

The High Victorian Movement in Architecture, Stefan Mahtesius

p.53 A remarkable instance of cottage features being engrafted upon a small country house is S.S.Teulon's Enbrook (Kent) of 1853. There are no parapets or stone-framed gables, the roof is allowed to project over the walls the many gables are hipped. Enbrook may be compared to Pugin's own house 'The Grange at Ramsgate (see projecting bay windows, but Teulon abandoned the heavy bargeboarding of the gable in favour of neater contours.



THE OLD HOUSE AT SANDGATE,
1826.

Opp. p. 346. from book: Edward, Fifth Earl of Granley etc.
published 1913.

from a drawing in the Author's possession



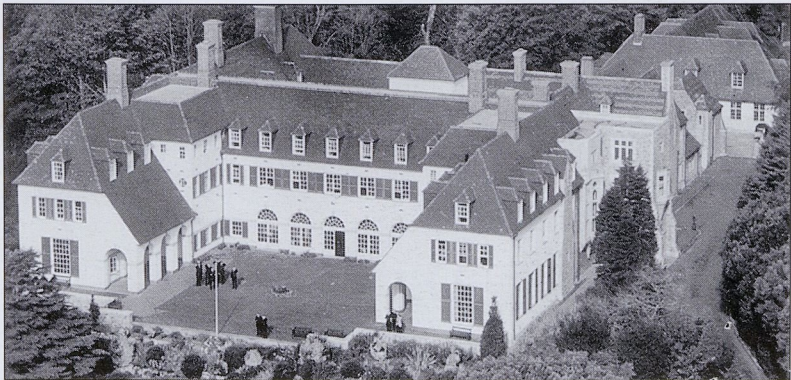
Edward, 5th Earl of Darnley
(By J. Phillips)



Emma Parnell, Countess of Darnley
(By Sir T. Lawrence)

Carsell & Co. 1959

- 1900 In April, amid fanfare and flags, vast crowds turn out to welcome the Ladysmith Heroes to The Beach Rocks Convalescent Home, after a 6-month siege and a 6000 mile journey. By 1908 The Beach Rocks is known as the Alfred Bevan Memorial Convalescent Home where the splendid, somewhat formidable Sister Mumford takes charge of 200 persons, in particular the wounded in World War I.
- 1909 The Helena Hospital for the families of the military is completed at a cost of £10,000. It is perched above Battery Point and replaces the 'Black Hut', (an early Coastguard Watch) which, barely holding 15 patients is demolished in 1906.
- 1914 World War I breaks out and by 1915, 40,000 Canadians are in training at Shorncliffe Camp. The Castle is used as an air-raid shelter and by the Royal Field Artillery.
- 1916 A posthumous VC is awarded to Lance Corporal William Cotter, East Kent Regt. (the 'Buffs') of 2 Barton Cottages. His memorial is in the Chichester Hall.
- 1918 In terms of life and limb, a devastating War has ended. Sandgate resumes the daily round. As always, it hears the haunting sounds of Reveille and Last Post drifting down from the Camp – a reminder of a military training ground, of wars themselves and their tragic aftermath.
- 1919 The British Red Cross Society acquires Enbrook House and grounds as a seaside branch of the Star and Garter Hospital in Richmond and the Medical Staff believe it will be of the greatest boon to the seriously disabled. The Red Cross also conveys land at the foot of Military Rd to the Urban District Council for Sandgate's Memorial to the Dead. This notes that a bomb exploded nearby, 15 May 1917.
- 1920 In August, the disabled are moved from Richmond to temporary quarters in Enbrook House, pending the rebuilding. After their return to Richmond in 1924, Enbrook House is entirely redesigned by Sir Edwin Cooper FRIBA, (*below*) but incorporating Teulon's imposing east wall, oriel window and carriage entrance.
- 1928 Sandgate's air is deemed especially beneficial and the Star and Garter maintains Enbrook as a holiday home for around 70 disabled ex-Servicemen. Those who can, engage in handicrafts, keep chickens and grow most of their own vegetables. In their wheelchairs, they are a touching and familiar sight and Sandgate shows concern.
- 1939-40 World War II and invasion fears are rife. For safety, the disabled are sent to Richmond and Enbrook House is requisitioned by the Army and later the National Fire Service.



*Demolished
Jan 1996*
Collection
Chris
Phillips

- 1946 The Sandgate Star and Garter branch is leased to the Home Office. It is opened by Sir Frank Soskice in July 1947 as No. 6 District Police Training Centre. In 1977 Inter-City Tours Ltd (SAGA Holidays) acquire the 27-acre property for around £200,000.
- World War II **FRONT-LINE VILLAGE:** France surrenders in June 1940. England stands alone and the Battle of Britain rages overhead. Sandgate, 8-10 miles west of Hellfire Corner, and just east of a possible German landing (Operation Sealion), becomes a Defence Area. Security is tight and only those with essential business may remain. Hurriedly, defences are set up; enormous coils of barbed wire; mines and anti-tank traps in the beach; pill-boxes camouflaged as bathing huts or kiosks and 'dummies' (for want of guns) along the shoreline. The Castle is mounted with anti-aircraft guns and serves as an Air-raid shelter and Home Guard post. Shorncliffe AA batteries are on the alert. Unlike the massive bombing and shelling of Folkestone and Dover, the village mainly suffers parachute-mine and offshore blast. In March 1942, two houses in Chichester Road are severely damaged, and one a 'write-off'. In January 1943, an enemy bomb lands in the Star and Garter grounds, causing damage to St. Paul's, the empty Sandgate Primary School and around 100 homes nearby. Three other bombs drop harmlessly offshore. In 1944, the Doodle-bugs (V1s) are droning over; one skims the 'Gents' at the Seapoint Café on the Esplanade, nearly catching a lad with his pants down. Other missiles are brought down near the shore. Inevitably houses and shops are badly shaken, and windows boarded up.
- 1945 The Boulogne guns are silent. VE Day celebrations (8 May), marking the end of World War II in Europe, include a children's party in Wilberforce Road with games, races, music and dancing, and ending with cheers for the organisers.
- 1949-50 The semi-derelict Castle and land attached (sold in 1927) is seriously damaged by the sea and the South bastion totally destroyed. Much of the stone is used to repair the main seawall. In 1954 the Black family acquire Castle Close and the Castle which comes with it.
- 1974 The Civic Amenities Act 1967 (following the Historic Buildings and Ancient Monuments Act 1953) requires the protection and improvement of buildings of architectural or historic interest and a Local Authority shall make some provision for this, under its supervision. Sandgate Castle is a Grade I Listed and Scheduled Ancient Monument. With Planning Consent, the Drs Peter and Barbara MacGregor (née Black) make Herculean efforts to restore the the fabric, privately, and mainly at their own expense.
- 1987 The restored Castle, as notified to Shepway Council by letter 26 March, is open to public view; also for banquets, cultural and social events. Still with Tudor traces, it is a history book in stone.
- 1998 The restoration and upkeep of the Castle has placed an over-whelming burden on the owners. This ancient stronghold, the very core of Sandgate history, has been repossessed by Lloyds Bank and now awaits a modern 'knight in shining armour' to be its guardian.
- 1999 Two thousand Ghurkas are expected to take up married quarters. According to National Defence policy, Shorncliffe Garrison is maintained but on a lesser scale. The Military Cemetery dates from the mid 1850's. Annually on Canada Day, tribute is paid to the 296 Canadians buried there.

Police training centre shut down after 30 years

1975 THERE was threefold boost for Folkestone Carnival with offers of help and funds - and a upsurge of early entries. The Junior Chamber of Commerce offered to organise the carnival night dance at the Leas Cliff Hall. Carnival Committee chairman John Rendle said more support was coming in than ever before. They had been trying to get more local organisations involved and now it was happening, he said. After more than 29 years Sandgate's link with the police forces of southern England ended, when the last passing out parade was held at the police training centre - the former Star and Garter Home for disabled soldiers. In that 30 year period nearly 13,000 officers completed initial training at Sandgate. The property was due to be handed back to the Star and Garter Trust.

Ward alterations which caused a storm of protest in Hythe were rejected by the Boundary Commission. But those changes proposed in Folkestone were approved. At Lydd airport local people were looking forward with optimism as closure of Ashford airport at Lympne led to a boost in trade. The airport, which had experienced three years in the doldrums without scheduled services, from 1971-74, was celebrating its 21st anniversary with a mini air show and aerobatics display. At Elham there was reported to be a "dire need of a new doctors' surgery." The old one was a lean-to at the side of a baker's shop! The old school was tipped as a new site.

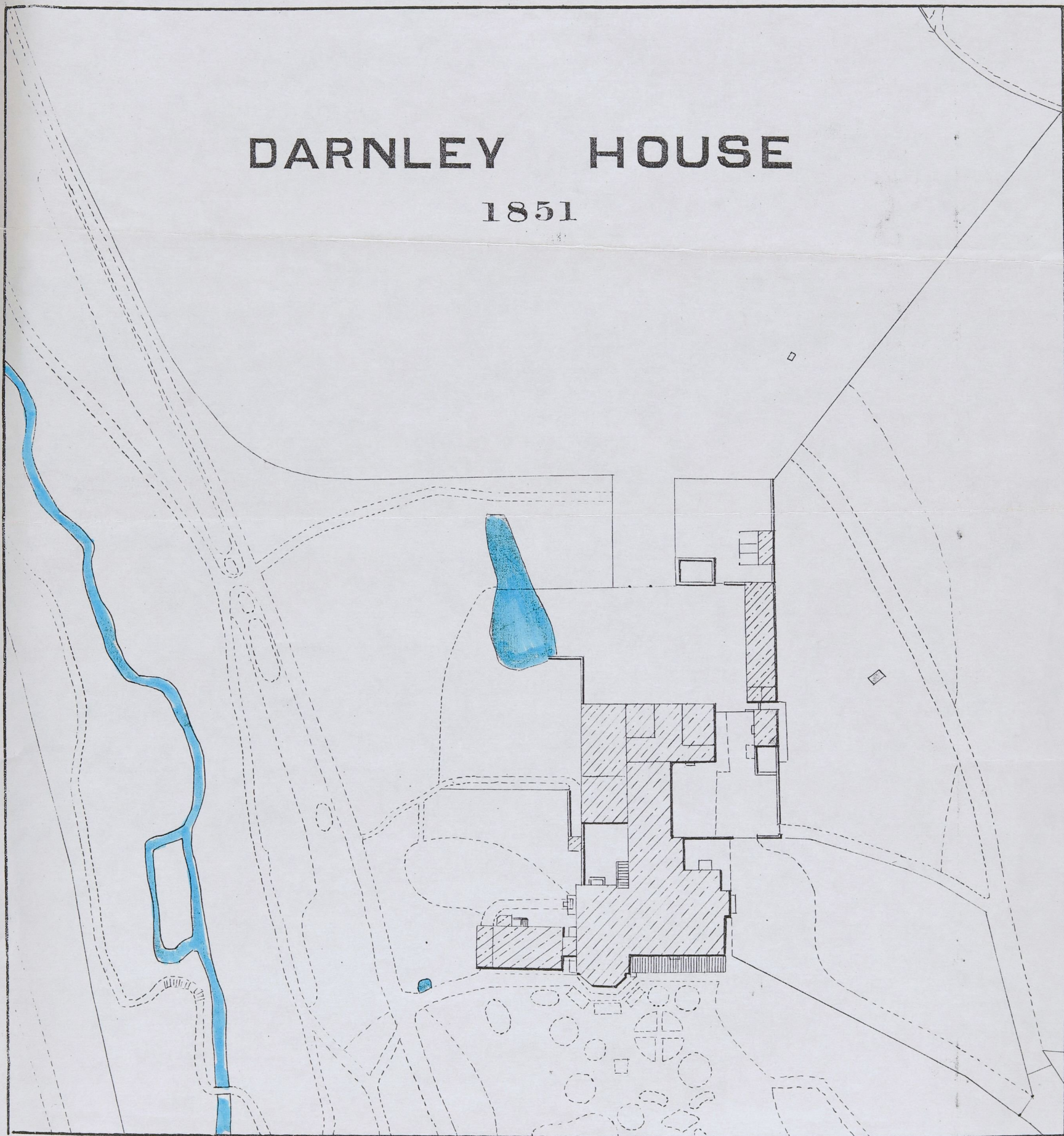


JOHN, 4TH EARL OF DARNLEY; ELIZABETH, COUNTESS
OF DARNLEY; AND LADY CATHERINE BLIGH.

From miniature paintings after portraits
by John Hoppner, R.A.

DARNLEY HOUSE

1851



SIDNEY DE HAAN

Creator of the Saga holiday who unlocked the spending power of the 'grey pound' and launched a popular magazine

attention had been to extend the short summer season at his small hotel at Folkestone, but as demand grew his company expanded into a major player in the travel industry, renowned for its attention to customer service.

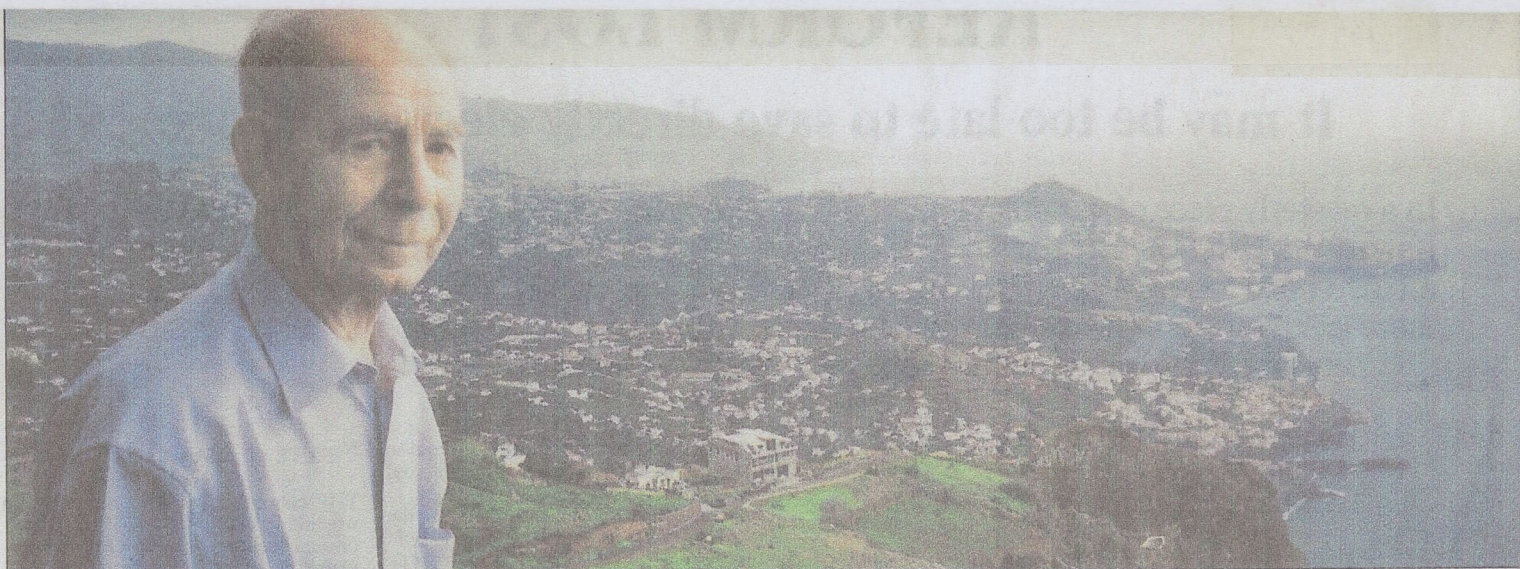
In discovering the value of the grey market, De Haan discovered that the elderly were more flexible in their choice of destination than other customers. But they also required more personal attention. By the late 1970s each customer corresponded with the company an average of seven times, more than twice the industry average. As well as employing additional staff to deal with their queries, every Saga hotel employed a nurse, and at some there was even a resident vicar.

The company came into existence when, after the war, De Haan had but one ambition: to buy and run a small seaside hotel. He and his new wife, Margery, bought the 12-room Rhodesia Hotel in Folkestone, where he did everything from room lists to cooking to meeting and greeting their guests. Noticing that the Rhodesia was full only for a few weeks each summer even though the town was still full of retired people long after the family visitors had packed away their buckets and spades, he came up with the idea of selling low-priced, out-of-season holidays to those of pensionable age.

The plan was to offer them all-inclusive holidays with built-in travel by coach and three square meals a day. Warming to his theme, De Haan persuaded the town council, nearby attractions and traders to find ways of welcoming the new generation of holiday-makers with special offers and discounts.

Such a radical idea was anathema to the nation's travel agents, who considered pensioners to be an impoverished group, and De Haan was forced to market the idea himself. Having first calculated, in pre-motorway days, the maximum comfortable journey time to southeast Kent, he identified the industrial towns of Yorkshire and Co Durham and went knocking on doors. He talked to Darby and Joan Clubs about all-inclusive holidays for £6 10s, and soon was watching as the coaches rolled south. In those early years he pegged the rate of price rises to the increase in the state pension.

Before long De Haan bought a second hotel, and soon other South Coast towns were clamouring to share in the lucrative off-season business that he



De Haan, above, overlooking Funchal, Madeira, during his tour last year. Below, the first and most recent issues of the popular Saga Magazine

sciously from hotelier to tour operator. Soon he was negotiating with British Rail to run trains around London rather than forcing his customers through the capital.

Aside from his ever-growing constituency — which has grown even further as more and more people have retired early — the company's success was due in part to the principles on which it was founded, particularly in respect of financing and the control of growth. Rather than finance each year's trading on overdraft, as many other travel operators did, De Haan used reserves from the previous year. The rest of the company's cash mountain was invested in local authority bonds.

One of his many successful spin-offs was the popular *Saga Magazine*. It came about because De Haan was no longer able to sell his holidays face-to-face. Instead he began to promote them by mail, using his valuable database. In so doing he inadvertently became a pioneer of direct marketing. The newsletter was launched in 1966 and was relaunched in its current format in 1984. Today it is one of the fastest-growing subscription magazines in the country with a circulation in excess of 1.2 million, many of whom are loyal repeat customers for the company. Along with financial services and insurance, the Saga group counts up to two million people over the age of 50 as its customers, but



Sidney Isaac De Haan was born in Mile End, London, one of eight brothers and three sisters of an East End Jewish family. He left school at 14 and joined the Waldorf Hotel as a trainee chef. At the outbreak of war he joined the Royal Army Medical Corps. One day he was preparing a meal for his unit at Dunkirk when the camp was overrun by the Germans. His comrades ran for cover, but De Haan continued cooking — the only occasion, he liked to say, when the invading Germans found a hot meal waiting for them. He was cap-

in Lamsdorf where he spent much of his time in detention.

Saga took on a new dimension when he seized on the idea of operating summer holidays for his customers at university campuses, taking advantage of unused student accommodation during the summer vacation long before the conference and summer school market came on the scene. He also pioneered the concept of the "no passport" day trip to France for his customers.

Soon he was looking overseas; but overseas was already looking at him.

hotels standing empty outside peak season, approached him. They agreed a deal and Romania became the first foreign destination to accept De Haan's holidaymakers. The potential of Yugoslavia as a spring and autumn destination was next on De Haan's horizon, followed closely by hotels and apartments on the Algarve.

De Haan always came across as someone who had studied his customers closely. More than anything else, he said, they have loneliness in common and are therefore looking for companionship. "It is important to give them interesting things to talk about," he said. Visits to nearby attractions were on the itinerary; but whistle-stop tours were excluded.

The company was floated on the Stock Exchange in 1978 and was one of the most oversubscribed issues of the year. By the time he retired in 1984, the year in which he was appointed OBE, De Haan had become a revered name in the travel industry. Last year, at the age of 82, he visited 14 countries on board the company's cruise ship, the *Saga Rose*.

Margery died in 1994. De Haan is survived by his three sons, one of whom, Roger, is the current chairman of the group.

Sidney De Haan, OBE, tour operator, was born on February 6,

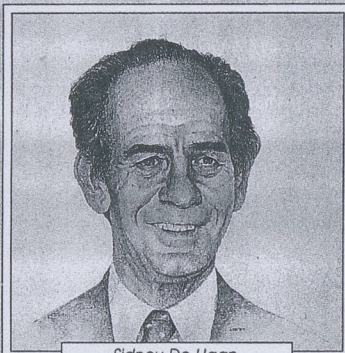
THE SAGA GROUP

The Saga Group Ltd is a company which specialises in providing products and services for older people. Already a household name in holidays, Saga now has a growing interest in the fields of Insurance, Publishing and Retirement Housing. This leaflet explains how Saga has grown from a small local company to a highly respected international organisation within the span of 40 years.

The Saga story began in 1952, as the brainchild of its founder Sidney De Haan. In the post war years, Mr De Haan was hotelier in Folkestone and managed the Rhodesia Hotel, which still stands today on the Leas, not very far from the company's present headquarters at the Saga Building. During the summer months Sidney De Haan managed reasonably well, the hotel was regularly full and he did not have many problems in filling his bedrooms. Outside of this period, however, he struggled and very often, during the shoulder periods, his rooms were more often empty than full. The question which he had to answer was how he could extend the holiday season beyond the traditional summer months of June to September, to take in the late spring and, perhaps, the early autumn. The big problem was - who would be prepared to travel outside of the recognised holiday period.

The story goes that it was a seafront bench in Eastbourne that inspired Sidney De Haan, but first it inspired his wife Margery. Sitting there together in the late summer of 1949, thinking about the problems that came with running a small hotel and worrying about the approaching end of the season, it was Margery who noticed the number of people enjoying the Eastbourne air. 'Surely retired people are the ones who could stay with us when the peak season finishes. No crowds, attractive rates, good company for each other. The seeds of an idea were sown.

Sidney De Haan then sat down with a local coach company to discover how far it was possible to travel from Folkestone in one day. Leeds and Bradford seemed about right. As an experiment he sent a small advertisement to a Bradford newspaper, offering a week's holiday with travel, meals en route, full board accommodation and



Sidney De Haan.

three excursions, all for \$6.50. The response startled him - when he had filled his own rooms at the Rhodesia Hotel, there were several hundred applications left over. He put the names of Folkestone's other hotels into a hat, and the town's Mayor held a draw to decide which would take the rest of them.

That winter, Sidney De Haan set about building on this initial success. He journeyed around the north of England, talking to Darby and Joan clubs and other organisations concerned with the elderly. In those early days, Sidney De Haan was not seeking to make a profit; what he wanted was to keep his hotel open and earn a contribution towards his rates and other overheads. More than this however, he was also aiming to provide a social service.

Many of his original guests had arrived without suitcases, their belongings in shopping bags and paper parcels. He felt he was filling a social need for people who otherwise had little chance of taking a holiday. It was certainly hard work. Before long, Sidney bought another hotel in Folkestone, which he ran while Margery ran the Rhodesia. He used to cycle off each morning to cook breakfast

for 40, then went to his newly opened office and then cycled back to cook lunch, and so it went on.

Within two years, Sidney De Haan had filled all the hotels in Folkestone during spring and autumn, and then expanded to Eastbourne and Margate and other south coast resorts. By 1957, over-sixties were flocking to the south in such numbers that Sidney began to question whether coach transport was the answer. Before long, rail travel rather than coach was

introduced in the holiday package. Not content with this, however, he knocked on the door of British Rail with the audacity to ask not only if he could charter a train, but also if he could be given a special route north to south so that it could avoid London and run direct to and from his resort. In those days only aircraft were chartered, not trains, and British Rail were not easily convinced. BR eventually agreed, however, and in 1958 the first Special ran to Folkestone. Special trains, exclusively for the use of Saga passengers, were soon travelling from Newcastle and the north east, through Birmingham, to all the major south coast resorts. By the early sixties, a total of 12 resorts were



Roger De Haan, Present Chairman.

served by Specials every week.

By 1965, the Old People's Holiday Bureau, as the company was then known, employed a total of eleven permanent staff, and was using some 15 British seaside resorts and starting to venture abroad to Ostend, Romania and Portugal. A fortnight in Ostend would have cost in the region of £26.15s.0d. One year later, Sidney De Haan founded the Saga Club and launched the Saga News. The intention of the club was to

link together the people who had first made contact through Saga holidays, and the magazine was the vehicle through which to do it. Saga News, a modest two-colour newsletter, was an immediate success. The first issue carried a warm commendation from Lord Thomson of Fleet, who echoed Sidney De Haan's belief that contact and communication between older people was to be encouraged. The Saga News was succeeded by the Saga Magazine, which now has 10 issues per year and a readership of 1.3 million. In short, other notable dates:-

1968 Overseas programme included 3 centre Belgium, France and Holland; Austrian Tyrol; Italian Riviera; Lake Geneva.

1969 Introduced Majorca for the first time - a fortnight's holiday from £37.

1973 Cruising programme introduced.

1975 University and College Centre holidays introduced.

1978 Saga became a public company, with its shares oversubscribed by thirteen times.

1979 Far East holidays introduced for the first time.

1981 Saga International established in Boston, Massachusetts.

1985 Saga Australasia established in Sydney, Australia.

1988 Formal reconstruction to become the Saga Group P.L.C. recognising growth interests in Publishing and Financial services. Acquired Interchurch Travel Ltd from Thomas Cook and launched Renaissance Tours Ltd.

1989 Established Saga Housing Ltd and Metro-Mail Ltd.

1990 Management buyout, became a private company once again.



Staff at Enbrook House, the original head-quarters

HOLIDAY GIANT MAY QUIT TOWN

Saga warning

• From Front

The firm has a workforce of 900 which is growing by a third each year. It deals in holidays for the over-50s, financial services, magazine and contract publishing.

The rapid expansion has led to its headquarters at Middelburg Square becoming full and now about 150 staff work in two other sites in the town.

Altogether the group employs around 1,800 with staff in London, County Durham, America and Australia.

If the plans went through smoothly building work could begin towards the end of this year.

Mr De Haan, son of Sidney De Haan who founded the company in 1952 at Folkestone, revealed the plans to Shepway councillors in detail for the first time at a private meeting at the Civic Centre on Tuesday.

Council leader Linda Cufley and planning chairman Michael Luck would not comment to the *Herald* on the plans until they were made public.

But Mr De Haan had earlier presented them to a public meeting of more than 80 people in Sandgate when they were warmly welcomed.

Geoffrey Edmunds, chairman of the Sandgate Society, said there were bound to be some people who wouldn't want to see Enbrook House demolished but he thought most residents would welcome the Saga plan.

He said: "I think the majority of people in Sandgate would be prepared to sacrifice the house for the advantage of this well planned development bringing new life to the area."

Set into the hillside, the development would face south out to sea and be designed to stay below the skyline. It would provide staff catering and meeting rooms and be built where Enbrook House now stands.

There would be sports facilities, a creche, an after-school club and theatre-style seating which could be used for public events, such as speech days or concerts.

Enbrook House was owned by Saga between 1977-87, but the company outgrew it and found it unsuitable for conversion to high quality office accommodation.

Since Saga moved out, the extensive grounds and parkland have been neglected and left damaged by the great storm of 1987.

Saga warns of move if £40m plan is rejected

EXCLUSIVE by John Mitchell

HOLIDAY giant Saga may quit Shepway if its plans to build a new HQ on the site of a listed building are thrown out.

The company wants to tear down the derelict Enbrook House at Sandgate to make way for new offices as part of a £40m development.

But Saga Group chairman Roger De Haan has warned the firm — Shepway's biggest employer — may quit the district if the proposals are turned down.

Mr De Haan, 46, said: "We are a successful company and continuing to expand rapidly, but we desperately need more space quickly.

"It's a race against time. We've searched for two years to find another site and Enbrook House and its grounds is the best.

"We haven't found anywhere else in Shepway that would meet our needs. So if we were unable to get permission for the Enbrook site we would have to modify our plans about keeping all our staff together under one roof.

"Or we may have to move out of Shepway altogether which is the last thing we want to do.

Vital

"We would be very reluctant to move to another district but we may have to if we can't get permission at Enbrook. That's not a threat, just sheer reality.

"It's vital we get all our staff together on one site to run as effectively as possible."

The proposal by Saga Group is for a £40 million development in three phases on the 30-acre site it owns at Sandgate.

But the plan involves demolition of derelict Enbrook House, dating back to 1850, and permission would be needed from the Department of the Environment.

The architect is Sir Michael Hopkins, who designed the new opera house at Glyndebourne and the extension to the House of Commons now being built.

Saga Group aims to create 500 new, full-time jobs over the next six years, chairman and managing director Mr De Haan announced this week.

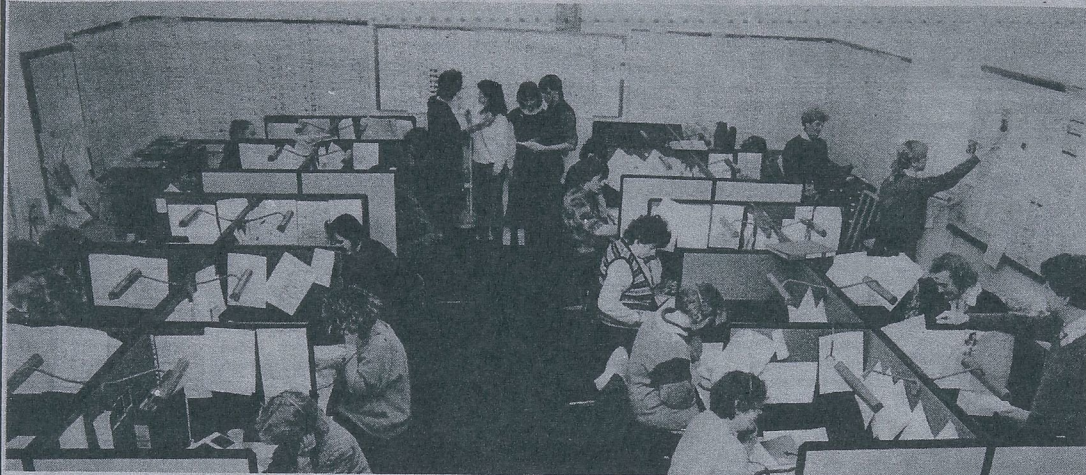
• Turn to Page 3



Warning: Roger De Haan

1986

Fri 21-2-



**Holiday
firm set
to take
empty
premises**

Saga staff working in overcrowded Enbrook House, Sandgate, where even the corridors are in use.

Saga takes over office block

by Greg Williams

Holiday firm Saga on Wednesday bought a town centre office block that has stood empty since it was built nine years ago.

After three months of talks with the joint owners of Bouverie House, contracts were exchanged, said managing director Roger De Haan.

Speaking as the deal was completed, he said a move into the Middleburg Square building was the best solution for his expanding company.

"We have staff working in the corridors at our present offices at Enbrook House, Sandgate," he said.

Mr De Haan declined to put a price on the 77,000 square foot office building, except to say "it is a great deal of money."

Saga will begin moving its 500 plus staff into just over half the office space within six months, he said.

The rest would be sub-let until projected expansion of the company allowed them to fill the whole building with their own staff within ten years.

The freehold had been bought from MEPC, British Airways pension fund, and Shepway District Council, because Saga had a long term future in Folkestone, said Mr De Haan.

"This is not only a great step forward for the company but a shot in the arm for the town centre of Folkestone," said Mr De Haan.

He said cafes and shops in the town centre could expect to do more

trade as a result of the move.

Over 100 car park spaces came with the offices and Saga were negotiating with SDC for licensed use of part of the multi storey car park next door, he said.

SDC Development Committee vice chairman Councillor John Hallett said he was absolutely delighted that the building was occupied after all these years.

"I know authorities from the North of England have tried to tempt Saga away from Folkestone but I am pleased the company has shown its confidence in the town," he said.

SDC had owned 20 per cent of the building and the ground lease. Mr De Haan said offices in Folkestone, Ashford, Canterbury and Maidstone had been looked at in the last year.

Fortune House, above the former Sainsbury's building on the Leas, was too small. Offices in other towns, while practical, were not in the best interests of the staff, 85 per cent of who come from Folkestone and district.

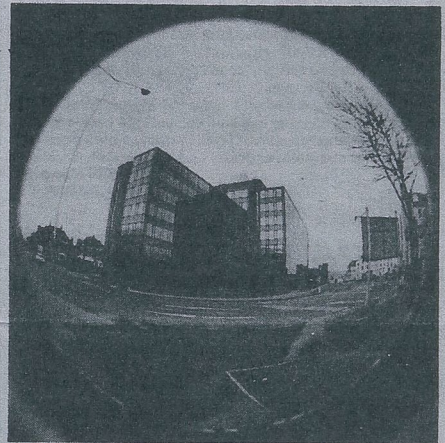
The 35-year-old company was founded by Mr De Haan's father, Sidney, and specialises in off peak season holidays for the over 60s.

It originally brought holiday makers to the town but as hotels here declined, Saga took people abroad, said Mr Roger De Haan.

The business began in a small office at 113 Sandgate Road.



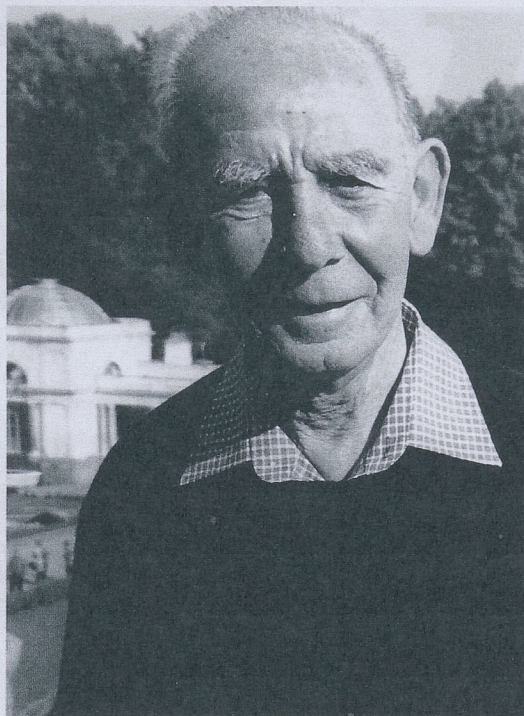
Saga supremo Roger De Haan



Bouverie House's 77,000 square feet of office space is to be filled

SIDNEY DE HAAN OBE

1919-2002



The Founder of Saga

VISIONARY

It was a measure of the man that Britain's two leading broadsheet newspapers chose to mark Sidney De Haan's passing by allocating him the most prominent position on their obituary pages. Indeed, the Telegraph published no fewer than 1,367 words in a glowing appreciation of the life of Saga's founder. It was also a measure of the role he played in changing some of the prevailing and fundamental attitudes to old age that the Telegraph placed his tribute above the one, also carried that day, of a former England football manager.

The Times paid him a similarly warm appreciation, accompanied by a 2001 photograph of Sidney De Haan in Madeira, an island which Saga has introduced to tens of thousands of its customers. There was also a photograph of the

very first issue of Saga Magazine's predecessor alongside a photograph of the current February issue.

The Guardian, too, carried a piece that was generous, eloquent and up-beat, together with a photograph of him during his working life. There were radio and TV tributes. Former colleagues contributed to bulletins with memories of working with this inspirational, sometimes unpredictable, man.

Here, in part, is what some of the British media had to say.

THE DAILY TELEGRAPH

"While others in the travel and publishing industries allowed themselves to be egged on by marketing people in the relentless pursuit of youth, De Haan based his business empire squarely on the old. He was the first to

appreciate the amount of their leisure time, their purchasing power, and their increasing longevity, and became known in the travel trade as 'the man who turned silver hair into gold' ... "Saga Magazine has grown from a newsletter into Britain's second largest subscription magazine after Reader's Digest; it now has a circulation of almost 1.2 million. Other publishers, frantically directing their editors to commission more and more articles on sex, drugs and pop music, saw the advertising revenue of a magazine which ignored all these increase by 30 per cent a year...

"Sidney Isaac De Haan was born at Mile End, east London, on February 6 1919, one of the 11 children of a shoe factory foreman. On leaving school at 14, Sidney worked as a chef at the Waldorf Hotel in London before being called up into the Royal



Army Medical Corps in 1939. "He was captured at Dunkirk while cooking a meal, and imprisoned at Stalag Luft VIIIb at Lamsdorf in Poland, where he spent much time in detention for insubordination. In 1943 De Haan (who was in the Medical Corps) was ordered to escort sick prisoners who were being repatriated to England. It was while at a hospital in southern England that he met and married Margery Crick.

"After the war, the young couple bought the 12-bedroom Rhodesia Hotel at Folkestone. As the winter of 1949 approached, they were sitting on a park bench worrying about the end of the holiday season; seaside hotels depended on holidays, and the De Haans were faced with the prospect of closing for six months. Then Margery De Haan noticed that they were surrounded by people who did not have to go

home when the season ended because they had all the time in the world on their hands...

"The problem was marketing. Travel agents would have nothing to do with the idea, since De Haan's rate of £6.50 for an all-inclusive week meant there was little commission for them; and for a long time he pegged his prices to the rises in old age pensions. To reach customers, De Haan invented his own direct marketing. In a country without motorways, he estimated how far the old could travel comfortably to Folkestone in a day, and looked to South Yorkshire. He visited all the Darby and Joan Clubs in first Sheffield, and then Leeds, whose population of 510,000 included 62,000 pensioners.

"The coaches then rolled south in such numbers that De Haan had to buy a second hotel to accommodate them. When their

customers filled this as well, he offered the business to other Folkestone hoteliers. At this stage he ran his own marketing, doubled as the chef, and did the rooming list...

"De Haan's success was also based on the fact that, unlike many successful businessmen, he refused to leave his provincial base for London. Instead, he approached British Rail to see if specially chartered trains could run on half-forgotten loops around London, thus sparing his customers the ordeal of crossing the city. BR's bureaucrats objected, but in the end he had his way, and Saga became BR's largest passenger customer, a fact the railway never advertised. By the mid-1980s Saga passengers were making half a million rail journeys a year...

"The business still turned on direct marketing ("God bless the GPO," said one of his staff), but in 1966

Left: Sidney De Haan during the last year of his life when he visited 14 countries on board *Saga Rose*
Above: In earlier years with his wife Margery



Father and son... Sidney
with present chairman
Roger De Haan in
Antigua

De Haan founded a small newsletter to be sent to every Saga holidaymaker. Now he not only had a database, he had his own constituency. Writing in the first issue of Saga Magazine, Lord Thomson of Fleet assured readers that he himself had accomplished more after the age of 65 than in the rest of his life put together.

"The magazine started as a folksy little publication. By 1979 it ran to 24 pages and was a quarterly. In 1984, the four annual issues became six and, in the following year, 10 (August and December being traditionally the worst months in which to sell holidays). (It became monthly in 1996.)

"Until 1984 the magazine accepted no outside advertising and was given away free. As it changed, the staff was startled to discover that money from subscriptions outstripped advertising revenues, something which just did not happen in modern publishing.

The database had become a money-spinner..."

THE TIMES

"The plan was to offer them (his customers) all-inclusive holidays with built-in travel by coach and three square meals a day. Warming to his theme, De Haan persuaded the town council, nearby attractions and traders to find ways of welcoming the new generation of holidaymakers with special offers and discounts..."

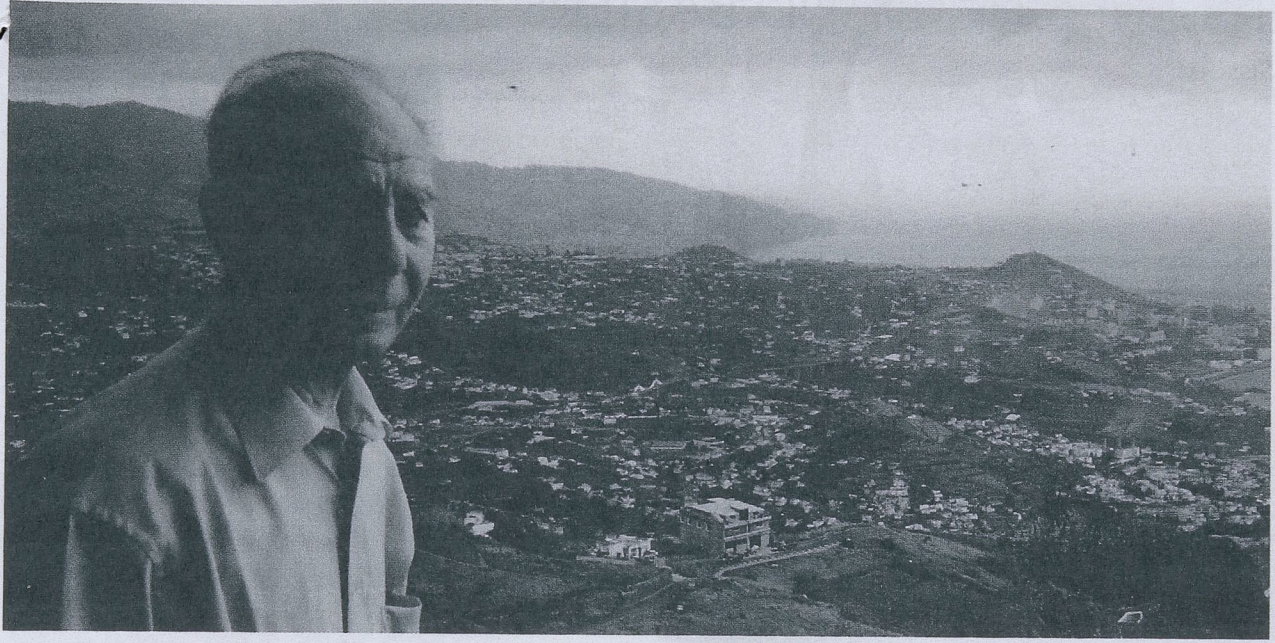
"Aside from his ever-growing constituency— which has grown even further as more and more people have retired early – the company's success was due in part to the principles on which it was founded, particularly in respect of financing and the control of growth. Rather than finance each year's trading on overdraft, as many other travel operators did. De Haan used reserves from the previous year. The rest of the company's cash mountain was invested in local authority bonds..."

"At the outbreak of war he joined the Royal Army Medical Corps. One day he was preparing a meal for his unit at Dunkirk when

the camp was overrun by the Germans. His comrades ran for cover, but De Haan continued cooking – the only occasion, he liked to say, when the invading Germans found a hot meal waiting for them..."

"Saga took on a new dimension when he seized on the idea of operating summer holidays for his customers at university campuses, taking advantage of unused student accommodation during the summer vacation long before the conference and summer school market came on the scene. He also pioneered the concept of the "no passport" day trip to France for his customers..."

"De Haan always came across as someone who had studied his customers closely. More than anything else, he said, they have loneliness in common and are therefore looking for companionship. 'It is important to give them interesting things to talk about,' he said. Visits to nearby attractions were on the itinerary; but whistle-stop tours were excluded..."



THE GUARDIAN

"A talent for insubordination and standing alone enabled Sidney De Haan, who has died aged 83, to transform the British tourist industry by inventing Saga, the package holidays firm for older and retired people, in an era in which it was believed that only the pursuit of youth was the route to profit. He also introduced Saga Magazine, which achieved a subscription circulation second only to the Reader's Digest.

"De Haan revolutionised the holiday industry hardly less than Sir Billy Butlin and Sir Fred Pontin, who respectively pioneered holiday camps and villages...

"He chartered trains; he pioneered the use of university accommodation, left empty in vacations; he looked abroad with passport-free day trips to France and holidays in Portugal – he was one of the first to notice the possibilities of the Algarve. He took his trade behind the Iron Curtain to Romania and Yugoslavia, and, in 1978, when he floated the company on the

stock market, it was the most over-subscribed offer of the year. "Since 1966, De Haan had been mailing a monthly newsletter to every customer with news of upcoming holiday offers. In 1984, Saga Magazine was relaunched as a thick glossy, professional publication prepared to tackle any subject of interest to pensioners, as well as holidays. The magazine achieved a circulation of more than 1.2m, and sat, with Saga Insurance and Financial Services at the centre of an organisation that had achieved international status while still based in Folkestone, its chairman an unpublicised figure with no place in the reference books..."

Those of us who had the privilege of working with Sidney De Haan during his company's first tenure of the Enbrook site will remember him, overwhelmingly, with great affection. Apart from being a brilliantly innovative businessman, a tradition that lives on in Saga today, he was a good, decent

man who perpetrated many acts of kindness which he kept strictly to himself. A minister from the Romanian government, seeking ways to boost his country's flagging tourism industry, flew to the UK to meet Sidney De Haan. He had become captivated by the idea of what our founder was doing to boost off-season business and wanted him to bring pensioner Brits to his country. In particular he was impressed by the way Sidney protected his customers' cash. "You should," he said, "have been Chancellor of the Exchequer." He was, in so many ways, ahead of his time.

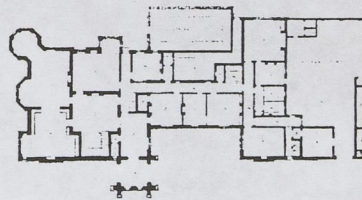
All of us, those who worked with him and those who came after inherited his amazing legacy, extend our condolences to Sidney De Haan's three sons and their families, David, Peter, and Roger who, of course, succeeded his father as Chairman.

Sidney De Haan last November in Funchal, Madeira, an island he introduced to thousands of holidaymakers

- Paul Bach

The much smaller country house which Teulon designed just as Tortworth Court was being finished, Enbrook near Folkestone in Surrey, is altogether more satisfactory. Still building in 1854, it is at the furthest limit of the Early Victorian period and its virtues belong in part to the new High Victorian period then opening. Erected for the Hon. J. D. Bligh, a son of the Earl of Darnley, who was then minister to Hanover, it replaced an older house on the site. The compact squarish plan of the main block of the house includes a stairhall that is also a living hall (Fig. VIII 17). The library and drawing room along the garden front, both articulated by bay windows and nooks, are joined by a wide opening. The dining room, also with a large bay window, is contiguous to the service wing which is masked by a large but simple conservatory.

Externally the house is pleasant and unassertive, the local ragstone of the walling being trimmed with rather crisp and simple quoins and mullions of Caen stone (Fig. VIII 16). Only the window-wall of the staircase and the oriel over the porch show any particular elaboration of detail. The massing is compact though varied as regards the roof treatments of the projecting elements. The relatively low cost of the house, some £7,500 compared with Tortworth's £45,000, is partly explained by its much smaller size; but it is equally due to the efficiency of the plan and the lack of gratuitous elaboration. Despite the noble origins of the owner, the approach is middle class in the best sense, with no trace of the Georgian magnate's love of display. Such a house prepares the way, like Butterfield's Coalpitheath vicarage, for the later middle-class Victorian domestic architecture of Webb and Nesfield and Shaw.



VIII 16 Enbrook, near Folkestone. By S. S. Teulon, 1853-55. VIII 17 Plan.

ENBROOK, SURREY.

Our engraving represents a residence now being erected under the direction of Mr. S. S. Teulon, for the Hon. J. D. Bligh, the English minister at Hanover.

Enbrook belonged to the late Earl of Darby, who left it to his son, the present possessor. It is situated in the parish of Folkestone, in Sandgate, and commands the sea southward. The original house, which had been on a small scale, had been from time to time added to, but was so ill arranged, that it was found impracticable, upon a survey made in the early part of the present year, to remodel it conveniently except at a very considerable outlay; and its position being too close to the main road, it was determined to build a new mansion more in the centre of the estate. It is now in progress of erection with a grey rag stone, the quarry of which forms part of the land, with a free stone from Caen.

Messrs. Higgs and Cullingford, of London are the contractors for this work. The cost will be about 7,300*l*.

The following references will explain the plan:—

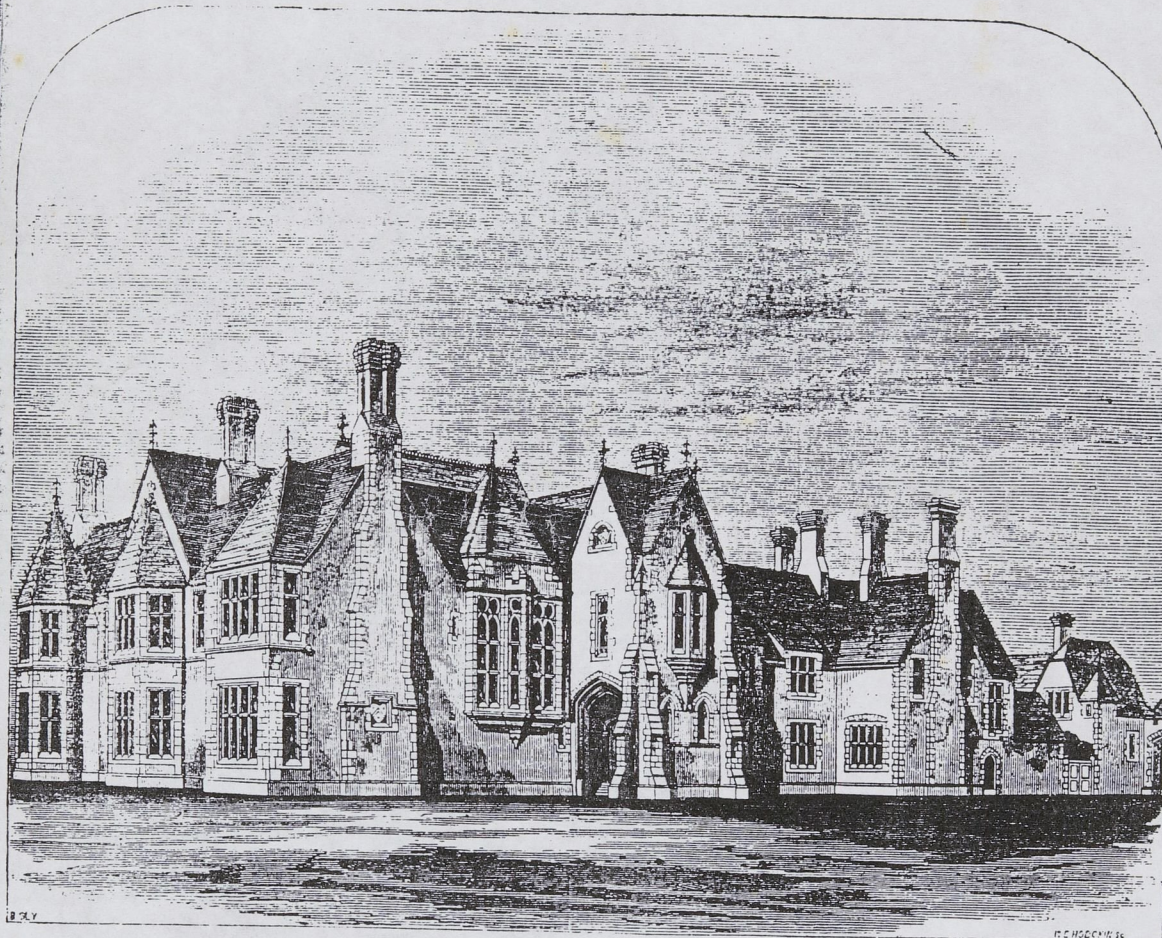
A. Carriage-porch, paved with India- rubber.	O. Sideboard.
B. Hall.	P. Plate-closet.
C. Hall and billiard- room.	Q. Butler's room.
D. Library.	R. Still-room.
E. Drawing-room.	S. Housekeeper's room.
F. Dining-room.	T. Kitchen.
G. Garden entrance.	U. Scullery.
H. Shaft.	V. Pantry.
I. I. Closets.	W. Larder.
J. J. Lobbies.	X. Servants' hall.
K. Court.	Y. Men-servants' stairs.
L. Housekeeper's Closet.	Z. Lift.
M. Servants' stairs— women.	a. Coals.
N.N. Passage to offices.	b. Loose-box.
	c. Coach-house, with stabling, stable- yard, &c. beyond.

Builder 16. Sept 1854 p 426

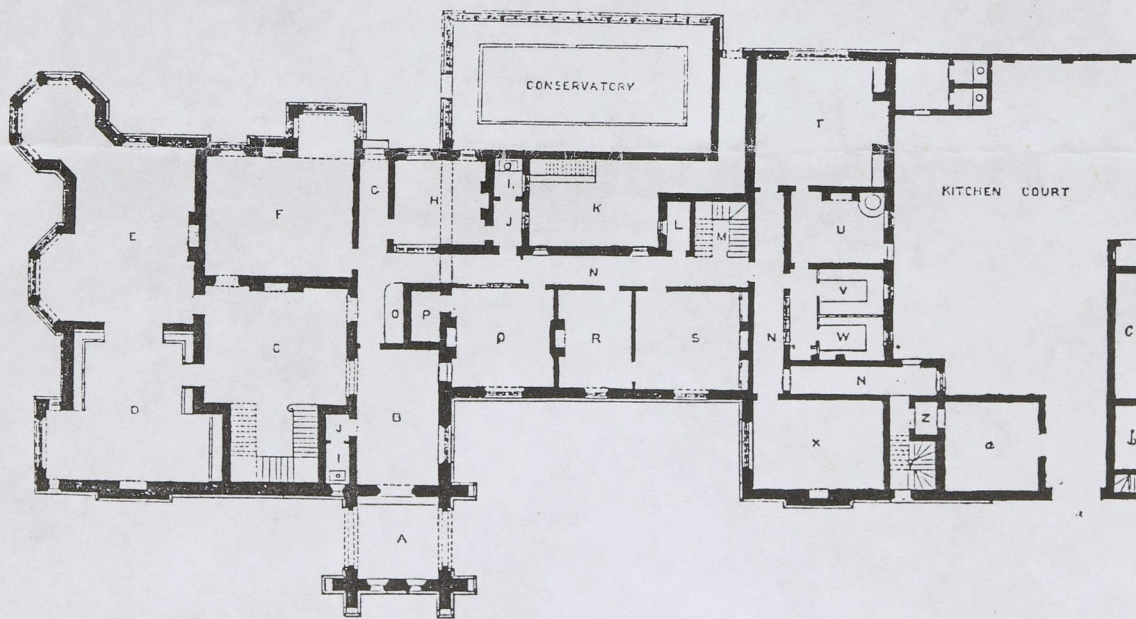
Visit.

*1-24 1990 a Christmas
New facade by S&S remain.
Whole building deserted &
cup for sale, for redevelopment (?)*

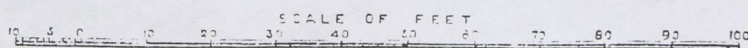
*Before Police use was a
St Dunstons Home. More recently
used by S&S.*



ENBROOK, SURREY.—MR. S. S. TEULON, ARCHITECT.



GROUND PLAN



PLAN OF ENBROOK.

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1912

THE PLEASURE GROUNDS and Gardens form one of the most attractive features of the Property, and it is but seldom that such finely and abundantly timbered and delightfully secluded environments are found associated with a Property so closely placed to the sea.

Turfed and gravelled terraces on the two principal fronts of the Mansion slope away to a picturesquely laid out parterre garden, having **Tennis and Croquet Lawn** below, and to shady wilderness walks that wind through shrubberies of rhododendrons overhung by stately forest trees. These walks are continued from along the top of steep fern-clad banks to the edge of a small stream which is crossed by rustic bridges, and forms on its way through the grounds a series of small pools with rockery and waterfall.



"ENBROOK." A WILDERNESS WALK, WITH POOL AND WATERFALL.
From a View taken in the Winter.

On the North and East of the Mansion the abruptly rising and almost precipitous ground is abundantly and beautifully timbered and traversed by other winding walks that lead on the left and right to two Paddocks or enclosures of **Miniature Parkland**. These are also prettily timbered, and from one of them especially, and from the higher points in the gardens generally, extensive views are obtained of the Channel and in the direction of Dungeness, while in clear weather the chalk cliffs of the coast of France are readily discernible.

The two paddocks together embrace an area of about **7½ Acres**, and the larger of them would afford excellent sites for one or more good class residences, and could, if desired, be disposed of in such a manner so as not to prejudice in any appreciable degree the amenities of the remainder of the Lot.

THE SANDGATE SOCIETY

To the Residents of SANDGATE.

ENBROOK HOUSE

This 28 acre site, in the Sandgate Conservation Area, containing the Listed Enbrook House is threatened by development as proposed by SAGA's recent planning applications.

Proposals include :-

- (1) Removal of protected trees and woodland areas.
- (2) Bungalows and 3 storey flats in the corner by the War Memorial, and houses in Enbrook Road.
- (3) 177 flats in blocks up to 8 storeys high behind St. Paul's Church.
- (4) New vehicular accesses onto the High Street & Enbrook Road.
- (5) A variety of possible uses for the existing House.

Please indicate your concern at these OUTLINE proposals by sending, as soon as possible, the tear-off slip to Shepway District Council.

Plans may shortly be available in the Sandgate Society Headquarters, Old Fire Station, 51 Sandgate High Street and you may leave the slip with a Committee member there.

Please feel free to make your own comments in the space provided.

.....

To the Controller of Technical & Planning Services
Shepway District Council
Ross House
Ross Way
Folkestone.

Dear Sir,

Planning ref. Nos SH/87/0766 - 0779 inclusive

I/We oppose the above applications ,made by Saga Holidays plc in their present form.

Signed
Name
Address
.....

Mr. C. Bryant

Miss Hornsby

Mrs. J.E.Thompson
33 Bybrook Field
Sandgate
Folkestone CT20 3BQ

20-12-87

Dear Mr. Hollister,

' Commemorative Plaque on Enbrook House Wall'

At last I have managed to get a definite reading of the 'Queen Elizabeth' plaque. I am enclosing the letter I have received from the stone mason responsible for the work on the old Sandgate School (via Mr Joyce a Committee member).

The general opinion seems to be that the plaque is in the ideal position. It is certainly well noticed judging by the number of remarks we have received about its present illegibility.

I do hope that Saga will feel able to do something about this and look forward to hearing from you in the near future.

Yours sincerely,

Hon. Secretary.



Civic Centre, Folkestone, Kent. CT20 2QY
Telephone: Folkestone (0303) 57388
DX 4912 Folkestone

SHEPWAY DISTRICT COUNCIL

Your Ref:

My Ref: 29/1/STR26/Mr. East

Date: 16th April 1987

Ext: 266

Mrs. J.E. Thompson,
Honourary Secretary,
Sandgate Society,
33 Bybrook Field,
Sandgate,
FOLKESTONE,
Kent.

Dear Mrs. Thompson,

ENBROOK HOUSE, SANDGATE - COMMEMORATIVE PLAQUES ON BOUNDARY WALL

Thank you for your letter of 8th April, 1987, regarding the current condition of one of the commemorative plaques on the boundary wall of Enbrook House and enquiring as to who is responsible for their maintenance.

I am currently taking this matter up with the Council's Controller of Technical and Planning Services and I will let you have a more detailed response as soon as I have received his views.

Yours sincerely,

R.J. Thompson,
Secretary and Solicitor

Mr. C. Bryant

Miss Hornsby

Mrs. J.E.Thompson
33 Bybrook Field
Sandgate
Folkestone CT20 3BQ

7-7-87

Dear Mr. DeHaan,

The Sandgate Society has been approached, by a resident of Sandgate, re the plaque ' Queen Elizabeth rested here etc.' on Enbrook House wall adjacent to the War memorial. The lettering has almost disappeared. This seems a pity as it is of great interest to both residents and visitors.

At first we approached the Secretary & Solicitor of Shepway District Council to ascertain who is responsible for the maintenance of this wall. Eventually we were informed that Saga Holidays plc owned the wall and were therefore the correct people to approach. Do you think that it would be possible for your Company to make this plaque legible once more.

Hoping for a favourable reply.

Yours sincerely,

Hon. Secretary.

Mr. De Haan
Saga Holidays plc
Bouverie House
Middleburg Square
Folkestone.

SAGA

Saga Holidays, Bouverie House, Middelburg Square, Folkestone, Kent CT20 1AZ Telephone 0303-47000 (28 lines) Telex 966331
Reservations 0303-40000

PAH/JO/PD

5th August, 1987

Mrs. J. E. Thompson,
Hon. Secretary,
The Sandgate Society,
33 Bybrook Field,
Sandgate,
Folkestone,
Kent.
CT20 3BQ

Dear Mrs. Thompson,

Roger De Haan has asked me to thank you for your letter of 7th July, and to reply. I must apologise if I have unduly delayed doing this, and have only holidays to blame.

I have looked at the "Queen Elizabeth" stone and see that it has weathered to a point of illegibility. I also notice that it is cracked and possibly made of marble, which may account for its wear in an otherwise stone surrounding.

Before deciding what we might do, may I suggest a little research which the Society may be better positioned than I to conduct?

Is the Stone itself of value - dated from the times to which it refers for example - or just a tablet erected of more recent vintage? I ask this because it may be more practical to cut a new one than to chisel the existing.

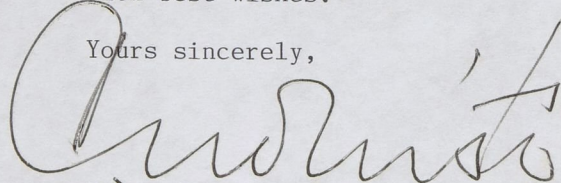
Is the site of particular significance - is that the actual spot where Queen Elizabeth rested - or does it simply record a happening somewhere in Sandgate? I ask this following my previous question because if in fact it has to be taken out of the wall for renewal is there then a more preferred spot in Sandgate for its display?

Finally, is there anywhere else recorded the actual wording? I detect shadowy references to Queen Victoria as well, and is it the Prince Consort?

I look forward to hearing from you.

With best wishes.

Yours sincerely,



Peter Hollister
Saga Holidays Plc





J. B. Matthews



— Est. 1929 —

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TJF/KPF

Mr R A Joyce Dip Arch RIBA,
Chartered Architect
Stowting Court Barn
Stowting
Nr Lyminge
Kent

9 December 1987

Dear Mr Joyce

RE: PLAQUE IN SANDGATE PARK BOUNDARY WALL

The above reads as follows: QUEEN ELIZABETH
RESTED AT SANDGATE CASTLE
25TH AUGUST 1575
AND
QUEEN VICTORIA WITH THE PRINCE CONSORT
VISITED SANDGATE
ON THEIR WAY TO SHORNCLIFE CAMP
9TH AUGUST 1855

The inscription has been cut in Roman style lettering and painted black. Shorncliffe has been spelt with one "F" as shown, and is incorrect to the modern day spelling.

As we understand this is a community project, we would undertake the work at cost price of £120.00 + Vat, to supply, letter and fix, to match the existing plaque as close as possible. However, we would appreciate, if indeed it could be arranged, an acknowledgement and thanks in the local press, should the above be acceptable to your clients.

We look forward to the favour of your reply in due course.

Assuring you of our best attention at all times.

Yours faithfully

K P Foord
MATTHEWS STONEMASONS

Dear Joan,

23.3.87

RE
QUEEN
ELIZABETH
RAQUE

Letter from Mrs. Loewe - stone plaque on
Enbrook House wall 'Queen Elizabeth rested
here.....'. Restoration needed urgently.

I rang Mrs. Lowe and said we would let her
know how we fared in our enquiries and that
previous efforts had been made.

If the Committee thinks it a good idea,
could you write to Mr. R. Thompson, Secretary
and Solicitor, S.D.C. as we think it was moved
there by them way back when Dennis found it in
two pieces over the road somewhere.

Hoping you will I have done an envelope!
On my tombstone - she hath done what she could.

Love,

Elizabeth

History of Enbrook House

Enbrook House was built between 1853-54 as a country house for the Hon. J.D. Bligh. It remained in private hands until 1920, when it was bought by Star and Garter, to be used as a convalescent home. At this time it was largely re-built. Later it was further converted to become a police training college. Saga bought the building in 1977 for use as offices.

By 1986, Saga had outgrown the available accommodation at Enbrook, which was not efficient for use as offices. The company was introducing ever more computerisation, and recognised the need for open plan offices and modern cabling and communications systems. Saga moved to the readily-available and vacant offices in Middelburg Square, now known as the Saga Building. In 1988 the Enbrook site was sold to Wimpey, the housebuilder, which planned to develop housing in the grounds and to convert Enbrook House to flats.

Wimpey began conversion of the house in 1989, but by 1990 the work was halted, as the company could not find potential buyers for the flats. The land was put back on the market, and was re-purchased by Saga in 1993 as a possible future office site.

Although a listed building, Enbrook House is now little more than a shell, the centre part of the building having been demolished, and other parts stripped out for conversion. The Company considered whether it could be restored and converted to provide offices or staff facilities, but the restrictions of the old structure have prevented our architects developing a viable plan. We are therefore applying for permission to demolish the structure, and to put our new building in its place.

Having considered the plans, and the previous work of the scheme architect, Sir Michael Hopkins, we are confident that the new building will more than compensate for the loss of Enbrook House, and will make a major contribution to the architectural heritage of the district.

1806 - Bellevue 1806 (3)

A History of Enbrook House

by Chris Phillips

John 4th Earl of Darnley 1767-1831 of Cobham Hall bought the grounds at Enbrook and built a marine villa. He also built a Chapel of Ease in the grounds.

On his death in 1831 his second son, Hon John Duncan Bligh, inherited the property. The original house, having been added to from time to time, was pulled down in 1852 and a mansion was built in the centre of the grounds. The architect was Samuel Teulon. In 1872 the Hon John Duncan Bligh died and was succeeded by his only daughter the Countess of Chichester, wife of Walter 4th Earl of Chichester.

The Countess of Chichester died in 1911, and Major L.E. Bligh inherited the property. In 1912, Enbrook together with the grounds and Enbrook Lodge (the Undercliffe) was auctioned. Included in the sale was a path by the South Lodge to the newly built church (1850). However, the estate did not sell.

There is no record of any use during the First World War, and in 1919, Enbrook was sold to the Red Cross. In 1920 it was opened as a Star & Garter home while the home at Richmond was being rebuilt. This explains the position of the war memorial situated in the quadrant shaped ground adjacent to the estate which originally would have been a part of the grounds.

While the Star & Garter home at Richmond was being rebuilt, Enbrook was used as a temporary home for the soldiers and sailors disabled from the

First World War. When the home at Richmond was completed in 1924, Enbrook house was rebuilt in the same style as the one at Richmond designed by Sir Edwin Cooper (the official architect for Star & Garter).

Enbrook house reopened in 1928. The building was completely different, being designed in Cape Dutch style with rectangular rooms and neat stuccoed walls. The port cochere and nearby chimney from the Teulon designed building were left, making an interesting comparison of two totally different styles of architecture.

During the Second World War the building was evacuated and leased to the Home Office who used it for both training and stores for the NFS.

In 1946, with shortages of manpower due to the War and the need for a rethink on general police training, Enbrook house, still leased to the Home Office, was opened as one of eight provincial police training centres. As No.6 District, it encompassed Kent, Sussex, Surrey, Hampshire and the Isle of Wight and Berkshire. In those days and until the merger in 1967, no fewer than thirteen forces were catered for at Enbrook as most counties contained within them small forces with County borough status.

In addition to basic police training, Enbrook also catered for student instructor courses and refresher courses, and, due to its location, it was also used for attachments from colonial and foreign police forces.

In 1977 the building and grounds were purchased by Saga who worked there until 1987, by which

time, with a staff of 600, the building had become too small.

In 1987 and 1989 Wimpy, having purchased the estate, put forward plans to develop the area, initially by building an hotel, sports centre, restaurant and nursing home and then later submitted plans to build houses. These plans included the demolition of the Commandant's house on Sandgate hill creating easier access to the grounds.

The drop in the housing Market stopped any further development, and in 1993 the grounds were sold back to Saga who, having obtained permission for delisting the building, demolished it to build the present Saga building. This comprises a large building on what were the playing field and a pavilion and additional offices on the original Enbrook House site. The new buildings, having been completed in the late nineties, are now ten years old.

MARITIME SANDGATE

Part 4

284 crew drowned in disaster
by Mick Jago

The SMS Grober Kurfurst was launched in 1875 in Germany. She had a displacement of 6,800 tons, was 96m long and had steam engines. She also had 1,834 square meters of sails and was crewed by 46 officers and 454 men.

During exercises off Folkestone/Sandgate on the 31 May 1878, she and another German ironclad had to make emergency manoeuvres after two small sailing craft crossed their bows. Both ships swung inwards after an officer got disoriented and the two collided. The Koenig Wilhelm tore into the side of her companion spilling sailors into the sea. The damage was fatal and the ship sank rapidly. Numerous craft were dispatched from Folkestone and Sandgate and saved as many as possible. Despite the enormous effort 284 of the crew were drowned when the ship sank in the channel.

A large and impressive memorial can be found in Cheriton road cemetery to commemorate those that died. During WW1 Folkestone townfolk could not believe that the Germans were bombing the town

after all that was done to save their sailors earlier.

It was reported at the time that residents in Sandgate and Folkestone received £1.00 for each body that was reported and recovered from the beach.

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If your membership details have changed, or if we've got them wrong, please write to Carole Williamson at:
The Old Fire Station, 51 High Street, Sandgate, CT20 3AH



Criddle, Maureen (22)
22 Church Rd. Folkestone

Course: Kent in its Cultural Context

Student: Maureen Criddle

Student No: ~~0292165~~

No of words: 3324 [excluding footnotes]

DOCUMENTARY STUDY OF ENBROOK HOUSE, SANDGATE FROM 1806 TO THE PRESENT DAY

AIM – The aim of this documentary study is to research the evolution of the estate at Enbrook House in Sandgate, taking into account the various houses on the site, their uses and the people residing in, or using them. Emphasis will be placed on the 100-year period from the mid-19th century to the mid-20th century, due to the increased availability of documents for this period. The development, decline and restoration of the garden and grounds, in the context of the houses and their occupants, will be investigated.

METHODS USED – Extensive use was made of the material available at Folkestone Heritage Room in the Folkestone Library. A visit was also made to the South East Kent Archives at Whitfield in order to view original title deeds and other archival material deposited regarding Enbrook. Enbrook Park is now owned by SAGA, and a discussion with their Estate Manager, Paul Thornton, was invaluable. On another occasion the site was investigated and compared with old maps and plans based on the discussion with Mr Thornton. Photographs were taken in various parts of the grounds on this visit. The archives of the Sandgate Society were also consulted to gain extra information. Mrs René-Martin kindly contributed copies of some photographs of the Star and Garter Home.

INTRODUCTION – The house and grounds under review are situated in Sandgate on rising land near to the sea.^[Figure 1] The geology of the area is weald clay and lower greensand, and there are outcrops of ragstone in the vicinity. The clay underlies the greensand in the Sandgate area and this has caused landslides over the years, however, the Enbrook estate seems to have escaped major slippage.^[1] For example, the estate is not mentioned in the reports as suffering any damage in 1893, when a major landslip affected over 200 buildings in the town.

With reference to the estate, the 4th Earl Darnley of Cobham Hall, Kent bought a house, called Belle Vue, and an estate in 1806 from J T Amherst, as a seaside house. Further research is needed to determine when this original house and its garden and 3 chestnut plantations were laid out.^[2] The house was then either rebuilt or extended and at some point became known as Darnley House. Over the years extra land was bought to considerably increase the size of the whole estate. The garden and its grounds also had some land added to it.^[3] In 1822 the 4th Earl gave part of his land, for a Chapel of Ease to be created for Sandgate, and paid for it to be built. G S Repton who had designed the library at Cobham Hall^[4] was the architect for this building.

↑ George Stanley Repton 4th son of Humphry Repton

On the death of the 4th Earl in 1831 the estate passed to his second son John Duncan Bligh^[5], and this seems to be the time when the estate starts to be called Enbrook^[6]. In 1853 this house had been found to be too small and inconvenient,^[7] or maybe it was just not fashionable

enough. A new house was designed by S Teulon and the opportunity was taken to resite the house 'more in the centre of the estate'.^[7] It was built in 1854 from ragstone, from a local source, and Caen stone and cost about £7,300.^[7] ^[Figure 2] What is not stated is whether the old house was pulled down before or after the new one was built. In 1849 Teulon had also ~~remodelled~~ ^{replaced} the Chapel of Ease which then became St Paul's Church, Sandgate.^[8] ^{to become}

When J D Bligh died in 1872 his daughter, Elizabeth [Lillia] inherited Enbrook.^[9] As Lillia was Lady Chichester the house was frequently called Chichester House in her time. Lady Chichester died in 1911 and as she had no children the house went to a nephew's son, Ludovic Bligh.^[5] It was put up for sale but was not bought and during the First World War it seems to have been frequently empty or on short term lets.

In 1920 the Red Cross bought the house and its grounds for the Star and Garter Home, while their main site in ~~Rochampton~~ ^{Richmond} was being rebuilt.^[10] This home was for the care and rehabilitation of disabled servicemen. In about 1924 Teulon's house was knocked down, apart from the porch. This was incorporated into a new house that was designed by Sir Edwin Cooper as a seaside home for the Star and Garter.^[8] In May 1940 the residents were evacuated to Richmond^[10] and the Home Office took over the building. For a while it was used to train the Fire Brigade, but then became a Police Training College in 1946.^[11] They occupied the building until 1975 when it closed, having trained 13,000 police officers.^[12] The travel company SAGA became the new owners, however, by 1987 they had outgrown the building and moved to new premises.^[13] It was bought by Wimpy who intended to build an estate of houses but the downturn in the housing market meant that this never happened, although part of the land was remodelled in preparation. SAGA returned in 1995 and had new buildings built on the site.^[13] In place of the old Star and Garter building there is now the Pavilion and a new office block is in part of the grounds.

Through its lifetime the estate has served various purposes and although, to date, it has not been possible to find details of the building and grounds before 1806, there is a mention of a garden and 3 plantations of chestnuts on the site in the title deed of that date.^[2] During the occupation of the 4th Earl it was used as a seaside retreat, at a time when it was fashionable to visit the seaside for its health giving properties. Sandgate was just starting to be promoted for this purpose and properties were being built to accommodate visitors. At this time the grounds were designed to impress and, as the 4th Earl is reputed to have been very interested in horticulture, the plants that appeared in the grounds at this time reflect that interest. The garden would also be expected to supply the flowers and food for the house. These functions would have carried on during the occupation of J D Bligh and Lady Chichester. When the new house was erected the gardens would have been updated to give an appropriate setting for the building.

The Star and Garter would have needed their grounds for a different purpose. The therapeutic qualities, both by being a pleasant place to take a stroll, or sit and recover would be wanted. During the time that it was a Police Training College the grounds continued to be cared for and there was also the need for areas for playing fields and other similar activities.

Now SAGA has the estate and it is being managed and cleared of excessive undergrowth, with considerable replanting to replace aged trees and shrubs. Paths are being reinstated, often taking the route of the original paths, and the grounds are open to the general public.

DOCUMENTARY RESEARCH – The earliest reference to the estate found so far is the title deed in 1806 when it was purchased for £3,500. The house was then called Belle Vue and had a stable, outbuildings, offices, gardens, yards and 3 plantations of chestnut. The estate then comprised of about 18 ½ acres and had formed part of the Coolinge Farm estate prior to that time.^[2] To find out more research into Coolinge Farm records would be needed. Fussell describes the house in 1818 as ‘a charming marine villa, which, when the plantations with which the spot is tastefully adorned shall have attained sufficient height to screen it from the wind, will be a truly delightful residence’.^[14] It would seem that the 4th Earl took a very active role in the estate as shown in a letter from Lady Elizabeth Bligh to J D Bligh in September of 1828. She is writing from Sandgate and says: ‘Papa is very busy cutting and sawing we think too much so as he opens views of the Martello Tower etc as well as the Castle’.^[15] It is very likely he intended opening up the views, thus creating vistas with a focal point, as at Cobham. In another letter, written in October of the same year, an idea of the types of plants in the garden is revealed. The Countess of Darnley is writing to J D Bligh and tells him that: ‘The weather milder here than at Cobham consequently Dahlias, Geraniums, and Salvias are nearly as fine as at Paris.’^[16] Some of these plants had not been in England for many years; for example, the Dahlia arrived in 1798.^[17] Although Geraniums had been in the country they had been considered hothouse plants and Morgan states that the first outside planting was by Robson in 1829.^[18] By the reference to the milder weather at Sandgate, one would assume that theirs were being grown outside a year before that, in 1828. There is a delightful drawing of the ‘old house at Sandgate’ as it was in 1826,^[Figure 3] and there are some prints in the Heritage Room which possibly show the old house.^[Figures 4 and 5] The Tithe Map in 1842^[Figure 6] clearly shows the estate, with the area no 260 called ‘The Mansion and the Pleasure Grounds’. The squared area at the bottom of the Tithe Map could well be a kitchen garden, as this predates the walled kitchen garden. There is a very useful plan of Darnley House as it was in 1851, just before it was replaced by the Teulon building.^[Figure 2] At this time the stream has no pond, but does have paths and at least one bridge. There seems to be indication of various beds to the south and long beds to the west of the building. There is a pond at the back of the building, which is also indicated on the Tithe Map: there is no evidence of this pond on the estate now. Another helpful item is a print in Moseley’s book about Sandgate dated 1853.^[Figure 7] This quite clearly shows the walled kitchen garden in use, with fruit possibly being trained up an east-facing wall. The meadow numbered 257 on the Tithe Map is also clearly indicated. Moseley’s book gives a very good list of some of the so-called American plants that were growing in Darnley House’s garden.^[19]

In about 1854 the new building designed by Teulon was finished.^[Figure 8] This is the building that appears on the OS maps for 1880 [as surveyed in 1872]^[Figure 9], and 1898.^[Figure 10] By comparing these maps it can be seen that there is little difference in the overall plan of the estate. They show a conservatory on the western side of the main building, as well as the vinery and lower conservatory, although the latter is only indicated as being a glass construction from the 1898 map. A plan showing drainage at Enbrook in 1894 gives clear plan of the house and outbuildings, showing also the old conservatory, vinery and propagating house.^[Figure 11] It also describes areas as Wood, Meadow, Shrubbery and Lawn, as well as

showing the square formation by the vinery that appeared on the Tithe Map. There is no indication of its use.

The map that accompanies the sale catalogue in 1912^[Figure 12] shows a definite arrangement of beds to the south of the house. This sale catalogue is of great interest for its detailed descriptions and also accompanying photographs. An interesting one of the South Terrace clearly shows the arrangement of the flowerbeds in a 'sunray' pattern, with what appears to be a rose bed in front of that.^[Figure 13] Another photograph shows the south front of the house with its lawns and grass terraces with steps up to the house.^[Figure 14] These are described as sloping away 'to a picturesquely laid out parterre garden, having Tennis and Croquet lawn below'.^[20] The Kitchen garden, which was the only part of the land held on lease, was 'well stocked with espalier trees and bush and other fruit'. With the nearby small kitchen garden it was about an acre in size.^[20] The estate was also said to have 'wilderness walks that wind through shrubberies of rhododendrons overhung by stately forest trees' and 'steep fern-clad banks' which led down to the stream. There was a miniature parkland and the grounds had Sycamore, Cedar, Lime, Beech, Oak, Elm, Pine and other trees.^[20] A photograph of the house dated about 1900 clearly shows the conservatory and the grass and gravel terrace in front of the house.^[Figure 15] Another sale catalogue of interest is of the household furniture in July 1919 where a number of garden items are auctioned including three Green's lawnmowers, sized 9", 12" and 26"; an American cross-cut saw; various tools, and even flower pots.^[21]

The photographs of the Star and Garter home dated 1929 clearly show the formal terracing and creation of rockeries in place of the grass banks.^[Figures 16 and 17] The aerial view of the site from the same time shows a nursery or plantation area to the east of the house.^[Figure 18] Although that area does not seem to be indicated on the 1933 OS map, so maybe it was not a long-term project.^[Figure 19] This map clearly shows the different layout of the house and the terracing of the grounds to the south of the house. The OS of 1957, at the time of the Police Training College, shows the vinery as a ruin, and it would seem that the meadow has been terraced to make some a playing field.^[Figure 20]

SITE VISIT – Two site visits were undertaken. On the first occasion a meeting with Paul Thornton, SAGA's Estate Manager, resulted in an insight into the planting on site, the work which is being done to enhance the grounds and where the evidence for previous functions could be found. He also produced some more recent photographs of the area during restoration. Many of the trees at Enbrook are at least 100 years old, and there are many Holm Oaks, or Ilex, and Chestnut that are at least that age. Mr Thornton also stated that in some of these old trees there is evidence of a Victorian way of bracing to keep the trees in shape. There are also old Beech and Sycamore trees with some old unusual trees still in evidence, for example, a Strawberry Tree [*Arbutus unedo*]. In 1997 a large Lebanese Cedar had to be felled from in front of the building, it was felt that this was at least 150 years old, and it produced over 40 tons of wood. Mr Thornton is in the process of producing a woodland survey and will soon be able to have the position of every tree on the estate on computer.

The walls round the estate are of ragstone and the alpine rockery is also constructed from ragstone. It is felt that these rockeries date from the Star and Garter^[Figure 21] days and may well contain some of the rubble from the Teulon building. When Mr Thornton initially worked on these rockeries in the 1980s there were oversize Bay trees and Hebes in them. So

these plants, no doubt, formed part of the planting programme from, at least, the Police Training College days.

The area by the stream has needed clearance work, reinstating paths, and considerable work with the stream.^[Figure 22] For reasons of flood alleviation a pond was constructed in the stream, and although there was no evidence on the ground of a pond before, Mr Thornton was interested to see on the old maps that there had been one in the same place in the past.

There is still evidence of the position of the leased kitchen gardens, and the brick walls survive,^[Figure 23] but the area is now grassed with a herbaceous border. The vinery is no longer there, however, Mr Thornton stated that there was evidence of heating pipes in the area where it would have been. The lower conservatory has been turned into an open patio-style seated area and is now called the Orangery. There is still clear evidence of a stoke hole underneath. The small buildings shown on the map in the high viewpoints are no longer there.

SAGA have a continuing programme of restoration for the grounds, and it is used as an amenity for both their staff and the general public, who are allowed access at all times.

The second visit was to take photographs of the kitchen garden, stream area, Orangery and to compare the old maps with the present garden.

CONCLUSION – The site has seen a number of houses with changes of names since 1806. There have also been a number of uses, from being a seaside house for the landed gentry, through a convalescent home for servicemen, a police training college and now a workplace, whose grounds have public access. Over the years many people will have been involved with the garden, however, the garden designers have been hard to determine. It is tempting to think that Humphrey Repton may have had a hand in the planning of the garden in the period just after 1806. Flowerbeds near the house leading into more natural woodland beyond, with sweeping paths and planned vistas bring to mind Cobham Hall.^[22] It was there that Repton did extensive landscape work for the Earl. When Teulon redesigned the building it is possible that he reorganised the gardens, in particular those close to the house. The planting of the gardens and pleasure grounds was designed to be a showcase for the most recently imported plants during its time as a private home. There is no evidence where these plants were bought, but Mr Masters had an exotic nursery in Canterbury that in the mid-1800s was reputed to have the largest collection of American plants in Kent.^[23]

There would seem to have been a conservatory on Darnley House, and it is very likely that the present Orangery is the remains of that old conservatory.^[Figure 24] It seems to have the early form of heating with just fireplaces rather than evidence of boilers, and also closely resembles the conservatory on the side of Darnley house in the 1851 plan.^[Figure 2]

Until the time of the Star and Garter home the terraces were in the form of grass banks with flowerbeds. When the new building appeared so did the more formal rockeries also various buildings in the grounds, for example, poultry houses and pigeon houses.^[Figures 25 and 26]

It is easier to track down the names of some of the estate gardeners through the census. This shows that some of these lived in the two lodges on the estate with their families. Those of particular long service were Thomas Overton [at least 30 years], Thomas Whitborne [at least

h/k
X Humphrey (1752-1818)

20 years], Stephen Wraight [at least 30 years], George Peden [at least 20 years].^[24] John Whitehead appears to be acting as a caretaker for Darnley house in 1851, although his occupation is given as a Gardener.^[24] In a newspaper report of 1901, when Thomas Overton and his wife celebrated their Golden Anniversary, he is reported as being a gardener at Enbrook for 45 years,^[25] so for at least part of this time he does not seem to have lived on the estate.

To date, evidence has not come to light as to how the grounds were cared for by the Star and Garter home. However, oral tradition gives an indication that whilst it was a Police College some of the work in the grounds was carried out by prisoners who were 'bussed-in' to do a day's work.^[26]

Now Mr Thornton and his team, who are carrying on a long tradition of caring for Enbrook's grounds, are sensitively renovating, restoring and replanting to take it into the future.

FOOTNOTES

KEY: HR = Heritage Room, Folkestone Library; EKA = East Kent Archives, Whitfield

- 1 Cutting from unnamed article May 1893 – HR Sandgate Landslip drawer
- 2 Title deed 1806 EK/U1486/T8 Bundle 1 – HR
- 3 Sketch plan of land acquisition, undated EK/U1486/T8 Bundle 2 – EKA
- 4 *Sandgate Parish Magazine* October 1975 – HR
- 5 Genealogy from *Fynmore's Scrapbook – Sandgate and Shorncliffe Vol 1* p 62 – HR
- 6 *An Illustrated Guide to Sandgate* c1860-70 p5 – HR
- 7 *The Builder* Sept 16 1854 pp 486-7 – HR Enbrook file in cuttings collection
- 8 *The Buildings of England – North East and East Kent* ed N Pevsner p 440
- 9 *The Story of Sandgate*, Ann Nevill p 4
- 10 'The Home on the Hill – The Star and Garter Home', Simon Fowler from *Family History Monthly* February 1999 p 47
- 11 Notes by Rev J Howard Brown and C P Davies – HR Enbrook file in cuttings collection
- 12 Archives of Sandgate Society, Enbrook File
- 13 *Rise and Progress of a Village* Linda René-Martin p ~~46~~ 15 and 48, 49. 2nd Edn:
- 14 *A Journey Round the Coast of Kent*, L Fussell p 192
- 15 *Edward 5th Earl of Darnley and Emma Parnell his wife*, E Cust and E G Pelham [Eds] p 286
- 16 *Ibid* p 290
- 17 *The Genius of Gardening* C Thacker p 235
- 18 *A Paradise out of a Common Field*, J Morgan and A Richards p 27
- 19 *Sandgate as a Residence for Invalids*, George Moseley p 127, lists the following:
Caenothus divaricata; Eryobotrya japonica; Garrya macrophylla; Viburnum rugosum;
Spirea callosa; Juniperus Bermudiance; Berberis Darwinii; Calycanthus Macrophylla;
Ceonothus Dentata; Magnolia Conspicua; Coronilla glanca; Auriculariae Baziliensis and Myrtle
- 20 *Sale Catalogue of the Enbrook Estate*, 1912 - HR
- 21 *Enbrook Catalogue of the excellent household Furniture and effects* – July 1919 - HR
- 22 *Garden of Kent*, E Hall pp 30-31
- 23 Course Handout
- 24 Census references for the live-in gardeners: John Whitehead 1851 - HO107/1633 f36 sd114; George Peden 1861 - RG9/551 f219 sd 8; 1871 - RG10/1015 f149 sd 45; Stephen Wraight 1861 - RG9/551 f222 sd 44; 1871 - RG10/1015 f152 sd 80; 1881 - RG11/1010 f151 [NB: two sons William – nursery gardener; and Charles – under gardener, no indication if this is at Enbrook]; Thomas Overton 1881 - RG11/1010 f153 [NB: son Robert – gardener, no indication if this is at Enbrook]; 1891 - RG12/750 f35 sd 8; 1901 - RG13/848 f71 sd 175; Thomas Whitbourne 1891 - RG12/750 f37 sd 36; 1901 - RG13/848 f73 sd 206
- 25 *Fynmore's Scrapbook, Sandgate* Vol 2 p 238 – HR
- 26 Oral tradition from Mr Eric Gilden

FIGURES

KEY: HR = Heritage Room, Folkestone Library; EKA = East Kent Archives, Whitfield

- Fig 1 Plan from leaflet *Sandgate its Byways and Landmarks* [Sandgate 2002]
Fig 2 Plan of Darnley House 1851 – HR
Fig 3 Drawing of ‘The Old House at Sandgate 1826’ from *Edward 5th Earl of Darnley and Emma Parnell his wife* opp p 346 - HR
Fig 4 Painting of Sandgate from the Castle 1846 – S STR 158 – HR
Fig 5 View from Shorncliff towards Darnley House c1850 – S STR 103 – HR
Fig 6 Extract from Folkestone Tithe Map 1842, showing Darnley House and grounds – HR
Fig 7 Sandgate, showing part of the estate of Enbrook 1853 from *Sandgate as a Residence for Invalids* – HR
Fig 8 Teulon’s design for Enbrook [incorrectly placed in Surrey] from *The Builder* 16 Sept 1854 p 487 – HR
Fig 9 Extract from OS map 1880 [survey 1872], showing Enbrook and grounds – HR
Fig 10 Extract from OS map 1898 showing Enbrook and grounds – HR
Fig 11 Part of a plan of drainage on the estate 1894 from the back of *Sale Catalogue of Enbrook Estate* 1912 – HR
Fig 12 Part of map that accompanies the *Sale Catalogue of Enbrook Estate* 1912 – HR
Fig 13 Enbrook, view from the South Terrace from the *Sale Catalogue of Enbrook Estate* 1912 p 10 – HR
Fig 14 Enbrook, from the South from the *Sale Catalogue of Enbrook Estate* 1912 – HR
Fig 15 Enbrook c1900 – S STR 160 – HR
Fig 16 The Star and Garter Home c1925 – S HOS 11 – HR
Fig 17 The Star and Garter Home 1929 – S HOS 32 – HR
Fig 18 Aerial View of Star and Garter Home 1929 – S STR 540 – HR
Fig 19 Extract from OS map 1933 showing the Star and Garter Home – HR
Fig 20 Extract from OS map 1957 showing the Police Training College – HR
Fig 21 View of the SAGA Pavilion, with terraced rockeries, April 2004 – Own photograph
Fig 22 Area by the stream, showing waterfall, bridge and pond beyond, April 2004 – Own photograph
Fig 23 Kitchen Garden area, showing part of one wall with SAGA office block in background, April 2004 – Own photograph
Fig 24 Remodelled Orangery, formerly the Old Conservatory, showing entrance to stoke hole, April 2004 – Own photograph
Fig 25 Star and Garter Home, Poultry corner 1919 – Mrs L René-Martin’s private collection
Fig 26 Star and Garter Home, Pigeon House 1919 – Mrs L René-Martin’s private collection

ARCHIVES AND LOCAL STUDIES MATERIAL

KEY: HR = Heritage Room, Folkestone Library; EKA = East Kent Archives, Whitfield

Title Deed 1806 EK/U1486/T8 Bundle 1 – EKA
Sketch Plan of acquisition of land for Enbrook's gardens and grounds, undated EK/U1486/T8 Bundle 2 – EKA
Sandgate Parish Magazine, October 1975 – HR
Fynmore Scrapbook, Sandgate and Shorncliffe, Vol 1 – HR
Fynmore Scrapbook, Sandgate Vol 2 – HR
The Builder, 16 September 1854 – HR
Sale Catalogue of Enbrook Estate 1912 – HR
Sale Catalogue of Enbrook's household effects 1919 – HR
Photographs and prints – HR
O S Maps – HR
1851 – 1901 Census for Folkestone – HR
Plan of Darnley House 1851 – HR
Folkestone's Tithe Map 1842 – HR

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