



Heritage Potential secured the necessary Planning Permission and Listed Building Consent to unlock investment into a landmark, Grade II listed pub and hotel in Whitstable, including returning its food offer and its historic capacity as a hotel.

The Duke of Cumberland is a Grade II listed building that sits at the heart of the Whitstable Conservation Area. Dating from 1867, it is a landmark building within the historic town centre, occupying an imposing position at the end of the High Street and retaining a range of interesting internal features.

A heritage-led approach to its refurbishment ensured its historic and architectural interest can be celebrated, while unlocking its considerable floorspace to reinvigorate its hotel use and create an expanded kitchen facility.

Following a thorough review of archival records, Heritage Potential were able to guide the internal re-ordering, internalise the upgraded kitchen plant and advise on refurbishment options that would avoid 'harm' to the building's significance. We also worked with noise consultants to ensure residential amenity would be protected within a tight knit town centre environment.

As a popular local facility, there was understandable local interest in these works. Working with officers, Heritage Potential agreed key material considerations early in the process, narrowing the critical issues to be addressed. Engagement with senior officers, ensured delays to approvals were minimised, amidst a lengthy backlog of applications at the local authority. Through a heritage-led design approach, with proactive decision making throughout, we secured approvals allowing a start on site in advance of the busy summer season, with no pre-commencement conditions.

Summary of Achievements

- Preparation of robust submission documents to ensure swift resolution
- Secured planning permission and LBC with no pre-commencement conditions, for 2023 completion.
- Management of other professionals, including a noise consultant and architects
- Securing necessary enhancement works to improve and grow the historic pub and hotel business.

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