



Planning Policy Team
Rother District Council
Town Hall
London Road
Bexhill-on-Sea
TN39 3JX

Submitted via email to: draftlocalplan@rother.gov.uk

Our ref: JB/LS/33689
10 July 2024

Dear Sir/Madam,

**ROTHER REGULATION 18 LOCAL PLAN REPRESENTATION
ON BEHALF OF WHITEHALL HOMES LLP**

This representation has been prepared on behalf of Whitehall Homes LLP in response to the Rother Draft Local Plan (Regulation 18) Consultation, which runs until 23rd July 2024. For the avoidance of doubt, this letter is intended to be read alongside the online form which has been completed separately and refers to this document.

Whitehall control 1.73 hectares of land to the south east of Heathfield Gardens, Robertsbridge, which is identified as suitable, available and achievable for development in the Housing and Economic Land Availability Assessment (HELAA) under reference SAL0001. Additionally, the site is allocated for 35-40 dwellings through Policy HO2 of the Salehurst and Robertsbridge Neighbourhood Plan 2018.

The purpose of this representation is to support the allocation of 'Land to the south east of Heathfield Gardens' and affirm our client's commitment to the site. Having secured a development partner to advance proposals, the site is now available, and a planning application will be submitted in due course.

We would highlight that the Overall Spatial Development Strategy proposes to meet the local need for all forms of housing. To achieve this, a minimum of 5,158–7,287 dwellings at an average rate of 258–364 dwellings per annum (dpa) are proposed to be constructed by the end of the Plan period in 2040. Notwithstanding this, the draft Local Plan is evidenced by a Housing and Economic Development Needs Assessment Update (HEDNA) (February 2024) which states that the Standard Method calculation results in a minimum Local Housing Need (LHN) figure of 737 dpa. This is in sharp contrast to the proposed target of 258–364 dpa. Therefore, it is essential that opportunities on appropriately located sites, such as the land to the south east of Heathfield Gardens, are brought forward.

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Given the clear consistency of our client's site with the preferred growth strategy, and the context of the site as a suitable location for housing, we strongly support the allocation and submit that the site should continue to be included as a residential site allocation with capacity for approximately 40 new homes. The proposal would result in a meaningful addition to the supply of housing within the district through the provision of much needed dwellings. Additionally, our scheme can be designed in such a way as to enable access to the two further allocations adjacent to the site (HELAA ref: SAL0028 and SAL0029), which is a further benefit.

Whitehall have an excellent track record for housing delivery, high-quality design and benefiting from experience delivering residential developments in the local area. Whitehall is therefore well placed to deliver a cohesive and strongly landscaped-led residential development. In addition, the site is deliverable, with no known viability issues, legal or third-party constraints, and no impediments to the site being allocated for development with delivery commencing within years 1-5 of the Plan. Accordingly, RDC should retain this draft allocation as a proposed housing site within the subsequent Regulation 19 draft Local Plan to ensure overall soundness of the plan.

I trust the contents of this representation are clear and I hope the comments are useful in guiding the forthcoming stage of the plan making process.

Yours sincerely,



Jonathan Buckwell

Director

