



Da Vinci House
44 Saffron Hill
London EC1N 8FH
tel: +44 (0)20 3640 8508
fax: +44 (0)20 3435 4228
email: info@iceniprojects.com
web: www.iceniprojects.com

Planning Policy Team
Canterbury City Council
14 Rose Lane
Canterbury
CT1 2UR.

18th May 2026

JW/OR/21-177
BY EMAIL

Dear Sir/Madam,

**REPRESENTATION TO THE CANTERBURY DISTRICT LOCAL PLAN REGULATION 19
CONSULTATION IN RESPECT OF LAND AT GOOSE FARM, SHALLOCK ROAD (DRAFT
ALLOCATION POLICY R16)**

Iceni Projects, on behalf of Quinn Estates, welcomes the opportunity to submit representations to the Canterbury District Local Plan 2042/43 (Regulation 19 Consultation). Quinn Estates is one of the leading and most prominent developers in Canterbury, with strong ambitions to deliver a sustainable extension to Broad Oak at Goose Farm.

Quinn Estates supports the inclusion of Goose Farm as an allocation (Policy R16) within the Regulation 19 Consultation. Development on the site can come forward quickly to contribute to Canterbury's housing and employment needs. Quinn Estates, as site promoter, wishes to attend any Local Plan examination hearings that are of relevance to Goose Farm and consider its soundness.

Quinn Estates is keen to continue engagement with planning officers as the draft Local Plan and concurrent application progresses. While it is noted that this is now the submission version of the Local Plan, Quinn Estates hopes that these comments are provided to the Inspector and can be addressed through the EiP, in order to strengthen the allocation to support the delivery of housing and employment to assist in meeting the Council's needs.

Representations have previously been made on Goose Farm for the Regulation 18 consultation (January 2023) and the Focused Regulation 18 Consultation (August 2025). These representations should be considered as still relevant and passed onto the Inspector.

a. Policy R16 – Land at Goose Farm

Draft Policy R16 details the criteria for which development of Land at Goose Farm will be granted planning permission. This includes details of the development mix (including housing mix and approximate site areas of non-residential uses and open space), design and layout, landscape and green infrastructure, access and transportation and phasing and delivery. This is supported by an indicative concept Masterplan.

Firstly, Quinn Estates wishes to note a typographical error in the wording of the policy. The heading '*1. Design and Layout*' should be corrected to '*2. Design and Layout*'. It is also noted that the indicative concept masterplan erroneously shows Site R17 as R18, to the south-east of the site.

Policy R16 allocates approximately 26no. new dwellings for the site at an average net density of around 20dph, alongside the provision of a minimum 1,880sqm of business space. In order to ensure that both of these quantum can be achieved on the site, at the density required, and with the uses appropriately separated and accessed, it is recommended the indicative concept Masterplan be

amended or clarified to show flexibility over the business space land-take area. As currently depicted, with the Business Space spreading well over half the length of the site, it would be impossible to secure anything close to 26no. new dwellings at 20dph in the area remaining.

b. Summary and Conclusions

Quinn Estates strongly supports the inclusion of Goose Farm as an allocation (Policy R16) within the Regulation 19 Consultation. As a leading local developer, Quinn Estates are committed to the delivery of a high quality, sustainable development that will respond positively to local character and community needs.

As currently presented, there are concerns with the draft allocation that the desired quantum may inadvertently prove difficult to achieve on site. Quinn Estates seeks an amendment to or clarification of the concept Masterplan as identified above to support the provision of the business floorspace over a reduced land area in order to secure the required housing at the required density.

Quinn Estates is committed to working closely with CCC and relevant stakeholders to enable the delivery of sustainable development of the highest quality. Quinn Estates wishes to attend any Local Plan examination hearings that are of relevance to Goose Farm and consider its soundness.

Should the Council wish to discuss any or all of the issues raised in these representations, please do not hesitate to contact me.

Yours sincerely,

Oliver Ricketts

Oliver Ricketts
Senior Planner