

Duke of Cumberland, Whitstable

Shepherd Neame

● Planning ● Heritage



Heritage Potential secured Planning Permission and Listed Building Consent to unlock investment in a landmark, Grade II listed pub and hotel in Whitstable's town centre.

Demonstrating our ability to deliver sensitive heritage refurbishment, combining archival research, technical heritage advice and proactive officer engagement to secure consent without delay or pre-commencement conditions.

The Challenge

The Duke of Cumberland is a prominent Grade II listed building dating from 1867, located at the heart of the Whitstable Conservation Area. The building occupies a highly visible position at the end of the High Street and retains a range of significant historic internal features.

Proposals sought to refurbish and reconfigure the building to reinstate its historic hotel use, return its food offer and expand kitchen facilities, while avoiding harm to heritage significance and protecting residential amenity within a tight knit town centre environment.

Without a careful heritage-led strategy, the proposals risked harm to listed fabric, delays to consent and restrictions that would undermine commercial viability.

Our Approach

- Undertook a detailed review of archival records to inform a heritage-led refurbishment strategy
- Guided sensitive internal re-ordering to protect significant historic fabric and features
- Advised on internalising upgraded kitchen plant to avoid visual and heritage impacts
- Coordinated with noise consultants to protect residential amenity in a constrained town centre setting
- Agreed key material considerations early through proactive engagement with local authority officers
- Engaged senior officers to streamline decision making and minimise delays to determination

The Outcome

- Planning Permission and Listed Building Consent secured for a Grade II listed pub and hotel
- Approvals granted with no pre-commencement conditions, enabling programme certainty
- Refurbishment unlocked to reinstate hotel use, food offer and expanded kitchen facilities
- Consents secured in time to allow commencement ahead of the summer trading season