



PEACEHAVEN

100

A CENTURY OF OUR TOWN 1916-2016

E-NEWS Peacehaven Town Council



Special supplement

A centenary to celebrate

As the Mayor of Peacehaven I am delighted to present this special supplement to the town council's online magazine E-News.

It is 100 years since the maverick entrepreneur Charles Neville turned his eye to this stretch along the South Coast after buying land at Piddinghoe in 1914.

In 1916 a grid plan was designed showing the layout of the plots for his Garden City by the Sea. An advertisement showed an imaginary view of a delightful new town.

It was briefly named New Anzac-on-Sea but after the military disaster and huge loss of life at the Dardanelles in the First World War the name was considered inappropriate. The name of Peacehaven was finally settled on after a newspaper competition.

The successes and failures, scams, competitions and court cases that followed did not stop the building of homes for returning soldiers, often in a frontier style with any old materials they could lay their hands on. By 1924 about 3,000 people lived here.

Enjoy looking at these wonderful photographs dating from our earliest days. Some of the buildings are still here.

In 1917 four pylons were sited at either end of Peacehaven. They were



originally 20ft high but today only three remain. They will be refurbished during this anniversary year.

We have come a long way in 100 years. Peacehaven has grown, especially rapidly in the last four decades and perhaps not as Neville imagined. Today it is home to 14,000 people and still welcoming more with new housing developments.

In England's long history it is a young town. But it is a proud town so do join in the centenary celebrations and let's all have a great year.

*Robert
Robertson*

January 2016

Our thanks to former Peacehaven resident Paul Smith, East Sussex County Council, Brenda Troak and Julia Winckler for permission to use historic copyright pictures from their collections

Front cover photo of the Meridian Monument: Kim Donovan

Peacehaven 100 is designed by Chandler Editing & Writing

Peacehaven 100 email service by [Madison Solutions](#)

Events to mark our 100 years

This page will be updated regularly throughout 2016

January

02 The Mayor, Cllr Robert Robertson, will light the beacon at The Dell at twilight to herald the centenary year.

11 The Mayor will plant a tree in Centenary Park to commemorate the town's 100 years.

23 Burns Night. Come along to Community House at the Meridian Centre and enjoy haggis with neeps and tatties and traditional Scottish dancing. Starts 7pm.

February

12 Quiz Night. Not just the usual general knowledge questions but a test of how much you know about Peacehaven. Community House at the Meridian Centre at 7.30pm.

27 Peacehaven on Special Offer. The history play about the town, first staged at The Dell in 2010, will be presented by The Company.

This specially commissioned piece looks at the rather eccentric creation of Peacehaven by following three different story lines — Charles Neville, the founder of Peacehaven, Felix Powell, the composer of the music for Pack Up Your Troubles In Your Old Kit Bag and Smile, Smile, Smile, and a pioneer Peacehaven family that came from Camberwell.

Community House at the Meridian Centre at 7.30pm.

March

04 Music Quiz. Know all about Coldplay, up to speed with Adele? Community House at the Meridian Centre at 7.30pm.

05 Grunt, groan and grapple. Another great night of wrestling featuring local wrestler Barry

Cooper. Community House at the Meridian Centre at 7.30pm. Sponsored by Aquarius Solutions.

26 Easter Parade. Best bonnets, please! Starting from Centenary Park at 2pm and processing along the South Coast Road to the Meridian Centre. Disco and hot dogs at Community House from 6pm.

April

09 Ship Ahoy! A murder mystery evening centred on Peacehaven presented by The Company Up-Front. Community House at the Meridian Centre at 7.30pm. Sponsored by Abbott & Sons, Peacehaven.

23 Cliff-top projections. A photographic history of the town will be projected on to the cliffs near the Bastion Steps presented by local historical enthusiast Julia Winckler. Starts 8pm. Hot drinks available.

29 British Night and Mayor's Reception. By invitation only.

Also this month, unveiling of a gold bus shelter to mark the centenary.

June

11 Giant street party at Centenary Park to mark the Queen's 90th birthday. Bring your own picnics and join in the fun.

16 Summer Fair at Centenary Park. All the usual attractions at this annual event. MC will be Town Crier Jon Borthwick. From 11am to 3pm, to include a car boot sale.

● Details of all events and tickets where necessary from the Information Office at the Meridian Centre

E-NEWS



Check out the latest centenary year news in the regular monthly editions of E-News at www.peacehavencouncil.co.uk

The Downland Post Special Summer Number

PEACEHAVEN: The Garden

ASTOUNDING FIGURES: Number of Residents

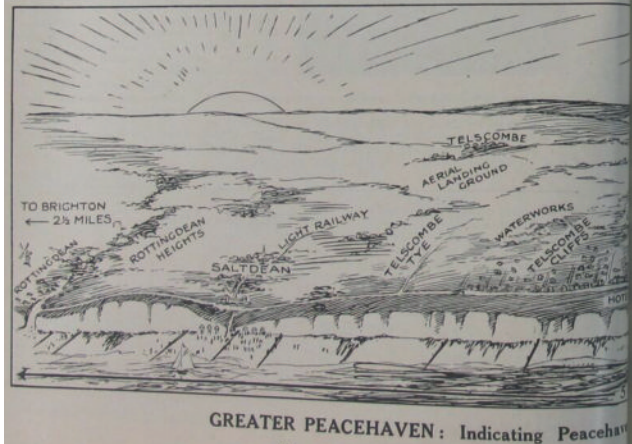
which go to prove the remarkable attraction of this new SEASIDE RESORT nestled in the heart of the South Downs which hold the "SUNSHINE RECORD" of England, and which was so aptly called "Lureland," by the late Geo. R. Sims.

The drawing on this page only conveys a slight impression of the vastness of the PEACEHAVEN ESTATES, which are linked up to Newhaven on the East and to the old world village of Rottingdean on the West.

GREATER PEACEHAVEN embraces delightful rural retreats as well as a magnificent stretch of the South Coast.

The wide and glorious South Downs form its Northern boundary, while the White Cliffs of Old England and the waters of the Blue Channel will preserve the outlook on the South for all time. Even if circumstances may not permit you to come at once to this Lureland by the Sussex Sea, full information will gladly be forwarded, post free, and free of all obligation in return for the coupon which appears on the next page.

The Attractions of Peacehaven include Golf, Tennis, Bowls, Cricket, Football, Hockey, etc. There are Churches and Schools.



The Downland Post Special Summer Number

City of Amazing Growth

in 1921 was 24, but in 1925 estimated 3,500

The Bracing DOWNLAND AIR will bring to you health. The finest Company Water. Electric Light available. A Dancing Pavilion & Cinema. The Hotel Peacehaven, one of the finest and most up-to-date on the South Coast. A CONSTANT BUS SERVICE BETWEEN PEACEHAVEN, BRIGHTON and NEWHAVEN.

POST TO-DAY

OUR FREE OFFER COUPON.

TO PEACEHAVEN ESTATES LIMITED, PEACEHAVEN, SUSSEX.

Forward me, Post Free, your Attractively Illustrated Three-coloured Brochure, telling the Full Story of Peacehaven.

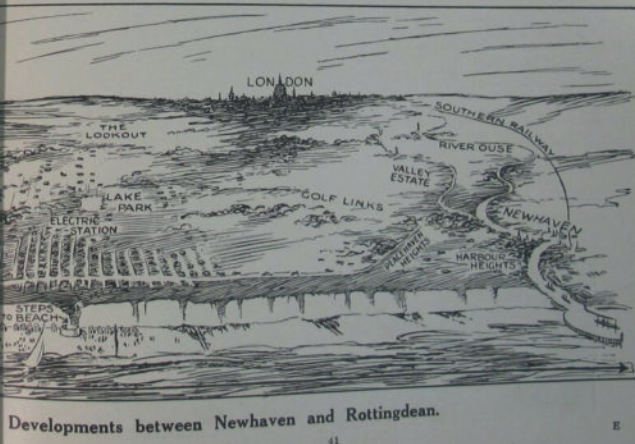
NAME _____

ADDRESS _____

POST THIS COUPON TO-DAY.

You can do so under Halfpenny Stamp, provided your envelope is marked "Printed Matter," and the flap is only tucked in.

"Downland Post."—S.N.



Peacehaven: The Garden City of Amazing Growth. This promotional advertisement appeared in the special summer issue of The Downland Post in 1925.

It shows Charles Neville's plans for Greater Peacehaven and expansion to the east and west

Another brick in the wall. The Brickie near Roderick Avenue and some of its workers in the early 1920s





Welcome to Peacehaven. A special luxury Pullman train called the Peacehaven Express had been laid on by the estate company in 1922 to bring the press, notable people and the public from Victoria to Brighton for a conducted tour of the fledgling town.

They were invited to a food and drinks lunch party in a marquee near the grand Peacehaven Hotel and saw a gliding exhibition by famous Dutch aviator Anton Fokker



Man with a plan. Charles Neville, founder of Peacehaven, was the son of parents who made their money from the promotion of exhibitions.

Creation of the town was the culmination of a successful career of land and estate development in other parts of England, Australia and Canada

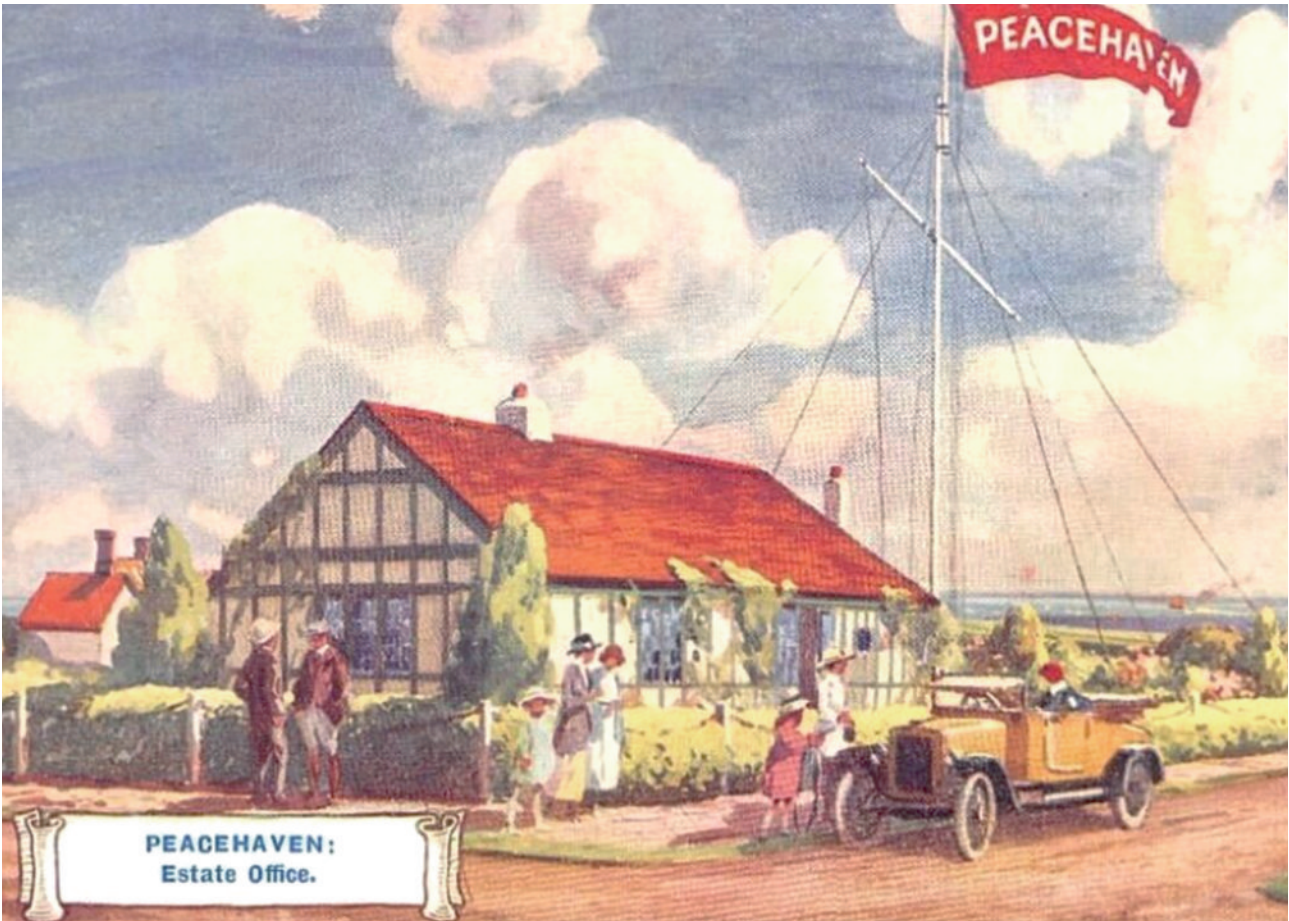
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Charles Neville set up his estate company along the South Coast Road and divided the land into plots.

The first houses in Peacehaven were built on Seaview Avenue after the First World War and were completed in October 1920.

This postcard, drawn by Gordon Volk, was part of one of Neville's many advertising campaigns and circulated from 1922.

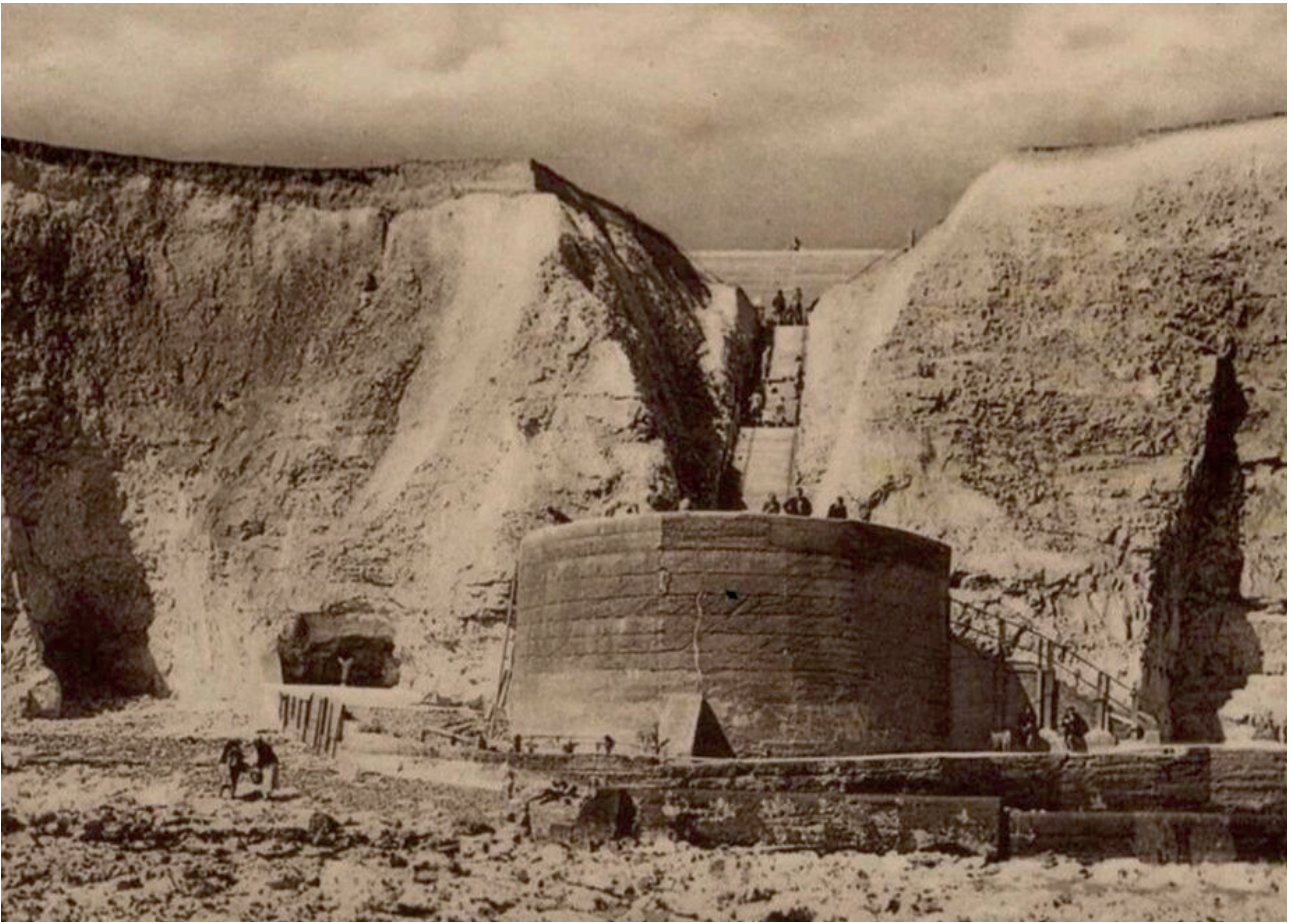
These bungalows were typical of the town's first homes





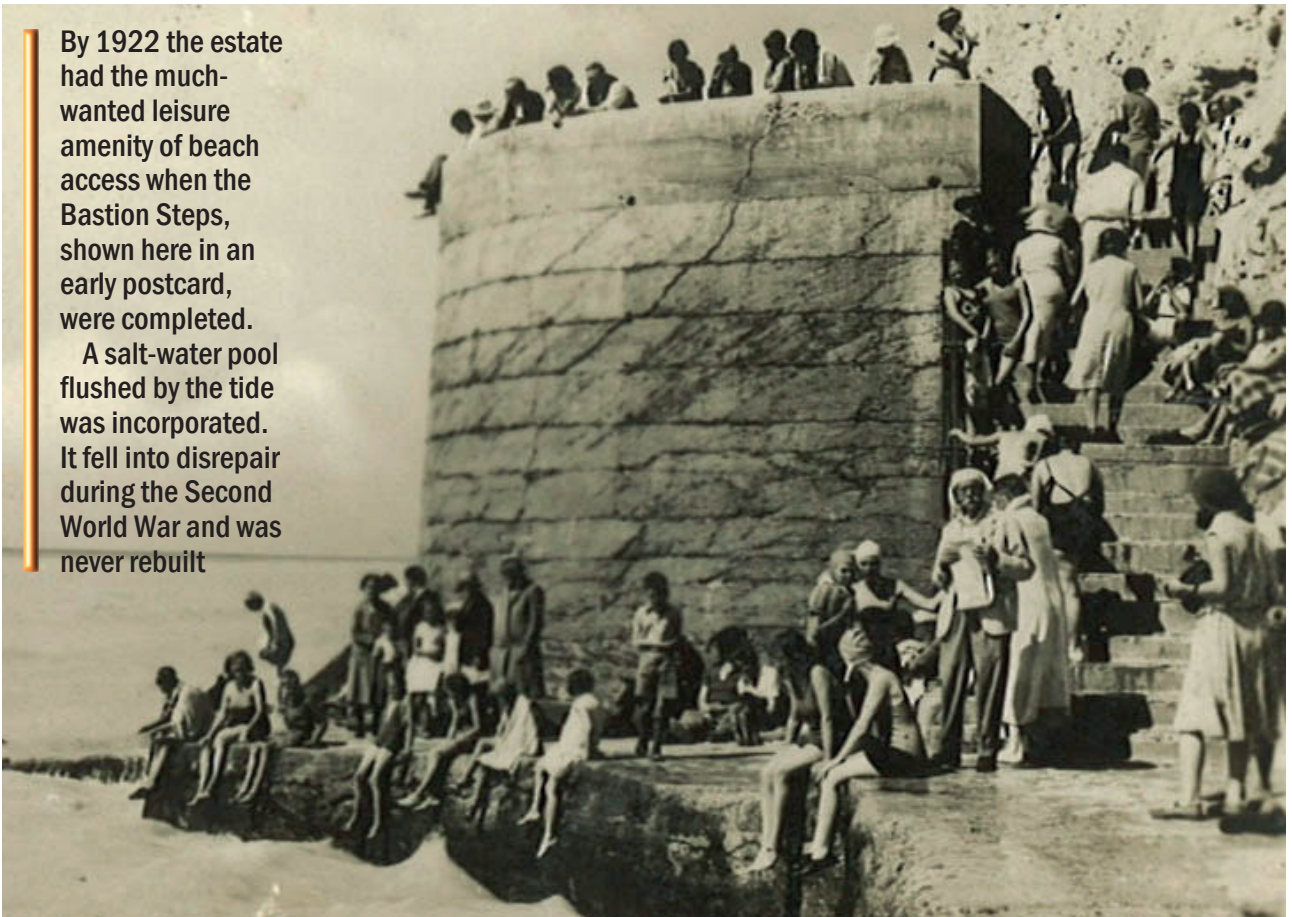
In October 1922 the luxurious Peacehaven Hotel was completed. It stood south of the South Coast Road on Phyllis Avenue, where the Peacehaven Carvery now is. It is shown here in a drawing from that year. It had a sunken Italianate garden with statues and fountains





By 1922 the estate had the much-wanted leisure amenity of beach access when the Bastion Steps, shown here in an early postcard, were completed.

A salt-water pool flushed by the tide was incorporated. It fell into disrepair during the Second World War and was never rebuilt





The estate office featured on Page 7, once Charles Neville's home and workshop, became the Rosemary Tea Rooms and Dairy.

Now long gone, it was where a young actress called Flora Robson gave her first two public recitations in 1922

Jack Wagstaff was first baby to be born in Peacehaven

Isaac Wagstaff was a joiner who had completed his indentures in Leeds before moving south to Peacehaven.

He identified a need within the growing community for an undertaker and like most undertakers at the time he also did carpentry and building work. He established his business in the area in 1911.

In 1920 John (Jack) Wagstaff was the first child to be born in the new town of Peacehaven and continued into his 90th year to have an active interest in the family company.

In later years he was responsible for bringing together pupils from the "Tin School", the first state school. It was temporary, it

was built of corrugated iron, but it educated around 900 children between 1926 and 1938.

Jack and Margaret married in 1944 and had four children — three daughters and a son — and all have played a part in the family business at some point. Jack and Margaret continued to live and work within the community of Peacehaven throughout their married life.

Alistair Wagstaff continues the family tradition as the funeral director at Wagstaff's office in Kemp Town Brighton. When small independent funeral services are being taken over by larger companies, Wagstaff is proud to continue as an local independent family owned and run business.

Est. 1911



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ALSO AT BRIGHTON 01273 603013

Visit our website at: www.wagstafffuneraldirectors.com



The Dewdrop Inn in Steyning Avenue is one of the town's oldest businesses.

The premises opened as a shop in 1923. It has been run by Jerry and Lyn Daudeney for 47 years

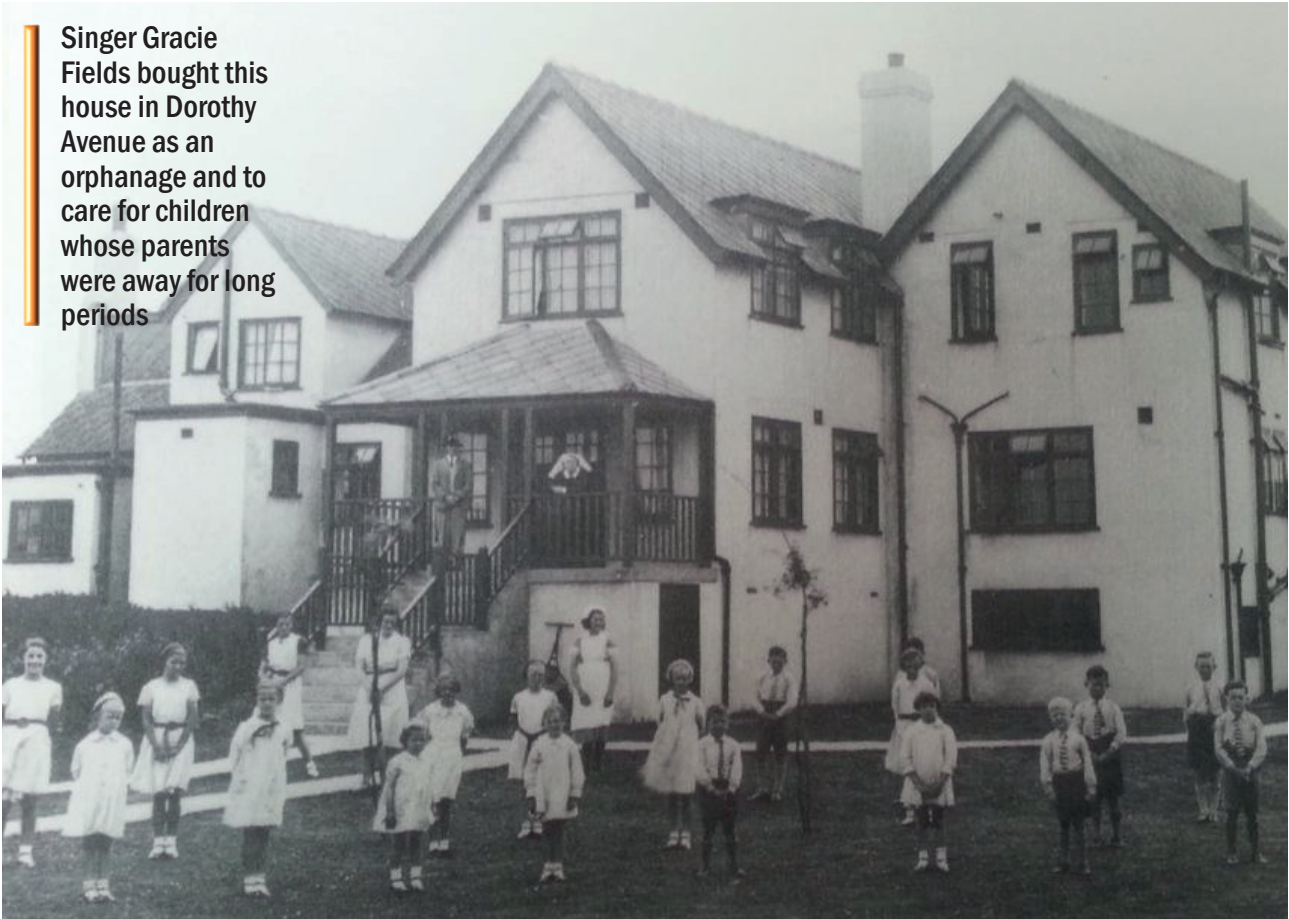
The Shepherds' Cot, built about the 1880s, is Peacehaven's only listed building.

With its flints and tiled roof, it is a rare surviving example of the many cots once across the Downs.

It stands near Stanley Road at The Compts in North Peacehaven



Singer Gracie Fields bought this house in Dorothy Avenue as an orphanage and to care for children whose parents were away for long periods



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Cavell House proclaimed itself a bungalow department store. It sold hardware, books, music and china with the town's crest



The Castle Restaurant on the South Coast Road prided itself on the "Finest Meals in Sussex." It has had several name changes but is still a thriving business



The Meridian Monument was unveiled in 1935. The Meridian Line comes through the town and the monument shows the distances from Peacehaven to Asia, Africa, the US and Australia



The first garage in the town, opened by N F Edwards on the corner of Steyning Avenue in 1922, and the Peacehaven Fire Brigade in 1938



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You could see Olivia de Havilland and Johnny Weissmuller as Tarzan at the Pavilion in Sutton Avenue. It was built as a theatre in 1923 but became a cinema in 1929, one of the first in the area to show "talkies". It burnt down in 1940



A fete on the clifftop in the 1940s. On the skyline is a wartime observation tower



Dancers from the Motley Dancing School in Mayfield Avenue put on many shows in the late 1940s and early 1950s. YouTube has rare film from that time





Peacehaven Carnival in 1955. The tableau was Cries of London and the lorry was from Cook and Ongley, a building contractor based on the South Coast Road.

The second picture shows another tableau from the same parade, possibly typical 18th century characters.

The man in the middle is standing by a placard suggesting he was a smuggler





The South Coast Road has not always been so heavy with traffic. A reminder of easier motoring days



GROW YOUR BUSINESS — JOIN THE CHAMBER



Peacehaven & District Chamber of Commerce is a business networking group that proudly represents the local business community.

It is a dynamic member-led organisation that can help any company to grow and prosper within Peacehaven and the surrounding area.

The Chamber offers networking with a regular Breakfast Club and an evening Curry Club, a website classified entry and a share in the voice of local business. Membership is just £75 a year.

Enjoy a free breakfast at the Chamber's Breakfast Club at Peacehaven Golf Club by printing and bringing along this advert.

info@peacehavenchamber.co.uk www.peacehavenchamber.co.uk 01273 586222



Giant cranes poke into the sky. Southern Water built its hugely controversial waster water treatment plant on the edge of town.

Completed in 2013, the £300m scheme at Lower Hoddern Farm provoked fierce protests.

Now nearly all you can see from Centenary Park are some pipes and a massive green roof the size of three football pitches





Builders' merchant Poppetts supplied Peacehaven for many years. Bob Poppett, one of the early settlers in the town, was a keen local historian and did much to preserve our heritage in pictures and artefacts.



Gone now, this building on the South Coast Road had a frontier look.

Finally, the lighting of the beacon at The Dell in 2000 to herald the Millennium. It was lit again to begin the 2016 centenary year



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A CENTURY OF OUR TOWN 1916-2016