market St repaved and closed to vehicle traffic during daytime
- Route to and from Quayside by river paved consistently and signposted
- Trees defining the route with visibility under, uplit at night - cafe zone catching the sun
- Enclosure by trees reflecting form of Cattle Market, linking to Health Hub... improved/increased parking
- A front door to the town - parking rationalised - an important public space
- Active facade to Guildhall allowing museum and TIC to be presented
- Cobbles retained but smooth pedestrian routes allow access for the disabled, buggies and wheelchairs
- Bus stops reconfigured with real-time information and shelter
- Loading bay for business occasional use
Section 7: Strategy, proposals and conclusions

7.1 Strategies

7.2 Proposals

7.3 Conclusion and next steps

Market Street has been the principal shopping street in Sandwich but it needs enlivening. Parking is a key element here; how can parking be retained but give more space for the pedestrian domain?

In 1886 (right) this was not an issue even though pavements are very narrow. Things are different now and our aim is to improve trade by channelling footway through Market Street, allowing the continuing short stay parking but improving the pedestrian realm through minor traffic management. This will help Milk Alley and the space in front of St. Peters Church and the war memorial to be enhanced.
Section 7: Strategy, proposals and conclusions

7.1 Strategies

7.2 Proposals

Market Street could act more strongly as a multi-use space without losing parking.

- better connected
- focal points celebrated
- traffic impact improvement
- greening

The improved space could act as a linkage for the town centre and the Quay.

Traffic specialists have produced initial concepts.

new one-way system could reduce conflict and allow Market Street to work harder

connection to Quay could be clearer and more attractive with enhanced pocket parks, surfacing and interpretation

space could be improved with lighting, planting and painted facades to enhance the space for events & performances

axial view lends itself to subtle lighting of building terminating the view

improved space could enhance the setting of the war memorial and St. Peter’s Church

existing parking could be maintained

No Name Street to be closed to traffic (as an experiment?)

one way system to The Butchery and Potter Street

visit: kent.gov.uk/sandwichtownreview or fill out a paper questionnaire whilst visiting the exhibition
Section 7: Strategy, proposals and conclusions

7.1 Strategies

7.2 Proposals

7.3 Conclusion and next steps

The quay-side is an important but under used opportunity area where there are already signs of resurgence. Historically it was a bustling port but the last Thames barge docked here in the 1950’s. It is surrounded by key historic assets; the Fishergate, Knightrider Street and The Salutation to name a few. Because of its previous commercial uses the grain of the town tends to lead visitors towards the quay-side but at present it has a leftover aire and it mainly devoted to car parking. This need not be so. This could be a quality, vibrant space signifying the connection between trade, environment and architecture. There are six restaurants and pubs nearby but the area could accommodate more. The owner of the new boatyard building has indicated that he would like to develop further. The riverside is generally under used and could become part of the circular walk connecting to the Strategic Park. There are many opportunities, but it needs to be coordinated in a designed, appropriate to its setting and equal to the best European examples.
Section 7: Strategy, proposals and conclusions

The Toll Bridge, Barbican and Quay could become the new arrival into Sandwich. The proposals could significantly boost tourism, creating a vibrant destination and gathering space, a cultural destination respecting the surrounding Listed buildings and river whilst better connecting to the town centre.

- improved presentation of the town
- traffic impact improvement
- connected to the heart
- trees and more space for people of all ages
The Delf Stream has been critical to the development of Sandwich until the Victorian era until when an alternative source of supply was created. The stream bought fresh water to the town from the Lydden Valley but, of course it was also used for ablutions and to remove waste from the town so there were the inevitable health problems.

The stream was a generator of the form of the town but nowadays much of it is covered up, canalised and disregarded.

The ‘re-discovery’ of the Delf Stream would form an excellent educational, schools and environmental project which strongly relates to the history of the town. There may be places where the river could once again be opened up and this accords strongly with currently Environment Agency policy.

The Delf Stream could once again be seen as vital to the town. This significance could be expressed through newly created display areas (of which two interpretation boards are currently in progress), school and university studies, appropriate art work and the health of the stream.
Next steps:
Delf Stream River Trust to be established as part of Restoring Sandwich Heritage, with three components - the Delf, the walls and parkland and the urban arc.
Section 7: Strategy, proposals and conclusions

7.1 Strategies

Pedestrian movement

We also see opportunities to create better walking and cycling routes around the wider town. The path along the town walls is an asset, forming an important local route as well as being part of the White Cliffs Trail, Stour Valley Walk and Saxon Shore Way long distance routes across east Kent. However, there are poor connections across Sandown Road, New Street, Moat Sole and Strand Street, where pedestrians are prevented from crossing on their desire line by unsightly and unnecessary guardrails.

As part of the Town Walls Park project these points should be celebrated as points of entry to the town centre, with pedestrian and cycle priority crossings which will also signal to drivers that the context and the behaviour expected of them has changed. Simple and low cost techniques such as the removal of all road centralines beyond this point should be used.

The route along much of the town walls would also make a valuable cycle route around the southern part of the town, linking to National Cycle Route 1 at either end. Cycling is presently banned along the town walls route, presumably due to safety concerns, but experience has shown that pedestrians and cyclists can share paths as long as volumes are not excessive and there is adequate width. Some widening of the path may be needed and could be delivered as part of the Town Walls Park project.

The path along The Bulwark is relatively narrow and there is a large difference in level alongside which will make widening difficult, and so cycling along this section may not be feasible. However, the route could be designated along Manwood Road and St George’s Road so that children are enabled to cycle to and from Sir Roger Manwood’s School.

Other potential new and improved walk and cycle links include a bridge across the River Stour at the Recreation Ground leading to the proposed car park (see below), creating a circular walk around the town and forming a second link between the long distance footpaths and the cycle route along the Monks Wall.

Better connectivity to the town’s station should also be explored, at least through better wayfinding and potentially by improvements to the direct walk route from Millwall Place to St George’s Lees across the Town Walls Park.

7.2 Proposals

Pedestrian movement

Improved pedestrian crossings connect the three sections of the town wall forming part of the Strategic Park.
7.1 Strategies

Wherever possible footways should be widened over time to the maximum amount possible, based on vehicle swept path requirements. In places it should be accepted and designed for that the largest vehicles may need to overrun footways when making tight turns, rather than providing carriageway that is only used very occasionally.

7.2 Proposals

In the most pedestrian-dominated parts of the town, it will be appropriate to bring the carriageway up to or close to footway level and to resurface the entire space with materials that indicate the primacy of people walking. This approach has been used successfully in a number of towns and cities throughout the UK and elsewhere.

7.3 Conclusion and next steps

Seven Dials, Covent Garden - example of pedestrian dominated space

Seven Dials, Covent Garden - example of pedestrian dominated space

Pedestrian movement could be improved at the Barbican junction

Pedestrian movement could be improved at the Barbican junction
Section 7: Strategy, proposals and conclusions

7.1 Strategies

Two-way cycling

Reducing traffic speeds through changes to design and possibly regulation will make cycling more attractive for short trips, but we feel that more can be done. One of the defining attributes of Sandwich for better or worse is its one-way system, and while this adds some inconvenience to car journeys, the impact on cycling is even greater.

Many towns and cities throughout the UK and elsewhere are now permitting cycling in both directions on streets that are one-way for motor vehicles, even where the streets are as narrow as in Sandwich. The apparent safety problems of allowing two-way cycling do not result in practice, largely because cyclists and drivers see each other very clearly and are able to slow or take avoiding action if necessary.

7.2 Proposals

Two-way cycling in one way street, City of London

connection to Quay could be clearer and more attractive with enhanced pocket parks, surfacing and interpretation

improved space could enhance the setting of the war memorial and St. Peter’s Church

a one way system could prevent congestion at junction

Market Street could be designated one-way for motor vehicles whilst allowing two-way cycling
Section 7: Strategy, proposals and conclusions

### 7.1 Strategies

### 7.2 Proposals

#### Car and Coach Parking

Having considered the potential locations, we favour the provision of a new car park for the town on land to the north of the River Stour and west of Ramsgate Road. This would be signed from the A256 bypass via Monks Way so that traffic does not have to pass through the town centre to access it. If the Toll Bridge were closed to general traffic (see below) this would mean that the car park could only be accessed from the north, but this option maybe unpopular, and impractical.

A new northern car/coach park would enable the amount of car parking at The Quayside to be reduced, bringing opportunities to use the space more creatively and creating a much stronger connection between the eastern part of the town and the River Stour. A smaller car park at The Quayside would also attract less traffic into the centre.

The footways along the existing Toll Bridge are very narrow and are not suitable to cater safely or comfortably for pedestrians, particularly the mobility impaired, next to traffic. If the Toll Bridge is kept open to general traffic it will be necessary to consider how and where a new footbridge could be constructed between the north and south banks. This will not be an insubstantial task, given the need for the bridge to allow river craft to pass through.

However, we have proposed a simpler option that we feel would be feasible in terms of cost and convenience; an outrider pedestrian bridge attached to the main toll bridge. This would allow continuous pedestrian movement without the expense of a new independent structure. Clearly this would require careful structural design, but if practical would allow easy access between the new northern car park and the quayside.

If only buses were allowed to use the bridge then it may be possible to provide a traffic-free period of around 30 - 40 seconds to allow pedestrians to cross the bridge safely. This would require more detailed analysis, however.

#### Toll Bridge Traffic Options

Presently the Toll Bridge carries general traffic of up to 7.5T between Sandwich and the Ramsgate Road, forming the northern access to the town and a link to Discovery Park. It also carries the 87/88/88A buses which run between Ramsgate and Dover, via Sandwich.

At this stage we have considered three options for the management of traffic at the Toll Bridge crossing:

1. **Existing situation – all traffic permitted**
2. **General traffic excluded – bus, cycle and walk only**
3. **Motor traffic excluded – cycle and walk only**

Other options may be possible, however – for example restrictions could be put on traffic in one direction only, which would simplify the operation of the bridge and the Barbican junction. Further more detailed study of all of the traffic options should be carried out to inform this key decision.

As noted above, with Option 1 it would be highly desirable to construct a new footbridge between a new car park north of the river and the town centre, due to the narrow footways on the existing bridge.

Under Option 2, the impact on local traffic patterns of the removal of this link in the network would need to be considered carefully, particularly in view of the further planned developments to the north of the river. There would be some transfer of traffic onto Ash Road and the Ramsgate Road and the environmental and capacity impacts of this would need to be assessed carefully. Notwithstanding this, the closure of the bridge to general traffic would significantly reduce traffic flows through the town centre, particularly along Strand Street and High Street, leading to a substantial improvement in the local environment. It would strongly encourage people living on the new developments to the north of the town to use sustainable modes to reach the town centre. With the careful design of pedestrian phases at the shuttle signals, as discussed above, it should be possible to cater adequately for pedestrians to use the existing bridge as well as buses.

Under Option 3 buses would also need to be diverted via Ash Road and the bypass, which would add to their travel time and operating costs, and would have an adverse impact on bus passengers. It would also make it more difficult to serve the planned developments along the Ramsgate Road with bus services. Again we were informed that there were no apparent problems with bus services during the recent closure, but this would need further investigation, as bus users and operators may not share this view.

Rumney Design

89
Section 7: Strategy, proposals and conclusions

7.1 Strategies

7.2 Proposals

7.3 Conclusion and next steps

Zones de Rencontre / Equal Priority Zones

In France, the Netherlands, Germany, Belgium and Austria, Zones de Rencontre indicate to drivers through the design that they should give informal priority to pedestrians moving throughout the space. This driver behaviour is also required by law.

These zones generally give priority to people on foot and cycle, so that people feel free to walk anywhere in the space and not just on footways and marked crossings. For example, the Quai Sainte-Catherine in Honfleur, the twin town of Sandwich, has recently been designated as a Zone de Rencontre.

As an overarching aspiration, in this report we have suggested the term ‘Equal Priority Zone’ on the basis that all road users will have obligations to one another – while pedestrians are free to walk anywhere free from intimidation and danger from vehicles, they must also move out of the way in order to allow them to pass slowly on their way.

No legislation permitting highway authorities to establish such zones exists in the UK, but from initial discussions with the Department for Transport and with Kent County Council there would be interest in exploring the idea further, with Sandwich being a pilot project.

As part of any such approach, we would also propose a general presumption in favour of the removal of road markings and signs indicating priority. Studies have shown that simply removing road centrelines can reduce traffic speeds by around 3-4 mph, and there are many examples of what have been termed ‘informal’ junctions even in much busier places than Sandwich.
Section 7: Strategy, proposals and conclusions

7.1 Strategies

This report suggests an outline strategy for fulfilling the main requirements of the brief and a number of detailed areas which could be developed consistently with the strategy. The consultation process has revealed deep seated opinions and ideas, but also a broad measure of agreement on some of the basic principles.

We envisage this as a five to ten year process with a number of iterative steps each building upon the previous ones and integrating a number of existing initiatives within the broader vision proposed. We believe this is the most potent method of obtaining funding from a variety of bodies with different interests; heritage, social, commercial, transport etc. We hope to make a Heritage Lottery Fund Stage 1 bid in September based on the area around the Guildhall, complementing the bid which has already been made for the museum. This bid would include a variety of works within it, public realm, some transport reorganisation including buses, presentation of the Guildhall, accessibility and education/outreach programmes all undertaken with the appropriate background and professional work. If successful this project would be valuable and attractive in its own right.

However, Dover District Council also wishes to make its Strategic Park bid next year and for this an overall vision and strategy is required, together with an Conservation Area Appraisal and public consultation and design work. If agreed, this document could provide a vision and strategy to complement the other elements of work to be undertaken.

A draft programme is shown opposite.

The public consultation has shown that with regional changes outside the town, a changing demographic within the town and changing patterns of tourism, there is an appetite for change and development, if it can be undertaken sensitively and appropriately. Rummey Design hopes that this study is a contribution to that process which will ultimately result in an improved economy, better appreciation of the history of Sandwich and an improved environment in the town.

7.2 Proposals

7.3 Conclusion and next steps

What next? for progress we need:

- an agreed strategy for bids, funding allocations, consultation and direction
- a Partnership (a formal requirement of the HLF)
- resource to progress the process on behalf of all parties
- resource to design the projects
- to keep the public informed and on side

Rummey Design is keen to drive the process and design the work with specialist inputs from others. It may be that a Projects Officer needs to be appointed during 2017 to act for the Partnership if the funding process gains momentum. A variety of bodies have potential for funding: The Arts Council, Coastal Communities Fund, Kent County Council etc.

There is no guarantee of HLF success and bidding is highly competitive, but we propose:

- Stage 1 Heritage Lottery Fund bid September 2016
- Stage 2 Townscape Heritage bid September 2017

To undertake the Stage 1 bid, the vision has been largely completed and a Building Appraisal of the Guildhall is underway. For Stage 2, supporting bids in this proposal and the Strategic Park for DDC, a Conservation Area Appraisal is required at a cost of approx £35,000.
Section 7: Strategy, proposals and conclusions

Thank you to:
Arts Council
Canterbury Archeological Trust Ltd.
Craig Mackinlay MP
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Cllr John Bragg
Cllr Michael John Holloway
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DDC Community Development Manager
DDC Community Officer
DDC Director of Environment & Corporate Assets
DDC Heritage Officer
DDC Museums and Tourism
DDC Principal Infrastructure and Delivery Officer
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DDC Projects & Policy Manager
DDC Senior Planner - Regeneration and Delivery
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Environment Agency
Explore Kent
Fleur de Lis (hotel)
Folkestone Townscape Heritage Initiative
G W Finn & Sons (for Landowners/Sandwich Bay Estate)
Halcyon Ways (shop)
Heritage Lottery Fund
Historic England
Hunt Gallery
Infrastructure and delivery, DDC
KCC Schemes Planning and Delivery Team, Highways, Transportation and Waste
KCC Transport & Development Planning Manager
Kent County Council Highways & Transportation
Kent Early Music
Mayor of Sandwich
Network Rail
PCSO Sandwich
Phoenix Youth Centre
Policy and Projects, DDC
Private individuals (20+)
Quay Spokesman
Red Zebra
Sandwich Chamber of Commerce
Sandwich Infant School
Sandwich Junior School
Sandwich Local History Society
Sandwich Parks Project, DDC
Sandwich Technology School
Sandwich Tourist Information Centre
Sandwich Town Council
SAWWES
Sir Roger Manwood's School
Sports and Leisure Centre Trust
St Clement's Church
Stagecoach
The Sandwich Society
Town Team