

# WELCOME

We are developing proposals for a landscape-led scheme at Enbrook Park, set alongside the iconic Saga building, that will secure the long-term restoration of the Pavilion and bring new life to the Park.



## Introduction

Enbrook Park is home to the landmark Saga headquarters and a valued, publicly accessible landscape — popular with walkers, runners and cyclists, with woodland and views out to the sea. It has a long history as a “park with buildings”, and these proposals respond carefully to that history, character and topography.

With Saga’s return to Enbrook Park, this consultation introduces our emerging thinking ahead of a future planning application. The boards that follow set out our approach to design, heritage, access, ecology, flood risk, trees, and the future of the Pavilion and community building. We would value your feedback.

# WHY NOW?

In early 2025 Saga decided to return to Enbrook Park, marking the start of an exciting new growth phase — and a chance to set the site up sustainably for the long term and bring new life to the Park.



## **A changed business**

Before the pandemic, Saga was Folkestone's largest employer, with town-centre space for around 2,500 colleagues. During lockdown those offices closed. The way people work has changed — and so has the way the site needs to work.

## **A return to the Park**

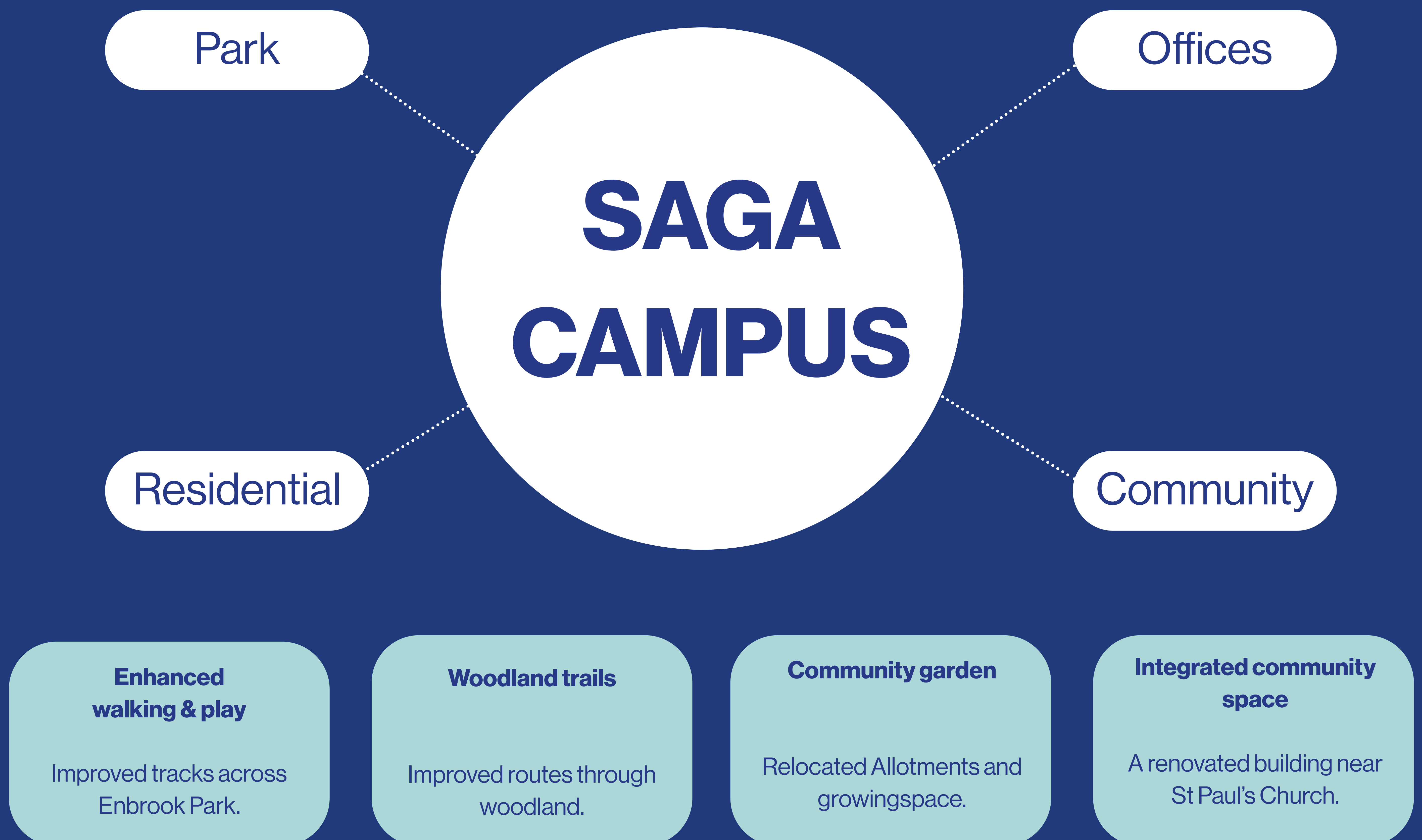
Saga has chosen to come back to Enbrook Park, investing in the main office building and securing a sustainable, long-term home for the business and its colleagues that makes sense for the wider community too.

## **Funding the Pavilion**

To fund the restoration of the Pavilion and support ongoing maintenance, we are exploring some residential development on under-utilised parts of the estate to the east — only a small proportion of the overall site.

# OUR VISION

Enbrook Park is proposed to be repositioned as a mixed-use 'Saga Campus', combining workspace, wellbeing and local enterprise within a flexible, welcoming destination.



## Proposed use mix

**Residential (C3) / Retirement Living (C2)**  
New homes on under-utilised land to the east.

**Mixed use (E / F2)**  
The restored Pavilion as a flexible hybrid hub.

**Offices (E)**  
Continued investment in the main Saga building.

**Community garden & allotments**  
New growing space within the Park.

## The benefits

**For Saga colleagues**  
Improved work/life balance, work culture and retention.

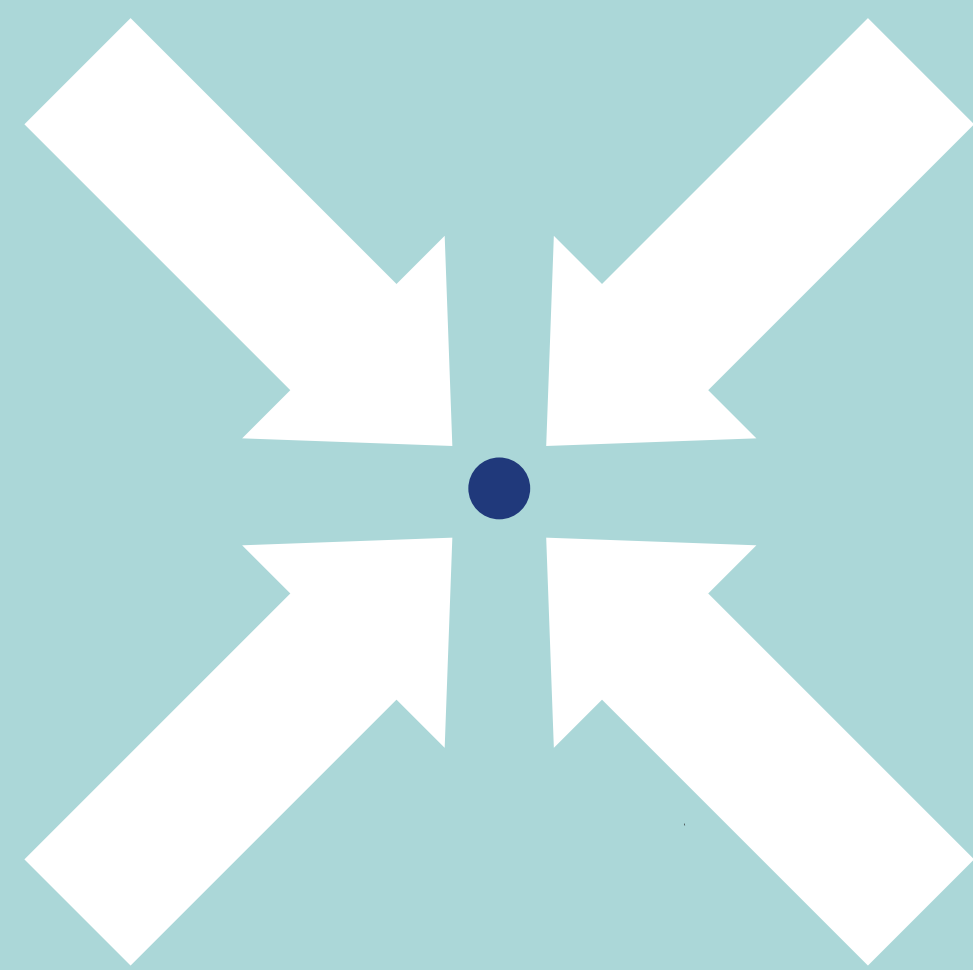
**For the community**  
Better amenities for wellbeing and cultural events.

**For local business**  
An incubator offering long-term and pop-up opportunities.

**For the Pavilion**  
Repaired and brought back from serious disrepair and into use after years of closure.

# DESIGN CONCEPT

Any development will be landscape-led — embracing Enbrook’s history as a “park with buildings” and carefully balancing impact, viability and public benefit.



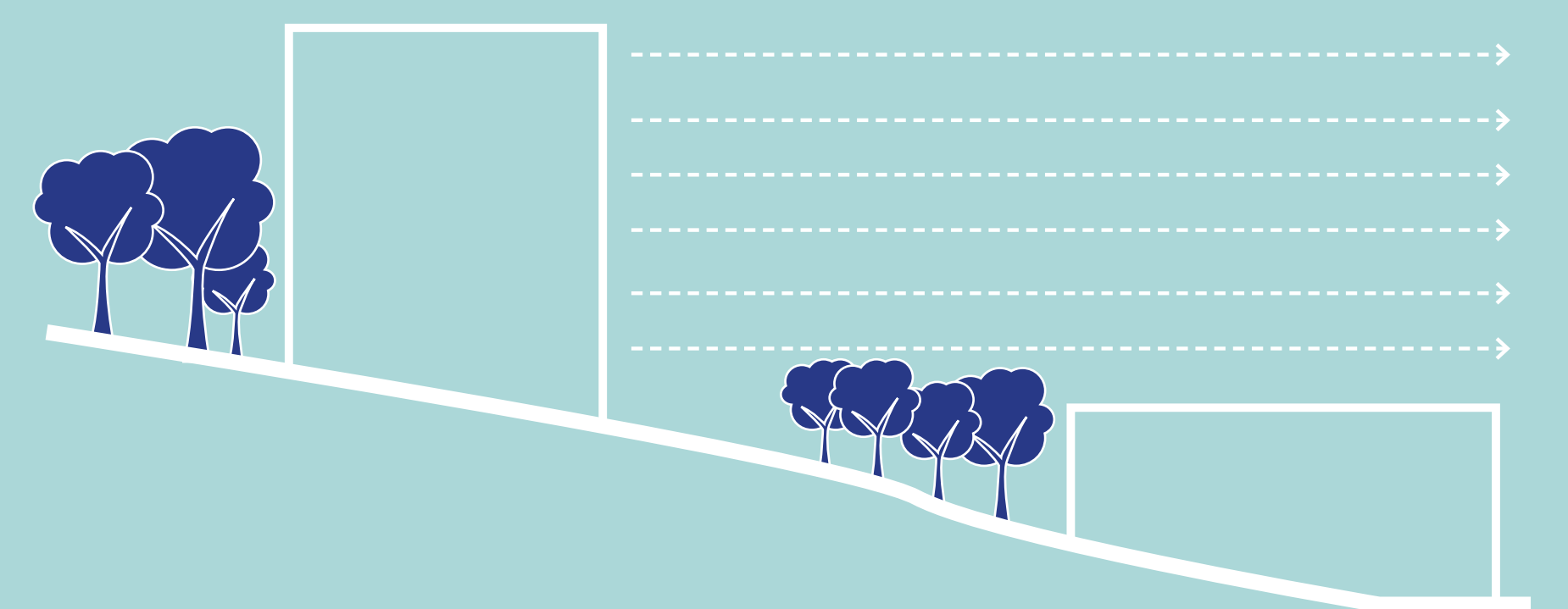
#### Minimise impact

Direct development to less sensitive, already-changed areas.



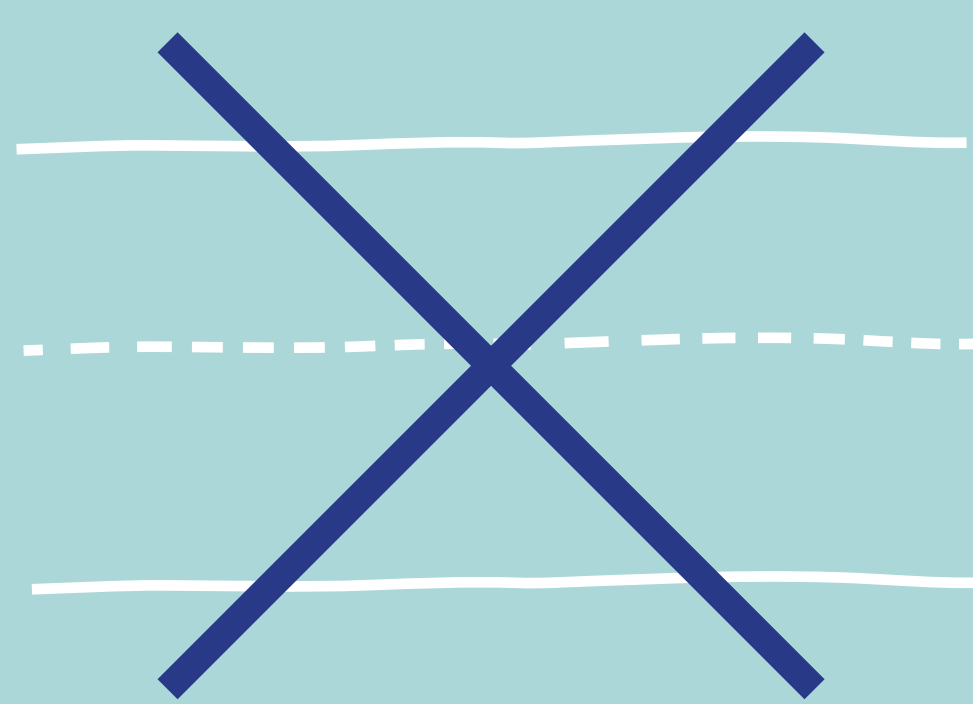
#### Maximise trees

Retain and protect existing high-quality trees.



#### Maximise views & aspect

Orientate homes to capture seaviews and daylight.



#### Minimal road infrastructure

Keep new access and roads light-touch.



#### Minimal Digging

Keep digging to the minimum utilising site topography.



#### Complete the street

Fill in the frontage and strengthen the urban edge.

## Topography & open space

The eastern part of the Site is especially well-suited to residential development: its topography enables expansive views and supports a high-quality living environment with generous open amenity space.

The long-standing community garden would be relocated to a suitable location for continued public benefit, with proposals responding to the site’s Open Space (Policy C3) designation.

## Why this location makes sense

- Builds on the established planning permission context.
- Enables operational independence between uses, with separate access.
- Completes the street frontage and strengthens the urban edge.
- Uses topography to reduce perceived massing and optimise sea views.
- Responds to local needs, including Sandgate’s older demographic.

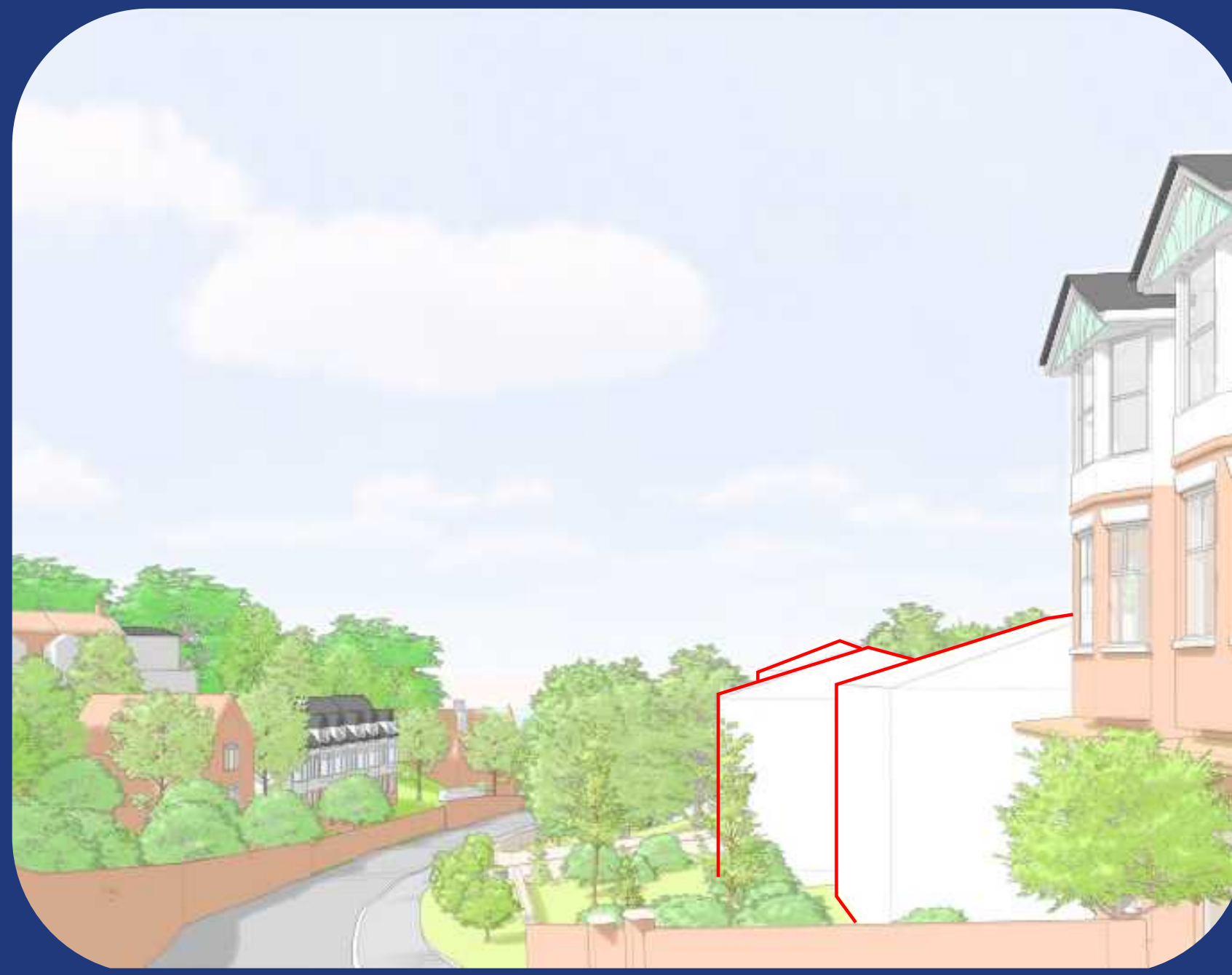
# DESIGN

A truly landscape-led approach — integrating new homes seamlessly into the wider setting and protecting the landscape character of Enbrook Park.



1

View from the Sea



2

Sandgate Hill



3

St Stephen's Way



4

Lister Way



5

View from the Beach



## Visual Impact

Enbrook Park occupies a prominent location within Sandgate, with a number of heritage assets and adjoining uses to consider, so any development proposal must carefully manage landscape and visual impact on the surrounding area.

The scheme has been conceived to be truly landscape-led, informed by Enbrook Park's history as a "park with buildings".

The residential buildings are proposed to be integrated seamlessly into the wider landscape setting, with all high-quality trees and landscaping retained where possible to protect the landscape character of the Site.

The topography of the Site has also been carefully considered to reduce the impact of buildings and ground them into the landscape.

# HERITAGE

Enbrook Park lies within the Sandgate Conservation Area, south of the Scheduled Martello Tower No.5 and close to listed buildings along Sandgate Hill. Early heritage understanding has shaped the emerging design thinking.



## Sandgate Conservation Area

The Conservation Area is characterised by its distinctive topography, escarpment backdrop and the character of the Victorian high street. The 2009 Appraisal identifies Enbrook Park as an attractive, valuable area of open space on rising ground around the Saga complex.

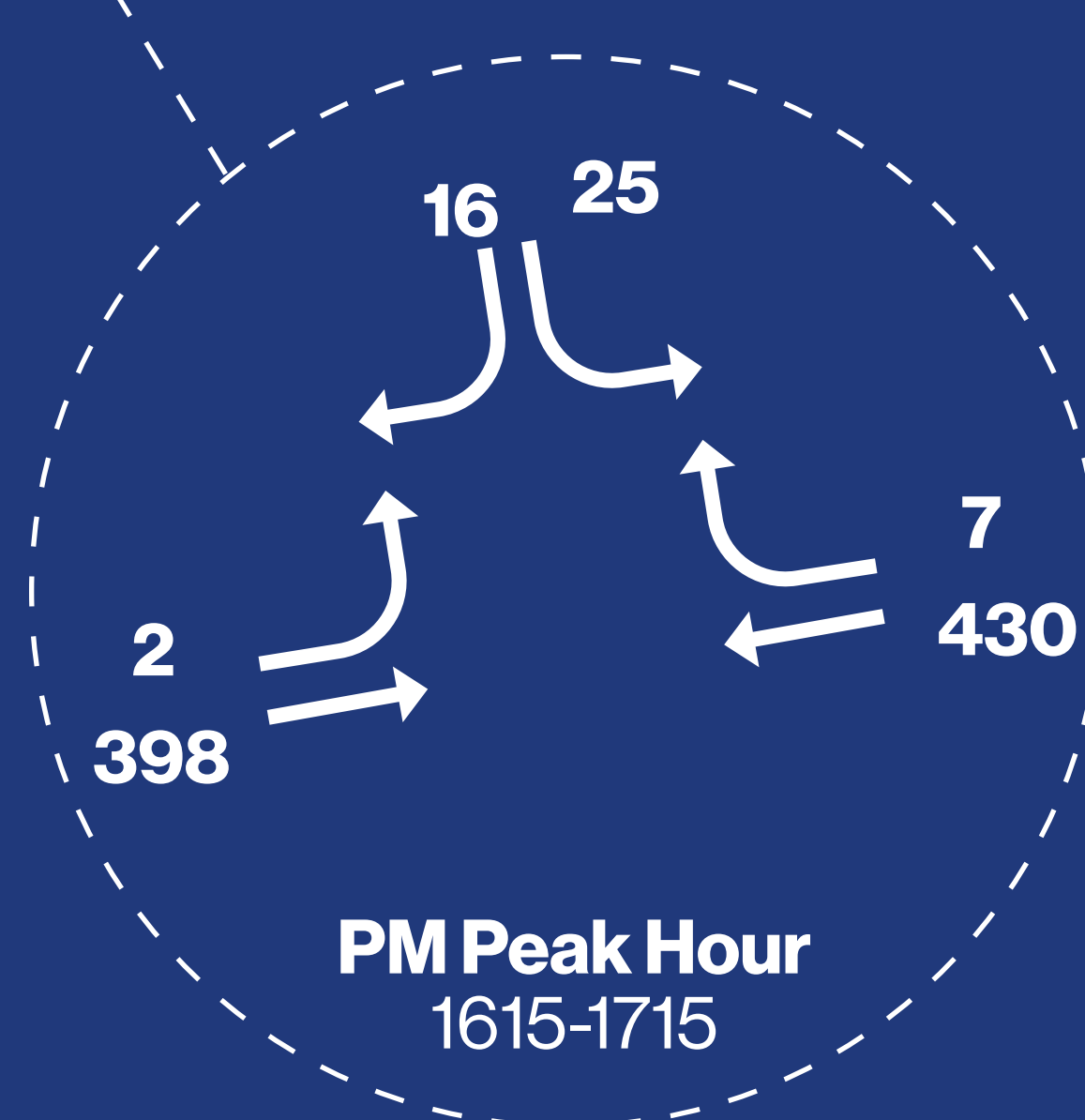
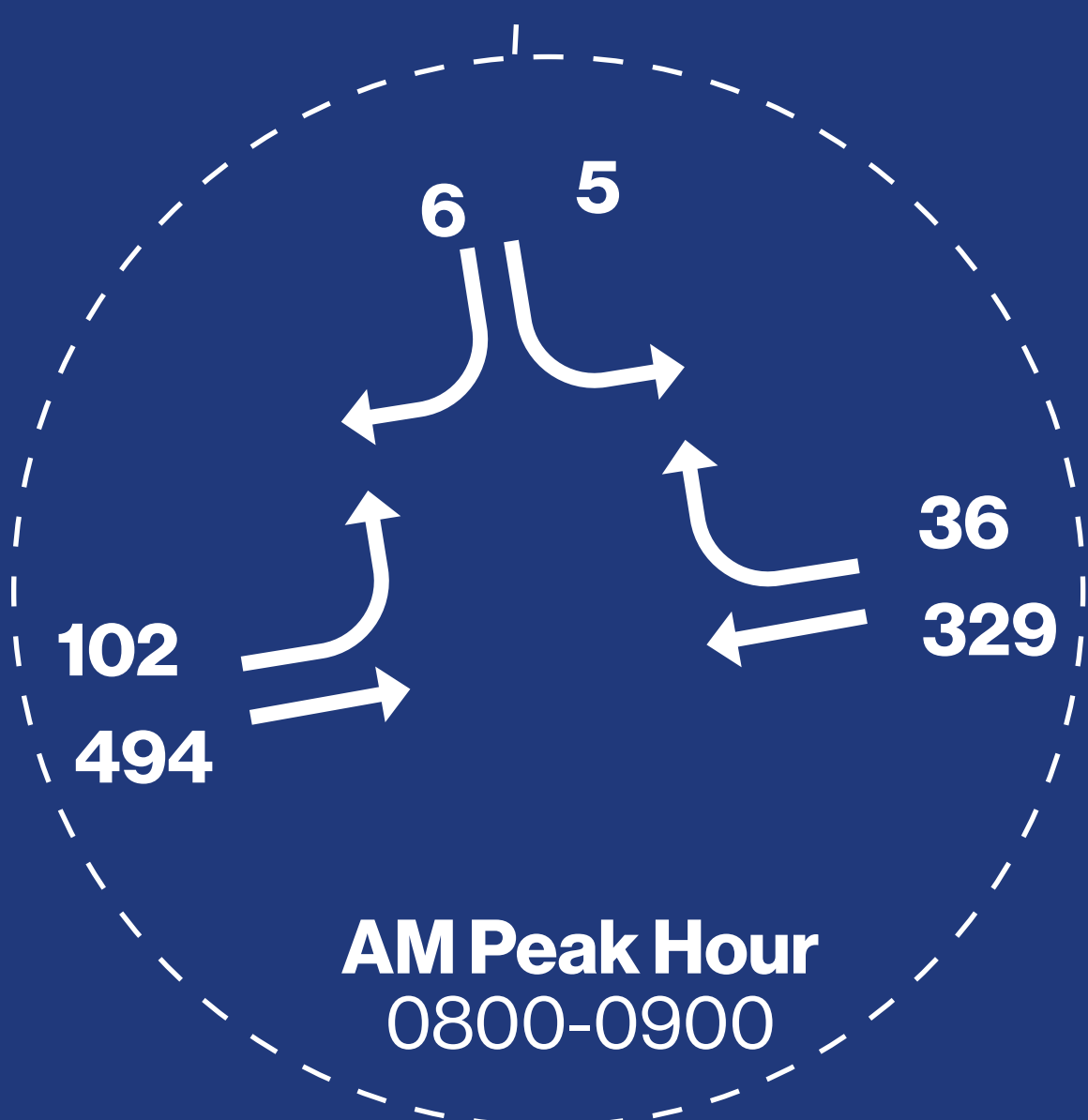
While the Saga building is prominent, there are relatively few views of the Park from the wider Conservation Area. The Site's principal contribution relates to surviving historic landscape features —

particularly the south-western section that formed the setting and approach to the former Enbrook House. Development is directed towards less visible areas that have already experienced change, and will not seek to compete with the prominence of the Saga building.

The combination of steep escarpment topography and dense tree cover means there is no visibility of the Martello Tower from within the Site or the Conservation Area.

# HIGHWAYS & ACCESS

A new vehicular access from Sandgate Hill will keep residential movements operationally separate from Enbrook Park, with detailed design to follow.



## Existing and Proposed Access

A new access from Sandgate Hill is proposed to keep residential and commercial traffic separate, and will be designed in detail as part of a future planning application. Traffic surveys at the existing Enbrook Park access, together with a speed and volume survey at the proposed access location, will inform junction modelling and the visibility splays required for any new access. Around 450–500 vehicles use the A259 during peak hours, and a scoping exercise with KCC Highways officers

will agree the scope and content of a Transport Assessment to support the application.

The development will be served by its own access, keeping Enbrook Park movements and new development movements separate, with both accesses expected to continue operating within capacity following development. Parking will meet relevant standards so the site meets its own needs without adding pressure on surrounding roads.

# ECOLOGY

Ecological surveys are underway across the Site to understand habitats and protected species, and to ensure the landscape's biodiversity is safeguarded and enhanced.



## Understanding and protecting wildlife

Under the current proposal, protected and notable wildlife species and the habitats of highest biodiversity value, including hedgerows and mature trees would be retained, with the stream and woodland adjacent to the eastern and western boundaries to be fully retained and protected.

Additional biodiversity enhancement features and ecological habitat creation would provide enhanced opportunities for wildlife in the long-term. Biodiversity enhancements within the Site could

include the planting and/or enhancement of native scrub, tree and hedgerow planting, the installation of bat and bird boxes (shown above), hedgehog boxes, invertebrate features, log piles and hibernacula.

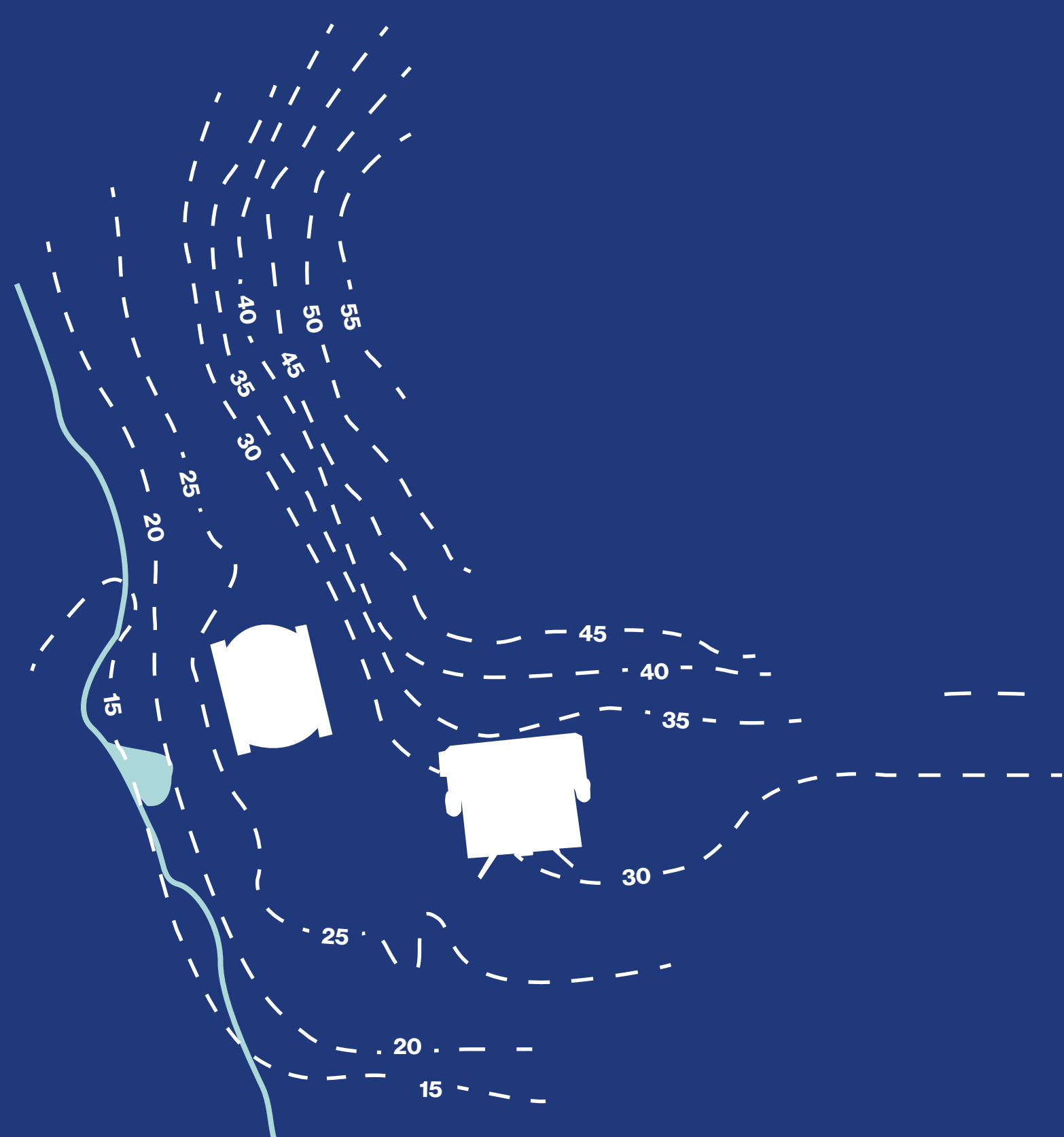
A sensitive lighting strategy would also be taken forward, including maintaining a 'dark corridor' along the woodland edges, minimising impacts on nocturnal wildlife, including bats.

# FLOOD & DRAINAGE

The Site sits in Flood Zone 1 — low risk from rivers and sea — with a localised surface water risk that a robust drainage strategy will address.



Flood Zone 2  
Flood Zone 3



## A sustainable drainage strategy

While the Site is in Flood Zone 1 (low risk from rivers and sea), there is a risk of surface water flooding (1 in 30 annual likelihood) along the western boundary and near the existing Saga HQ building.

The scheme will demonstrate a robust drainage strategy, and areas of the Site have already been identified as suitable locations for this infrastructure, which will be designed as multi-functional areas for drainage and attractive

landscape features that contribute to the character of the Park.

In keeping with Saga's commitment to set the site up sustainably for the long term, the scheme will manage surface water responsibly while respecting the site's natural environment — securing a resilient, well-managed home for the business and the wider community.

# ARBORICULTURE

Initial landscape and tree surveys are guiding the proposals, ensuring high-quality trees are protected and high-quality new landscaping is delivered.



\*Precedent images of Accordia, Cambridge.

## Retaining and protecting trees

Initial landscape and tree surveys have been undertaken to inform the proposals, and further work will be carried out to ensure high-quality trees are protected as part of any future development.

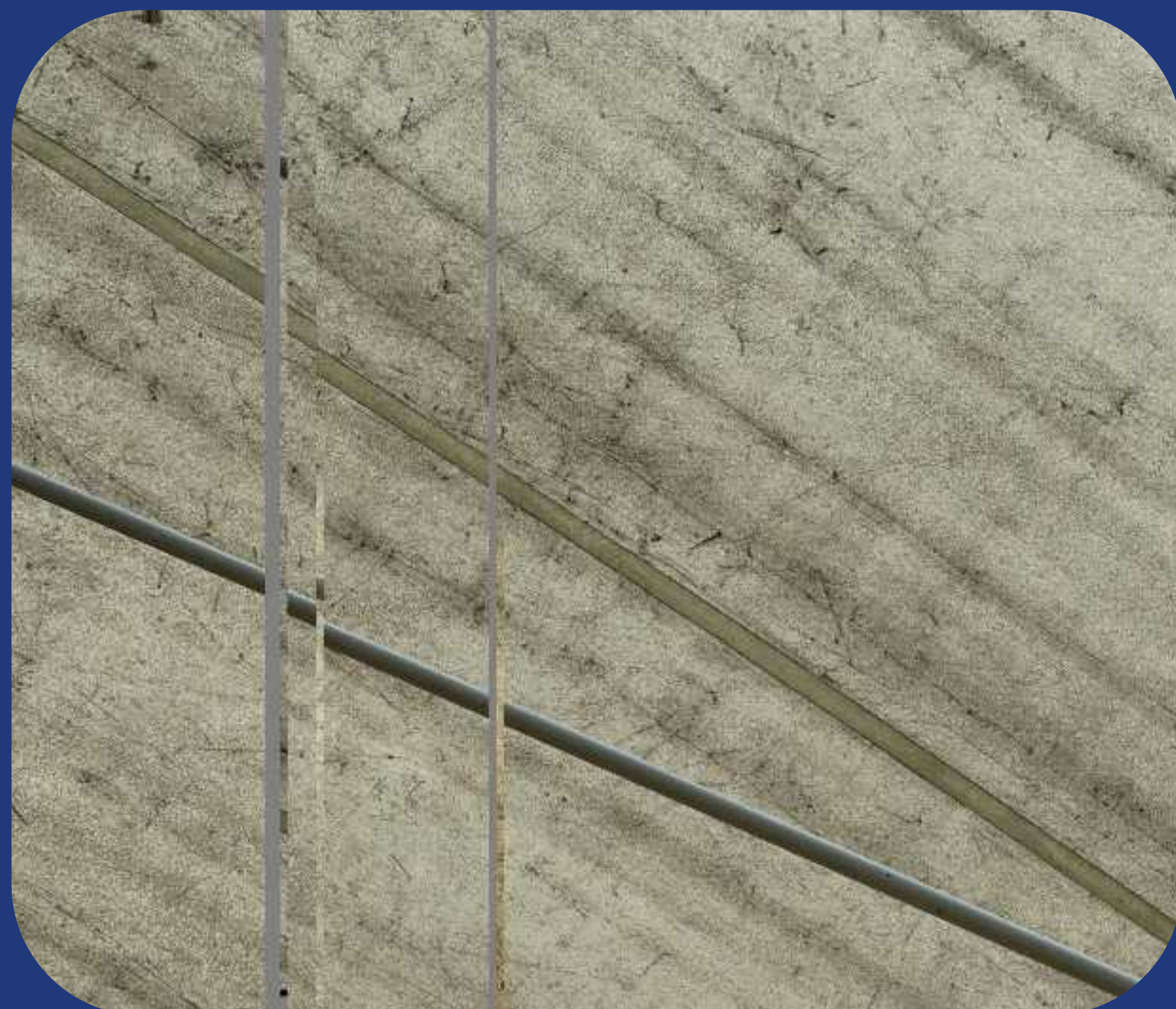
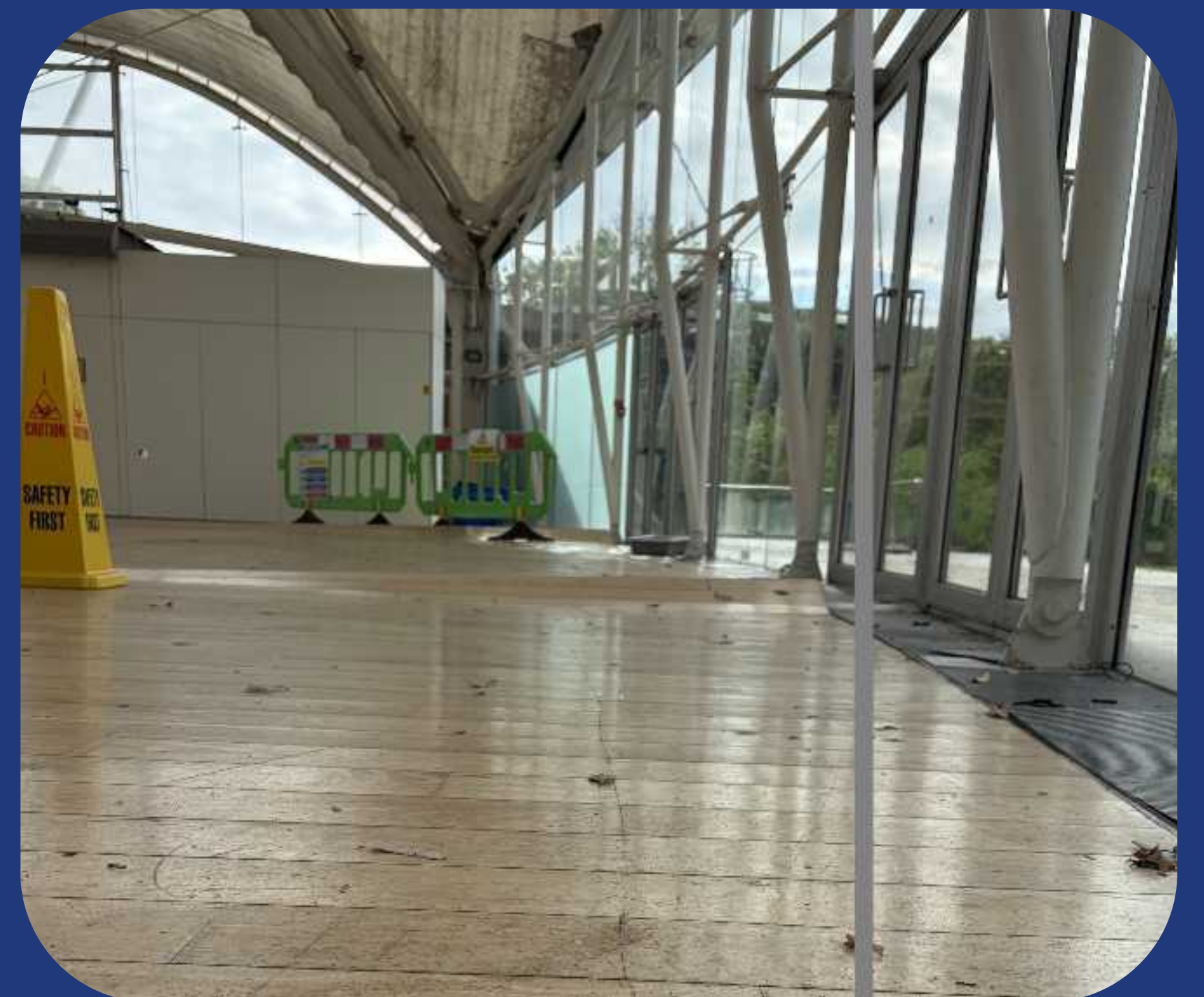
Enbrook Park's trees and landscaping are central to its character. Development is therefore focused on under-utilised land to the east, retaining the

established trees and green space that people value. High-quality new landscaping will be delivered as an integral part of the proposals, strengthening the Park's setting for the long term.

Precedent images above show 'Accordia' in Cambridge, a great example of a scheme that integrates with the landscape character of the place.

# THE PAVILION

At the heart of the proposals is the restoration and reuse of the Pavilion building. Currently vacant, it has fallen into serious disrepair and is unsafe for public use. The proposals will bring this valued building back into active use, securing its long-term future through engagement with the community and key stakeholders.



## Transforming the Pavilion

The proposals are centred on securing the long-term restoration and reuse of the Pavilion building, which has fallen into a state of serious disrepair and needs substantial restoration to bring it back to life, alongside future investment in the main office building.

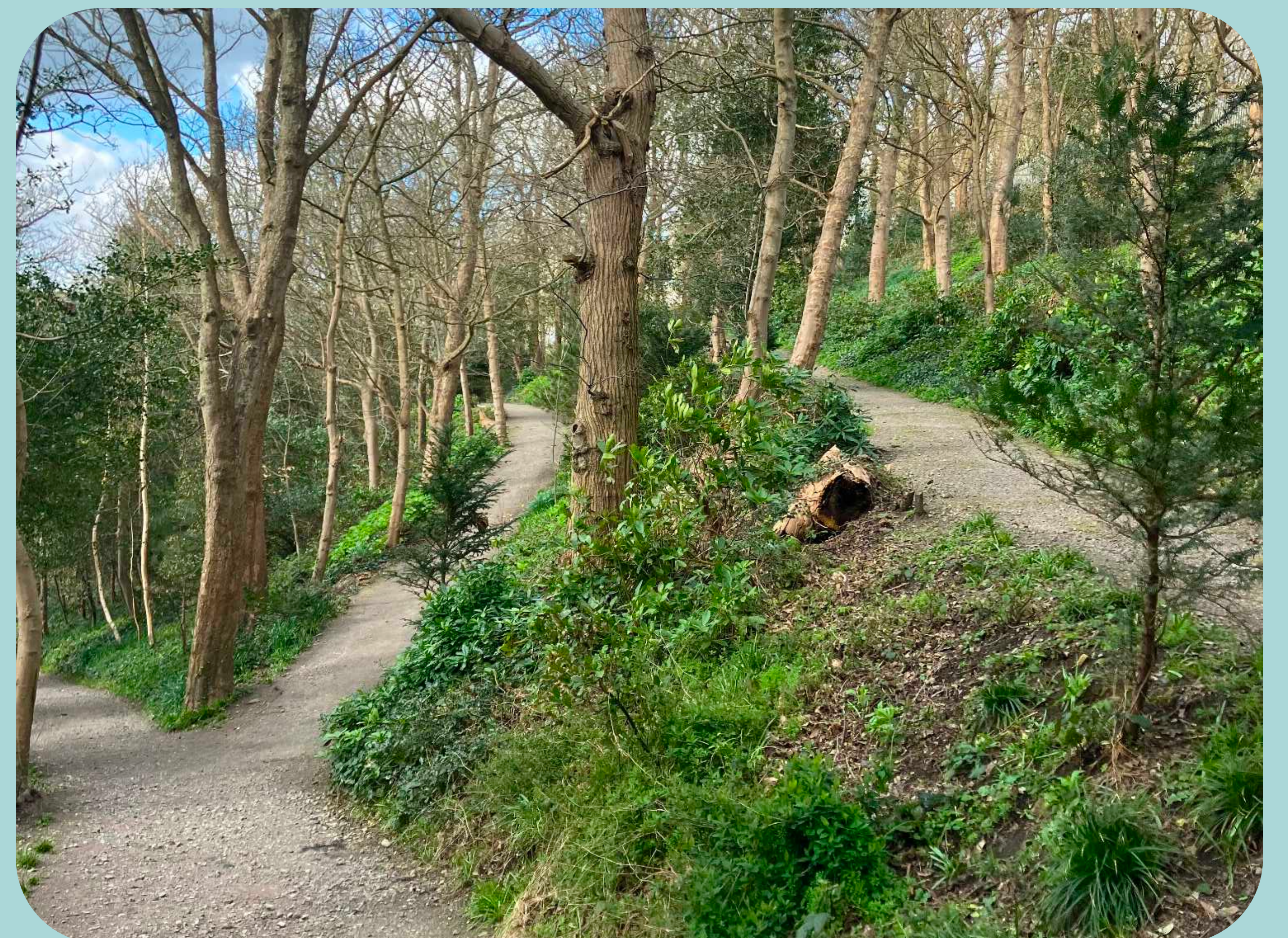
Subject to restoration, the Pavilion could operate as a flexible hub for Saga, while also providing opportunities for wider community use and for local

businesses — delivering clear social and economic benefits.

The introduction of a carefully considered residential element on under-utilised parts of Enbrook Park would provide a sustainable means of funding this restoration, while helping to activate the Park, diversify its use and support existing on-site facilities — representing redevelopment of only a small proportion of the overall site.

# COMMUNITY

A vacant building along the Sandgate High Street frontage will be brought back to life as an asset for Enbrook Park and the wider community.



\*Precedent images shown

## A vibrant part of Sandgate

As part of the proposals, a vacant building within Enbrook Park, along the Sandgate High Street frontage, could be brought back to life as a community asset.

This flexible space could host local organisations and community events alongside the restored Pavilion.

Its design and use will be shaped with local stakeholders, community groups and members of the public.

In keeping with Saga's wish for the Park to remain a vibrant part of Sandgate, it would be retained for local use, with some enhancements made.

A IS FOR ARCHITECTURE

SAGA

# QUANTUM & TYPE

New homes on under-utilised land to the east — around 100 townhouses and apartments — would make efficient use of a small part of the site while funding the long-term restoration of the Pavilion.



around  
**100**  
Units



## The proposed homes

New homes are proposed on under-utilised land to the east of Enbrook Park — only a small proportion of the overall site. Initial capacity studies have established a quantum of development of around 100 units, carefully arranged to sit within the landscape and respect the character of the wider Park and Sandgate.

The homes would come forward as a mix of townhouses and apartments, providing a range of sizes and types to suit different households.

This mix makes efficient use of the land while retaining generous open space, mature trees and public access across the Park.

Importantly, this residential element is the means of funding the long-term restoration of the Pavilion and the ongoing maintenance of the site. It is intended to bring new life to Enbrook Park while securing a sustainable, long-term future for Saga, its colleagues and the wider community.

**A IS FOR ARCHITECTURE**

**SAGA**