

Rother Local Plan 2025–2042 Development Strategy and Site Allocations Regulation 18 Consultation January 2026

Response Form

8 week public consultation period: 26th January – 23rd March 2026

Rother District Council is inviting residents, businesses, and stakeholders to take part in a vital consultation on its emerging Local Plan.

The consultation period runs for eight weeks from Monday 26th January to 5:00pm on Monday 23rd March 2026.

The Draft Local Plan and all of its supporting evidence base documents can be found and commented on via the Council's website at www.rother.gov.uk/draftlocalplan2026.

The Council prefers to receive your consultation responses via our website.

You may also respond by email or post by filling this form and then sending it by email to draftlocalplan@rother.gov.uk or by post to Planning Policy, Rother District Council, Town Hall, Bexhill-on-Sea, TN39 3JX. Please note that submissions made via post will not receive confirmation that they have been received.

If you are using this form, please state which consultation question(s) you would like to respond to. These questions are found in the draft Local Plan. They also have been attached to the end of this form for your reference.

Personal Details – You must provide these details for us to accept your consultation response

	Please enter your details
Title	
First Name	Heidi
Surname	Hampson
Job Title (where relevant)	
Organisation (where relevant)	Martello Developments Ltd
Address	<p>██████████</p> <p>██████████████████</p> <p>██████████</p> <p>██</p> <p>██████████</p>
Post Code	██████████
Email address	██████████████████████████████

Agents Details or Other Details (if making a representation on behalf of the above consultee)

	Please enter your details
Title	Ms
First Name	Molly
Surname	McLean
Job Title (where relevant)	Associate
Organisation (where relevant)	Whaleback
Address	<p>██████████████████</p> <p>██████</p>
Post Code	██████████
Email address	██████████████████████████████

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Please be aware that any comments you submit cannot be treated in confidence as the Town and Country Planning (Local Planning) (England) Regulations 2012, as amended, requires copies of all representations to be made publicly available. The Council will publish names and representations on its website, but will not publish personal information, such as telephone numbers, emails or private addresses. By submitting a representation you are accordingly confirming that you agree to this and accept responsibility for your comments.

Please write your comments below. Please indicate in the left-hand column which question you are responding to. This will help ensure that your response is considered correctly. Please continue on a separate page or sheet of paper if necessary.

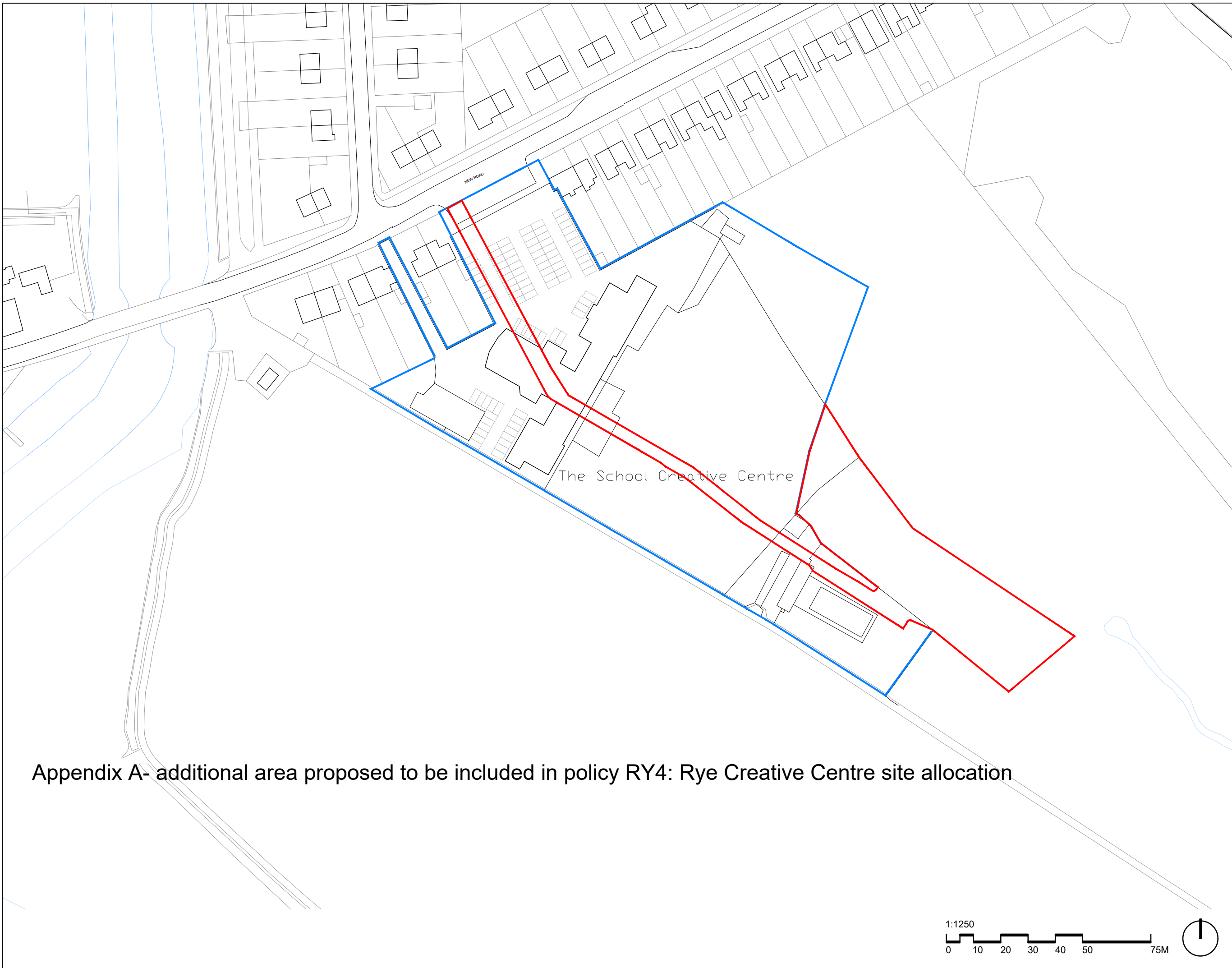
Question Number	Your Comments
<p>2. Do you have any comments on the Council's proposed housing target for the Local Plan of 8,427 dwellings over the 17-year plan period, or 495 dwellings annually?</p>	<p>The current National Planning Policy Framework (NPPF) began the government's reform of the planning system and its clear direction to significantly increase housing delivery across the UK.</p> <p>The NPPF sets mandatory housing targets for Local Planning Authorities (LPAs), dictates that they must maintain a minimum five-year supply of housing with a 5% buffer, and introduced a new standard method for calculating local housing need (0.8% of existing housing stock to account for population growth). The current local housing need (derived from the standard method and confirmed in the latest 'Housing Land Supply and Housing Trajectory- April 2025 position') is 912 dwellings per annum.</p> <p>Furthermore, the government announced its pledge to build 1.5 million new homes across the UK during this parliament to tackle the housing crisis and boost economic growth. The Secretary of State intends to introduce a presumption in favour of new homes in areas with easy access to productive urban centres like commuter train stations via the Planning & Infrastructure Bill. Whilst local communities will continue to shape housebuilding in their area, the government has stated that they are not afraid to make full use of intervention powers to build the homes needed. This provides clear guidance that the priority for development in the area is boosting housing and economic growth.</p> <p>The proposed housing target in the draft Local Plan (495 dwellings per annum) is just over half of the identified need, and wholly insufficient to meet local housing need, contrary to national policies (the NPPF) and advice issued by the Secretary of State.</p> <p>Rother District has a history of under-delivery of housing across the wider District, as demonstrated by the latest Housing Delivery Test results for 2020-2023 confirms that only 43% of the required homes were built within that period. This means that at a District-level, Rother are under significant pressure to maximise both the number and density of site allocations, as well as support speculative planning applications under the 'tilted balance' of decision-making,</p>

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	<p>to bridge the gap between the increased housing targets and past under-delivery.</p> <p>On this basis, the Local Plan should be updated to provide the housing targets under the current standard method (i.e. 912 dwellings per annum) by expanding and densifying existing/proposed site allocations (see detailed comments on site allocations in Rye below), and allocating new sites.</p>
<p>6. Do you have any comments on the Council's assessment of the additional Development Strategy Options?</p>	<p>The 'Strategic Gap option' should be explored further, with a more permissive policy for development within strategic gaps where it will meet local housing need and maintain the purposes of the gap in:</p> <ul style="list-style-type: none"> • Maintaining the separate identity and distinctiveness between settlements • Maintaining the strategic settlement pattern; and • Prevent the coalescence of settlements <p>For example, Martello Developments have been in a Planning Performance Agreement with Rother District Council in relation to the Rye Strategic Gap, proposing a housing development consuming circa 10% of the overall land area (adjoining the existing settlement pattern), with the remaining land gifted to the Town Council and repurposed as a nature reserve. This would meet two key objectives of the plan overall, in delivering much-needed new homes whilst enhancing biodiversity on the site.</p> <p>In the absence of a sufficient housing supply, Rother District Council must look beyond existing allocated sites to deliver the significant number of new homes needed, and the sensitive development of the Strategic Gap would go some way in meeting this need.</p>
<p>7. Do you have any comments on the preferred approach for housing density shown in Figure 9, or on the updated Density Study (2026)?</p>	<p>The proposed housing density is supported in principle, to ensure the best use of available land.</p>

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<p>9. Do you have any comments on the proposed growth opportunities in the sub-areas as shown in Figure 10?</p>	<p>The proposed 'new/updated' site allocations in Rye specifically amounts to 165 dwellings which is considered too low compared to other settlements. Rye is a sustainable settlement with a railway station and all opportunities should be taken to facilitate proportionate growth, especially where the availability/deliverability of some site allocations is in question (see more detailed comments under question 49 below).</p>
<p>13. Do you have any comments on the proposed Vision and development strategy for Rye and the Eastern Settlements Cluster, including the development figures shown in Figures 23 and 24?</p>	<p>As above, the site allocations for Rye town are considered inadequate to meet identified housing need and further sites should be considered/allocated to address this.</p>
<p>49. Do you have any comments on the proposed site allocations in Rye, detailed in Policies RY1 to RY9?</p>	<p>Policy RY1- Tilling Green School: We question whether this site is deliverable over the plan period. East Sussex County Council have confirmed they are no longer looking to dispose of the land pending devolution. It is therefore very unlikely this site will come forward within the next 5 years and as such, additional sites should be explored.</p> <p>Policies RY2- Winchelsea Road: We do not consider this site to be deliverable within the plan period as the land parcels are within multiple ownerships which creates a protracted land assemble and disposal process.</p> <p>This is reflected by Rother District Council in their response to the Regulation 14 consultation for the RNP:</p> <p><i>“is the Town Council confident that all of these sites are still available and achievable? We have concerns about Winchelsea Road East which is in multiple land ownership.”</i></p> <p>The Winchelsea Road sites are also subject to access issues, flood risk and other abnormal build costs that will affect viability and deliverability. No planning applications have been submitted for the</p>

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	<p>required number of homes on the sites to date despite being within the settlement boundary and the principle of development being agreed in principle through the site allocation.</p> <p>If the above sites are not delivered, this would leave a deficit of homes within Rye.</p> <p>Policy RY4- Rye Creative Centre: This policy is supported, however we propose that the boundary of the site allocation is expanded to accommodate a redundant parcel of land to the north-east side of the site (site plan attached at Appendix A), which is in our ownership. This would allow approximately 6 additional dwellings to meet identified housing needs, and a comprehensive development of the site overall. Further consideration should also be given to the allocation of the football/rugby pitches to the east of the site (subject to the satisfactory reprovision of the playing fields).</p>

Should you require further space to respond to make comments please continue on a separate page or sheet of paper as necessary.



Appendix A- additional area proposed to be included in policy RY4: Rye Creative Centre site allocation

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NOTES:

REVISIONS:

Rev	Date	Details	Rev By	Check By
B	20.03.26	Updated Red Line Boundary	VP	VP
A	23.01.26	PRELIMINARY ISSUE	VP	VP

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JOB NUMBER: 02024
 PROJECT NAME:
 Former Freda Gardham School Site
 New Road, Rye,
 East Sussex, TN31 7LS
 CLIENT:
 Martello Developments

STATUS	SCALE	DATE
PLANNING	1:1250 @ A3	16/05/2024

DRAWING NAME:
 Site Location Plan
 PHASE 1a

DRAWING NUMBER:	REV:
02024-PL-A-050	B