



Planning Policy Team  
Rother District Council  
Town Hall,  
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TN39 3JX.

Via Email Only: [planning.strategy@rother.gov.uk](mailto:planning.strategy@rother.gov.uk)

Your Ref: HG4

Our Ref: Land at the lodge, Hurst Green

20 March 2026

Dear Sir/Madam,

### **ROTHER LOCAL PLAN REGULATION 18 CONSULTATION**

We write to submit representations to the Regulation 18 consultation of the Rother District Council's "Rother Local Plan 2025-2042 – Development Strategy and Site Allocations" (hereafter referred to as the 'emerging Local Plan').

These representations are submitted in relation to the site at Land at the Lodge, London Road, Hurst Green ('the Site') under reference HG4.

The evidence base correctly identifies that the Site is located within the High Weald National Landscape. It goes on to confirm that whilst the site would represent a northwards extension to the village, it is generally enclosed from the wider High Weald Landscape.

We acknowledge that this would be a large allocation for development within the National Landscape and securing appropriate mitigation and public benefit would be fundamental but we are in agreement that any proposal can be informed by a landscape sensitivity assessment to determine an appropriate layout, form and detailed design to ensure the conservation and enhancement of the landscape and character of the High Weald National Landscape.

The High Weald AONB Management Plan expressly recognises the role that development has in the character of the National Landscape. If it correctly identifies that any adverse impacts of development on the character and conservation purpose of the National Landscape can be reasonably addressed by technical assessments, including Landscape and Visual Assessment (LVIA) and Design and Access Statements, alongside early consideration of the High Weald Housing Design Guide.

The evidence base distinguishes between the hierarchy of designated sites and identifies the extent of the local development needs. It seeks to take a strategic approach to the allocation of land according to its environmental and amenity value and proposes allocations that seek to address the context and extent of the need it. In this regard, the proposed allocation of the Site in the emerging Local Plan will significantly contribute to the Council's strategy.

Greymoor Homes supports the decision to bring forward a new Local Plan in principle as the importance of creating an up-to-date Plan-led approach to planning for development cannot be understated. The Council's Core Strategy Local Plan was adopted in 2014 and whilst it is becoming increasingly out-of-date. Many other significant planning legislative changes have occurred since its adoption.

It is notable that the revised NPPF, published in February 2025, has clearly set out the Government's pro-growth commitment to delivering 1.5m new homes along with the critical infrastructure that underpins economic growth. This ambition is set to be one of the milestones to achieve by the end of this Parliament within the Government's Plan for Changes.

In addition to the provision of much needed housing, the Site has the capacity to deliver publicly accessible open space for recreational opportunities for existing and future residents, further strengthening the public interest case for its allocation. Opportunities for biodiversity enhancement, alongside improved opportunities for recreational enjoyment to the wider National Landscape, would represent additional positive outcomes arising from the development

These factors together can allow the judgement to be made that even were the development consider 'major', the necessary exceptional circumstances and public interest can be demonstrated to justify an allocation of the site within the emerging Local Plan.

In the context of the Site, its scale, location and single ownership of the Site, together with Greymoor's delivery capacity as a nationally established developer with a strong track record in residential schemes, enable the Site to be immediately available and avoid the delays often associated with large complex sites arising urban extension and new settlements. This will allow the Site to make a meaningful contribution to addressing the Council's housing shortfall in an immediate period.

If you have any further queries on any points covered in this submission, please do not hesitate to contact us.

Yours sincerely,



**James Taylor**  
Senior Land Manager

