



# RUBIX

**21 OCTOBER 2025**

**REGULATION 18 LOCAL PLAN REPRESENTATIONS**

**LAND WEST OF HONEY HILL, BLEAN (TITLE NUMBERS: K111479 AND K267804)**

**SUBMITTED BY RUBIX ESTATES LTD, ACTING FOR THE LANDOWNERS**

**OCTOBER 2025**

## **Executive Summary**

Rubix Estates Ltd is instructed by the landowners to submit representations in support of the inclusion of land west of Honey Hill, Blean within the emerging Canterbury District Local Plan (Regulation 18, September 2025).

The land extends to approximately 10.29 hectares (25.4 acres) and forms a well-contained, accessible, and logical extension to the village of Blean, situated approximately 2.5 miles north-west of Canterbury city centre. It is held in single family ownership, with all parties supportive of bringing the site forward for sustainable development. The land is free from significant environmental or technical constraints and is capable of early delivery within the plan period.

The site presents a clear opportunity for a low-density, landscape-led and design-driven development, capable of delivering a balanced mix of homes including affordable housing, alongside substantial green infrastructure, biodiversity net gain and new public open space.

The proposal aligns closely with the Sustainability Appraisal (SA Report 2025, WSP), which identifies the need for sustainable, well-connected growth around Canterbury and smaller settlements. It also responds directly to the consultation feedback summarised in SA Appendix B (Aug 2025), which emphasised the importance of high design quality, landscape integration and modest village-scale growth.

## 1. Introduction and Context

These representations are submitted by Rubix Estates Ltd, acting on behalf of the landowners, in response to the Draft Canterbury District Local Plan (Regulation 18, September 2025).

The land lies on the west side of Honey Hill, Blean, extending to approximately 10.29 hectares (25.4 acres) across two contiguous parcels. It forms a well-contained, accessible area immediately adjoining the settlement of Blean and within easy reach of Canterbury City.

Blean is identified in the adopted Local Plan as a Rural Service Centre—the second tier within Canterbury’s settlement hierarchy (Policy SP4). The 2023 Planning Inspectorate decision for Land at Blean Common (APP/J2210/W/16/3156397) confirmed that Blean is a sustainable settlement with an established range of local amenities, including Blean Primary School, community sports pitches, local convenience services, and public transport connections to Canterbury and Whitstable.

The Inspector concluded that development in Blean can be accommodated without adverse transport or environmental impacts, recognising existing improvements such as bus stop upgrades, footpath links, cycle storage and access to community facilities. The appeal site’s success demonstrates that Blean possesses the infrastructure, accessibility and social capacity to support further modest, well-designed growth consistent with the district’s spatial strategy.

The land west of Honey Hill benefits from the same locational advantages—direct access to the A290 Whitstable Road, frequent bus services to Canterbury and the University, and proximity to local amenities—making it ideally positioned for a low-density, landscape-led residential scheme that complements the settlement’s role as a sustainable community.

This representation seeks the consideration of Blean land for future allocation as a design-led, landscape-driven residential opportunity, capable of delivering affordable homes, biodiversity net gain and public open space, consistent with national policy and the Council’s sustainability objectives.

## 2. Housing Strategy and Local Plan Context

Canterbury City Council’s Focused Consultation confirms a preferred housing growth requirement of 1,215 dwellings per annum (23,085 homes 2024–2043), derived from the Government’s updated standard method for assessing local housing need (SA Report 2025, WSP; Appendix E).

The Sustainability Appraisal (SA) identifies this housing option as having significant positive effects for both housing delivery (SA Objective 10) and economic growth (SA Objective 12). At the same time, the SA recognises that a balanced distribution of new housing — including smaller, well-connected extensions around Canterbury — will be essential to maintaining sustainable growth patterns.

The Council’s spatial strategy focuses growth at Canterbury, Whitstable, Herne Bay and the Rural Service Centres. The land west of Honey Hill lies within the Canterbury growth corridor and is well placed to contribute towards meeting local needs, reinforcing Blean’s sustainability and role as a service centre within the rural area.

### 3. Site Overview

The site adjoins existing development along Honey Hill, Blean, and lies approximately 2.5 miles north-west of Canterbury city centre. It is gently undulating agricultural land enclosed by mature hedgerows and woodland, providing a strong landscape framework and visual containment.

The site benefits from direct access to Honey Hill, linking to the A290 Whitstable Road, which provides convenient access to Canterbury, the University of Kent and the wider highway network. Frequent bus services and existing pedestrian and cycle connections make the site well suited to active travel.

The land is located within Flood Zone 1, outside areas of environmental designation, and is free from known technical or physical constraints.

Adjacent land to the east has been positively assessed within Canterbury's SHLAA as suitable, available and achievable, confirming this area as a sustainable growth location (plan below).



*Land adjoining Honey Hill Farmhouse positively assessed for new development*

### 4. Planning Assessment

#### Suitability

The site represents a logical, contained and sustainable extension to the existing settlement, well-related to services and public transport. The Council's SA evidence recognises that greenfield releases around Canterbury will be required to meet identified need and that well-designed, biodiversity-led schemes can deliver positive environmental outcomes (SA Report Appendix E).

#### Availability

The land is under single ownership and is being actively advanced by Rubix Estates on behalf of the landowners. There are no ownership, legal or tenancy constraints to delivery.

## Deliverability

Access can be achieved directly from Honey Hill, with scope for safe pedestrian and cycle connections. Its modest scale and low-density nature mean that the site could be delivered early in the plan period, supporting the Council's housing trajectory and five-year supply.

## 5. Development Vision

The vision for the land west of Honey Hill is a low-density, design-led and landscape-driven development that reflects Blean's local character, delivers tangible community benefits and enhances the surrounding environment.

Key design and delivery principles include:

- A landscape-led masterplan respecting existing features and topography;
- Affordable and accessible homes to address local needs;
- A minimum 10% biodiversity net gain through new woodland, meadow and habitat creation;
- Public open space and green corridors, providing informal recreation and ecological connectivity;
- Pedestrian and cycle links to the village, schools, and Canterbury; and
- High-quality, energy-efficient design, consistent with the Future Homes Standard and SA Objective 2.

This approach directly reflects the SA's recommended mitigation and enhancement measures for greenfield sites (Appendix E, §E5–E9) and the public consultation themes of design quality, landscape sensitivity and village-scale growth (Appendix B).

## 6. Alignment with the Draft Local Plan and SA Framework

The proposed development supports several Sustainability Appraisal objectives (WSP SA Report 2025, Table NTS.1):

SA Objective	Contribution of the Blean Site
SA 2 – Climate Change Mitigation	Energy-efficient homes and sustainable travel options reduce carbon emissions.
SA 3 – Biodiversity Net Gain	Creation of new habitats, woodland and ecological corridors.
SA 5 – Landscape and Townscape	Sensitive design enhances local character and landscape quality.
SA 10 – Housing Need	Provides a balanced housing mix, including affordable homes.

SA 13 – Sustainable Transport	Integrates walking, cycling and bus connectivity to Blean and Canterbury.
SA 14 – Healthy Communities	Delivers open space and recreational areas supporting well-being.

The SA Report concludes that potential environmental effects of new development can be “avoided, mitigated or reduced through design and site-specific requirements” (SA Report NTS §1.1.11). The Blean site fully embraces this principle.

## 7. Responding to Consultation Feedback (SA Appendix B)

The 2025 SA Report (Appendix B) summarises key consultation responses which called for:

- A more balanced pattern of growth beyond central Canterbury;
- Smaller, landscape-led sites adjoining existing settlements;
- High-quality, well-designed development delivering affordable homes and biodiversity net gain; and
- Early engagement with local communities.

The land west of Honey Hill directly addresses these priorities. It represents a measured, village-scale opportunity that complements the existing settlement, reinforces community identity and provides meaningful environmental enhancement.

By delivering a carefully designed, low-density scheme, the site would help achieve the sustainable growth pattern envisaged by the Local Plan and the SA’s consultation framework.

## 8. Conclusion

The land west of Honey Hill, Blean, offers a sustainable, deliverable and landscape-led opportunity to contribute positively to Canterbury’s housing and environmental objectives.

It lies within the preferred Canterbury growth corridor identified in the 2025 Sustainability Appraisal, aligns with key SA objectives on biodiversity, design, and transport, and responds directly to consultation feedback supporting smaller, well-designed village-edge growth.

Importantly, Blean is identified as a Rural Service Centre within Canterbury’s settlement hierarchy, and its suitability for proportionate housing growth has been confirmed by the Planning Inspectorate’s 2023 decision for Land at Blean Common (APP/J2210/W/16/3156397).

That appeal established that Blean benefits from strong public transport links, local education and recreation facilities, and an existing infrastructure base capable of accommodating additional development without significant harm.

The Inspector further concluded that, in light of Canterbury's housing shortfall and the district's reliance on greenfield sites, the benefits of new housing in Blean clearly outweighed any limited policy conflict, and that the village represents a sustainable and logical location for growth.

In this context, the land west of Honey Hill presents a comparable opportunity to deliver a low-density, design-led scheme that provides affordable homes, biodiversity enhancements and community benefit, in a location proven to be sustainable through recent examination.

Rubix Estates Ltd, acting for the landowners, respectfully requests that Canterbury City Council consider the land west of Honey Hill, Blean, for allocation within the forthcoming Regulation 19 Local Plan. The landowners remain committed to working collaboratively with the Council and local stakeholders to bring forward a high-quality, landscape-led and community-focused development that reinforces Blean's role as a sustainable village within Canterbury's growth strategy.

**Yours sincerely,**

**Gurdev Moore**  
**Director**

[Redacted signature]