

# Land at Breadsell, St Leonards

Vision Document

March 2026

**Wates**  
Developments

Reimagining places for  
people to thrive



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Summary



# Introduction

This Vision Document has been prepared by Re-Format, with input from the wider consultant team, on behalf of Wates Developments to set out the case for the residential-led development of Land at Breadsell Farm, St Leonards.

The site straddles the administrative boundary between Rother District Council and Hastings Borough Council. It is identified for strategic cross-boundary growth in both councils' emerging Local Plans: as a proposed allocation under draft Policy BT2 of the Draft Rother Local Plan 2025–2042, and as a Development Potential Area under draft Policy D1 of the Hastings Borough Council Preferred Options Local Plan. Because the two allocations are interdependent, Rother's Policy BT2 expressly requires that the Rother land forms part of a comprehensive scheme with the adjoining Hastings land, thus this document necessarily addresses the combined site as a single, co-ordinated proposal.

This document is submitted in support of Wates' representations to the Regulation 19 consultation on the Draft Rother Local Plan. It demonstrates that the proposed allocation at Policy BT2 is sound, deliverable and capable of being brought forward as part of the wider cross-boundary scheme. The same document will, in due course, also be submitted in connection with the Hastings Local Plan process in relation to emerging Policy D1.

# Project Team



## Wates Group

Wates Developments is part of Wates Group – a fourth-generation, family-owned business founded in 1897, and one of the UK's leading family-owned development, building and property maintenance companies.

Specialists in land, planning and development, we're driven by our purpose of reimagining places for people to thrive. It's at the heart of everything we do, and drives our desire to create high-quality, truly sustainable places where people want to live. It emphasises our commitment to transform the impact of our business – and our sector – on the planet, places and people we reach.

As part of the wider Wates Group, (an employer of more than 6,000 people), we're underpinned by a strong covenant, proven track record and access to extensive resources.

We're proud of the ethos and the strong values we hold, which are key to our approach. Along with integrity and financial strength, we have a proud reputation for always delivering what we promise. We're committed to inspiring better ways of creating the homes, places and communities of tomorrow, meeting real local need and delivering lasting value through collaboration and partnership with others.

## Consultant Team



Planning Consultant  
**Boyer**



Architecture / Masterplanning  
**Re-Format**



Landscape  
**SLR Consulting**



Highways  
**i-Transport**



Drainage / Ecology  
**Hilson Moran**



Arboriculture  
**SJA Trees**



# Sustainability

**Our ambitious Sustainability Strategy acts as our roadmap, providing a clear framework for us to create sustainable places today, for a better tomorrow.**

As strategic land promoters, we occupy a unique position at the very start of the development process, and we recognise our role as stewards of a place. We're the first to look at a site, to see its bare bones, and envision how to future-proof it – an incredible responsibility that we take very seriously.

We were the first in our sector to launch a detailed Sustainability Strategy, in line with our ambition to be the UK's leading sustainable strategic land promoter. The strategy addresses critical environmental and social issues facing local people and the authorities we work with, including climate change, nature loss, health and wellbeing, and inclusion, to name a few.

Launched in 2026, our new Placemaking & Inclusion (P&I) Framework will set core design standards to ensure we embed sustainable outcomes in masterplans at Outline Planning.

These core design standards will range from green and blue infrastructure to long-term stewardship and inclusive design. By leveraging our role and the decisions we make at the earliest stages of planning, we can help create places that are more inclusive, resilient and genuinely sustainable.

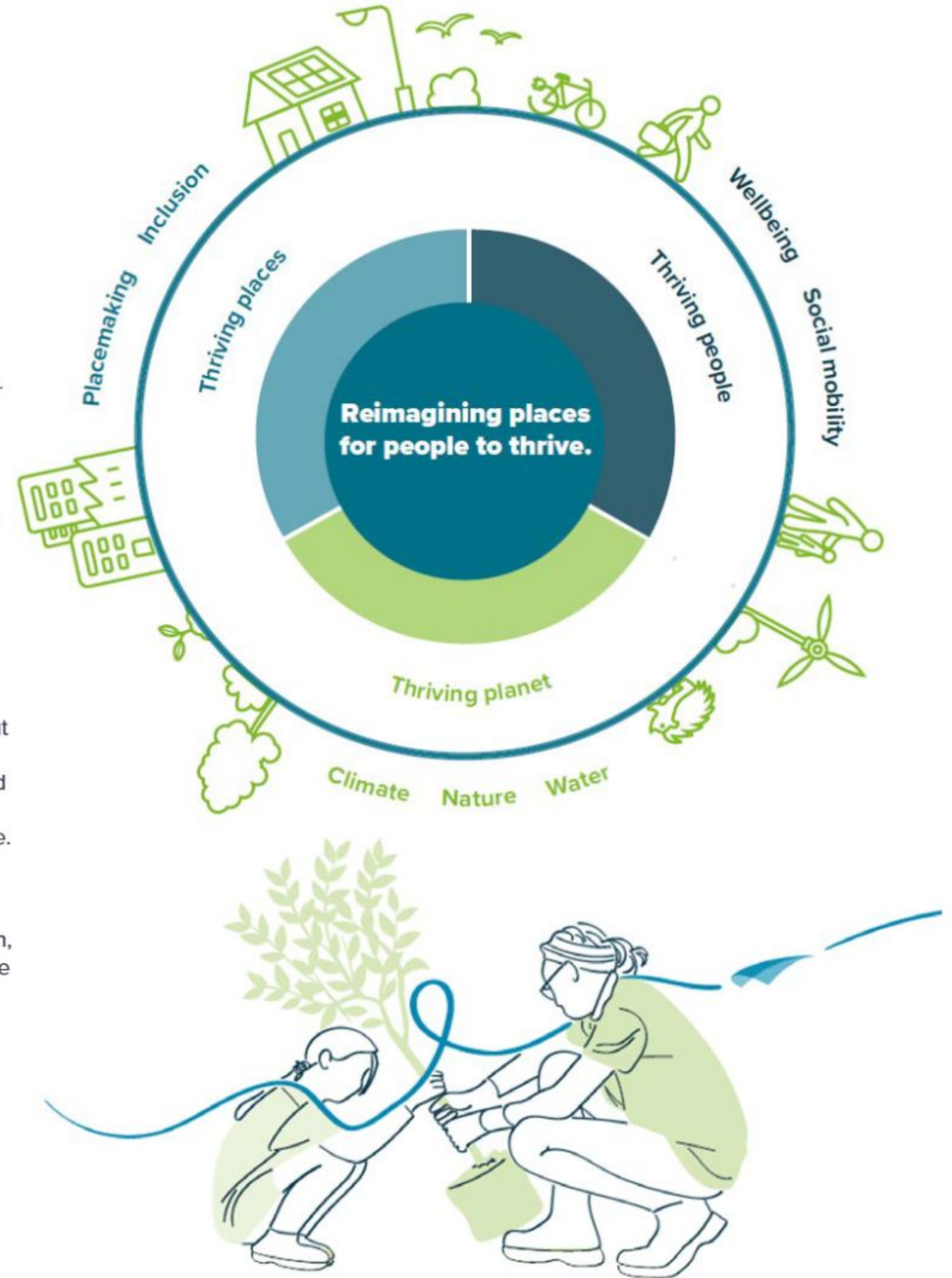
Homes at Breadsell will be designed to exceed current Building Regulations standards, adopting a fabric-first approach to minimise energy demand through high levels of insulation, airtightness and thermal performance.

Low-carbon heating will be provided through air source heat pumps, supplemented by roof-mounted photovoltaic panels to generate renewable electricity on-site.

All dwellings will be provided with electric vehicle charging infrastructure, and the layout will optimise solar orientation where site constraints allow.

Water efficiency measures will target a maximum consumption of 110 litres per person per day, in line with the optional higher standard under Building Regulations. Sustainable drainage is embedded throughout the masterplan, with SuDS features designed to perform multiple functions - managing flood risk, improving water quality, creating wildlife habitat and providing attractive amenity space.

The development prioritises active travel through a permeable pedestrian and cycle network, a mobility hub with car club provision, and contributions to local cycling infrastructure identified in ESCC's Local Cycling and Walking Infrastructure Plan. These measures collectively support a significant reduction in car dependency and per-capita carbon emissions.



# National Design Code

The emerging masterplan has been developed with regard to the ten characteristics of well-designed places set out in the **National Design Guide** and **National Model Design Code**: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources, and lifespan.

Each of these characteristics is addressed through the design approach, from the landscape-led response to local context and topography, through to the provision of a connected movement network, ecologically rich green spaces, and homes designed for longevity and resource efficiency. The detailed design code for the site will be developed at Reserved Matters stage in accordance with these national standards.

The proposals also align with the four principles of the Government's Land Use Framework for England (March 2026): multifunctionality, through the delivery of housing alongside biodiversity gain, food growing, recreation and sustainable drainage on the same land; right use, right place, by directing growth to a location already identified by both LPAs as suitable for strategic expansion; future-ready decisions, by designing homes and infrastructure that anticipate climate change and evolving energy standards; and adaptive by design, through a masterplan framework that can respond to changing needs over the lifetime of the development



# Vision

The proposed development at Land at Breadsell Farm will deliver a wide range of benefits for both new and existing residents, including:



## Meeting Housing Need

A total of approx 420 dwellings, split between the Hastings DC allocation (upto 300 homes) and the Rother DC allocation (upto 120 homes) - each delivering policy-compliant affordable housing in line with their respective Local Plan requirements.



## Strategic Cross-Boundary Allocation

A rare opportunity for a co-ordinated, cross-boundary development that both LPAs have identified as a future growth location.



## Landscape-Led Design

Development sensitively integrated adjacent to the High Weald National Landscape, responding to topography, and maintaining the character of the setting.



## New Public Open Space

Significant areas of green infrastructure, including: landscape buffers to Marline Valley Woods SSSI; integrated SuDS features; community allotments; and play provision.



## Sustainable Location

Adjacent to the existing urban edge with access to Hastings Road (A2100), bus services, employment, schools and local centre facilities.



## Biodiversity Net Gain

Positive ecological outcomes through habitat management, ancient woodland buffers, new hedgerow planting and wildlife corridors.



## Net Zero Carbon Ready

Homes designed to be Net Zero Carbon Ready, incorporating PV panels, EV charging and sustainable drainage throughout.



## Community Infrastructure

Significant S106 and CIL contributions to support local schools, healthcare, transport improvements and community facilities.

# Planning Context

Wates is promoting the development of a sustainable community on Land at Breadsell, which extends across the administrative boundaries of Rother District Council and Hastings Borough Council.

The site is suitably located and represents one of the few areas adjoining Hastings where it is possible to achieve a significant level of residential growth. As such, the two councils have identified Land at Breadsell for strategic cross-boundary growth within their shared Housing Market Area. This is to assist in meeting their respective housing requirements, specified in their two emerging Local Plans as 8,427 homes (Rother) and 3,141 to 3,373 homes (Hastings).

Within Rother's emerging Plan, a proposed allocation is set out at draft Policy BT2. Conversely, Hastings Borough Council's 'Preferred Options' Local Plan identifies Land at Breadsell as a 'Development Potential Area', at draft Policy D1. Rother's Plan anticipates that approximately 145 new homes could be delivered within its boundaries, whilst Hastings' emerging Plan identifies a range of 360 – 540 homes within its area.

Both councils have identified a requirement for ongoing collaboration to ensure a coordinated scheme for delivery that appropriately addresses environmental and other considerations.

## Historic Promotion

There have been longstanding proposals for a strategic development at Breadsell. Indeed, Hastings Borough Council had previously proposed the site as part of a strategic 'growth option' (for approximately 1,000 homes) in an emerging version of the now-adopted 'Hastings Planning Strategy 2011–2028'.

However, the proposed growth option was not ultimately pursued, because there was a lack of clarity concerning how a surface water drainage strategy associated with strategic residential development would impact important environmental receptors, namely the Marline Valley Woods (Site of Special Scientific Interest, SSSI), Marline Valley Stream, and associated Ancient Woodland.

## Continued Suitability for Allocation

Whilst the then Local Plan Inspector agreed with Hastings Borough Council that the site need not be included in the (now adopted) Hastings Planning Strategy 2011–2028, they were nonetheless keen to emphasise that the site was of merit and could potentially come forward for development in future. In paragraph 8 of their Report, the Inspector stated that: "Crucially, neither Council precludes at present the possibility of a scheme of suitable scale, design and composition taking place at some time in the future."

Adding in paragraph 72 that: "As the Masterplan shows, the scheme would be close to the existing mainly built-up area. These are good points in favour of its potential for housing at some stage in the plan period."

## The Current Proposals – Providing Certainty

Wates began promoting Land at Breadsell for residential-led development in 2024. It made the case, through representations, that the intrinsic logic of development at Breadsell remains unaltered. Indeed, it is the only realistic option for achieving strategic housing growth at the edge of Hastings. Following this, Wates entered a period of ongoing engagement with the respective Planning Policy Teams of Rother District Council and Hastings Borough Council.

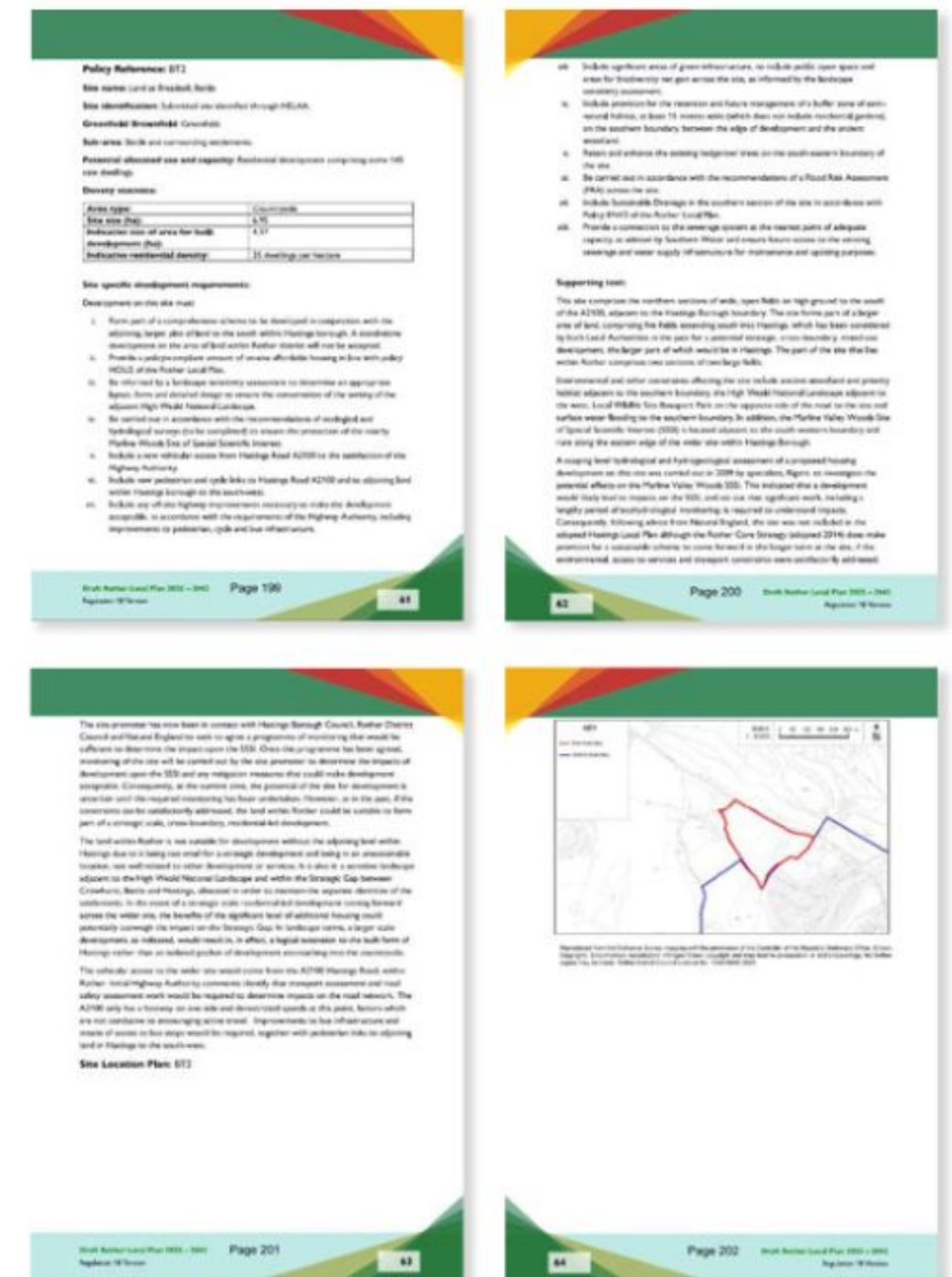
Both Local Authorities recognise the case for strategic growth at this broad location. However, it was agreed that the site's prospective allocation required new technical evidence to provide a level of certainty that was absent in 2012/13 when proposals at this location were last subject to detailed scrutiny.

Wates and the respective Local Authorities, taking advice from Natural England, have agreed to a programme of investigative monitoring to establish a clear understanding of the hydrological regime. This in turn will inform a drainage strategy which is designed to avoid any adverse impacts on the adjoining sensitive habitats.

In addition, Wates is also progressing masterplanning work, supported by inputs from a range of technical consultants. It is

pursuing an overall approach that is guided by key ecological considerations, in addition to landscape, arboriculture, as well as transport and accessibility.

The intention then is that there will be sufficient certainty, when the respective Local Plans are examined, for the cross-boundary growth area to be regarded as sound.



# Site Context

Land at Breadsell is located on the north western edge of St Leonards/Hastings, adjacent to Hastings Road (A2100). The Rother allocation site BT2, is the smaller northern section with approx. 3ha net developable area. The larger southern portion labelled Policy D1 has approx. 7.5ha net developable area, and lies within Hastings Borough.

The site comprises open agricultural land (principally arable and rough grassland) on elevated ground to the west of the existing Hastings urban edge. To the east, existing residential development along Hastings Road provides a defined settlement edge. The land slopes generally from north-west to south-east, with long views across the Combe Haven Valley and towards the High Weald.

Immediately to the east and south of the site lies the Marline Valley Woods, a designated Site of Special Scientific Interest (SSSI) and area of Ancient Semi-Natural Woodland. The High Weald National Landscape (formerly AONB) abuts the western boundary of the site. These designations have been carefully considered in the initial masterplan evolution, with generous buffer zones and landscape mitigation forming a central part of the design approach.



Site Location

# Constraints & Opportunities

LEGEND

- Rother draft allocation BT2
- Hastings policy D1 boundary
- ➔ Site access from Hastings Road (A2100)
- ➔ Secondary emergency access from Hastings Road (A2100)
- Public Right of Way (PRoW)
- ➔ Potential connections to PRoW
- Existing overhead 132kV power lines
- P Existing electricity pylon
- No construction zone (shown indicatively) - 15ft from power lines at max. temperature and/or swing (Title SX147544, 1968 Deed)
- No tree/coppice wood zone - 110ft either side of route of power lines (Title SX147544, 1968 Deed)
- Existing 12in high pressure gas main (Position as per SGN Asset Plan, job ref: 40138927 / location: 578095 113205)
- Gas main easement - 30m overall width  
10ft width strip either side of easement where consent from gas board is required for construction of buildings etc. (Title SX147544, 1969 Deed)
- Indicative site contours (at 5m intervals)
- ➔ Existing site falls
- Flood Zones 2 and 3 (inc. 2070 to 2125 climate change allowance) (Source: Environment Agency)
- Surface water flooding - 1 in 1000 risk\* (Source: Environment Agency)  
\*Extents within site boundary shown only
- Group T.P.O
- Ancient woodland
- Site of Special Scientific Interest (Marline Valley Woods SSSI)
- Area of Outstanding Natural Beauty (High Weald AONB)



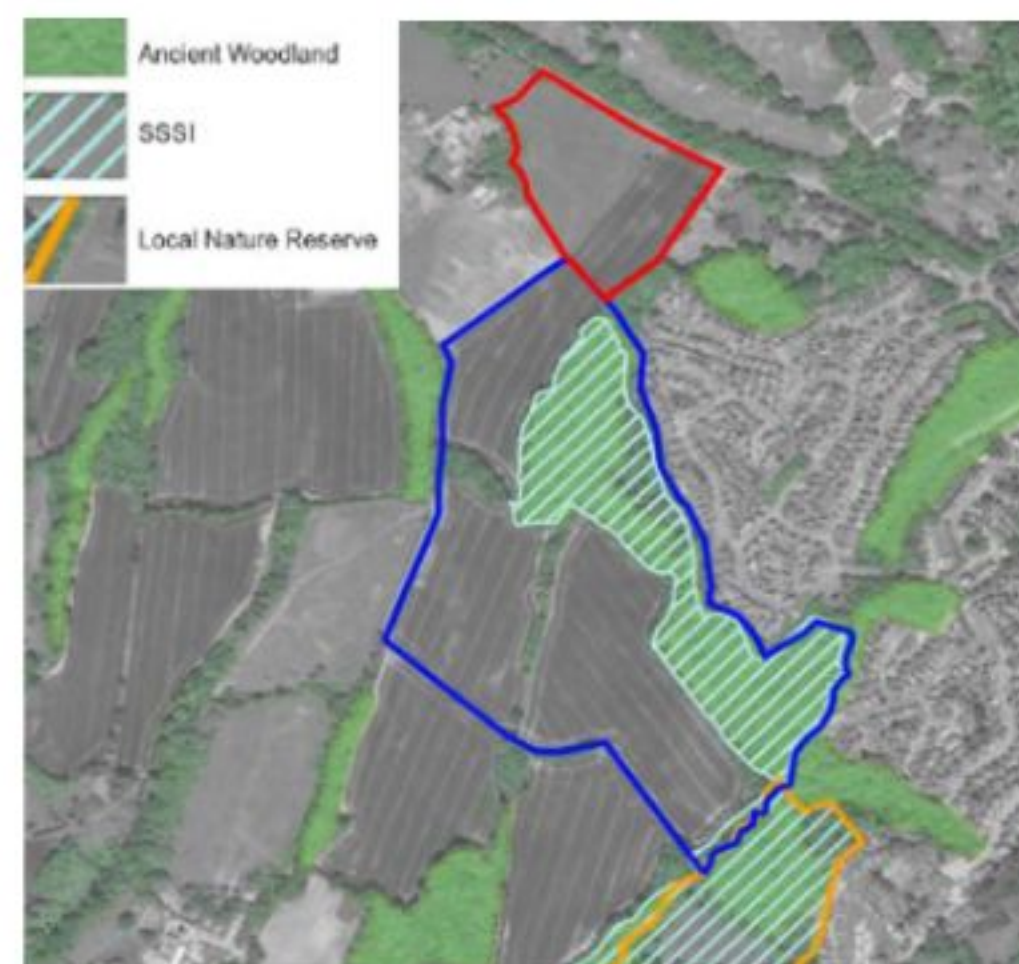
Site Constraints Plan

# Technical Summaries

## Landscape and Visual Review

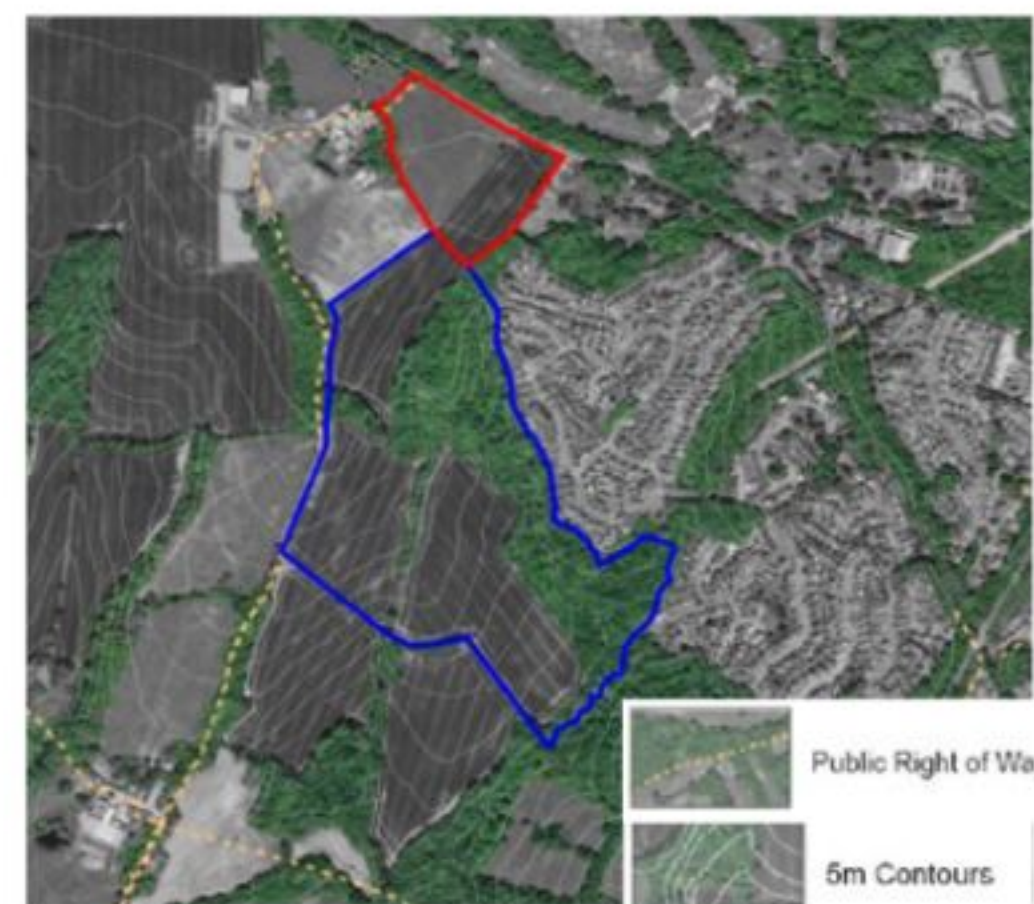
### Landscape Context

The site comprises medium to large scale irregular fields in pastoral uses. It is not within a landscape or landscape-related designation. The site lies along the High Weald National Landscape (HWNL) boundary which abuts the western site boundary and lies within the setting of HWNL<sup>1</sup>. Ancient Woodland (AW) extends along the eastern edge of the site (Marline Valley), also designated as SSSI. The site contains well-established hedgerows and blocks of woodland (AW).



The site slopes steeply down from the north to the south. The landform reaches a high point of approximately 130m AOD at the northern boundary with Hastings Road, and a low point of approximately 65m AOD at the southern boundary. The steeply

sloping topography is a key characteristic of the site and the surrounding landscape. Development on the current north-western edge of Hastings comprises residential development which extends off Battle Road along Stonebeach Rise and Washington Avenue. These predominantly detached and semi-detached properties are situated within wooded surroundings and on land which slopes steeply to the south and west. Similarly, development off Stonebeach Rise and off Washington Avenue are located on steeply sloping land. As such, the settlement context comprises residential development on steeply sloping ground, set within wooded surroundings, on the north-western edge of Hastings.



Key aesthetic and perceptual features include the enclosed nature of the site due to landform and vegetation, which also help to restrict intervisibility with the development to the south east and land within the National Landscape (NL) to the north, west and north-west. Sense of tranquillity within

the site is influenced by the views of pastoral fields and surrounding vegetation, and the rural character of Breadsell Lane which also contribute to the scenic quality of the site. These key landscape features align with the Core Character Components of the HWNL and LCA descriptions, outlined above.

The fact that the site is within the setting of the HWNL, combined with its good condition and scenic quality, and the ecological value of the Marline Valley SSSI, combine to indicate that the site should be considered to be a valued landscape in the sense of paragraph 187(a) of the NPPF.

### Visual Context

Overall visibility of the site is localised, due to a combination of landform and existing woodland. However, there are some clear open long-distance views over the site from the Hastings Road, to the north, extending to the coast to the south, and this forms part of the arrival experience at the settlement. Similarly, open long-distance views from Breadsell Lane, a private road and public footpath along the western edge of the site, extend to the coast. It is important to note that there is limited intervisibility with the land within HWNL to the north-west and west, owing to boundary vegetation and the aspect within the site; long distance views are largely directed towards the south. The key visual receptors are anticipated to be walkers on PRoW surrounding the site (including BAT/71/1, CRH/21/1, HAS/37/2, HAS/34/1; pedestrians, cyclists and vehicle users along A2100, Hastings Road, and along Breadsell Lane; and potentially, some residential receptors on the north-western edge of Hastings, though

largely screened as a result of the woodland vegetation along the south-eastern edge of the site.

### Effects on the setting of HWNL

Breadsell Lane forms the boundary for this designation (with the lane itself being outside of the designation) with opportunities for clear views from that lane over the site, however, directed away from the NL. As outlined above, the landform slopes towards the existing settlement edge, and away from the NL. The site also benefits from well-defined enclosure provided by existing tree belts, with a resultant very limited intervisibility with the land within NL. Therefore, there is potential to accommodate development within the site without resulting in significant effects to the setting of the NL.

### Conclusions and Design Recommendations

Overall, the landscape and visual context around the site play a crucial role in the physical and perceptual sense of separation between settlements and perceived effects of the HWNL. The proposed development would be sited within a well enclosed landscape as a result of landform and mature vegetation blocks/corridors. In an area where Hastings is tightly constrained by the existing NL to the north and east, and with the landscape to the west of Hastings performing the important role of preventing coalescence with Bexhill and Battle, sites such as this, outside of the designation, could be extremely valuable.

<sup>1</sup> High Weald AONB Management Plan, the term 'setting' is used to refer to areas outside the AONB where development and other activities may affect land within an AONB;

### Natural Environment & Ecology

The principal ecological interest in the vicinity of the site is the Marline Valley Woods SSSI, which comprises Ancient Semi-Natural Woodland and supports nationally important bryophyte assemblages dependent on the local hydrological regime.

The HWNL abuts the western boundary, and the Beauport Park Local Wildlife Site is located to the north-east. These designations have been central to the masterplan evolution, with generous buffer zones and new ecological connections forming a key part of the design approach.

Wates is committed to a comprehensive programme of ecological survey work, designed in accordance with CIEEM best practice guidelines, to inform the planning application and satisfy the requirements of both Policy BT2 and Hastings Policy D1.

This will include habitat surveys, protected species assessments and a hedgerow evaluation, with findings presented within an Ecological Impact Assessment submitted at application stage.

In parallel, Wates is working with both councils and Natural England on a programme of ecohydrological monitoring, undertaken by Hilson Moran, to establish the baseline hydrological conditions supporting the SSSI. This data will inform a drainage strategy designed to maintain

existing surface water and sub-surface flow patterns, demonstrating that development can proceed without adverse impacts on the SSSI.

The development will deliver a minimum 10% biodiversity net gain in accordance with the Environment Act 2021. A full assessment using the statutory biodiversity metric will be undertaken at application stage. The masterplan maximises on-site gains through native woodland planting, 15-metre habitat buffers, hedgerow creation, species-rich grassland and ecologically designed SuDS.



Landscape diagram

### Arboriculture

A preliminary tree survey has been undertaken, which has identified the existing green infrastructure of the site and its environs, including trees, hedgerows and woodlands present within and immediately adjacent to the site boundaries. This has informed the production of a preliminary Tree Constraints Plan ('TCP').

In terms of irreplaceable habitat, areas of ancient woodland have been identified within the site to the east (Coneyburrow Wood) and to the south-east (Birchen Wood). Further areas of ancient woodland exist outside, but adjacent to the site, over the west boundary, and over the south boundary (Four Acre Wood).

No areas of ancient wood pasture or parkland have been identified; and no ancient or veteran trees have been noted; although the interiors of Coneyburrow and Birchen Wood are yet to be surveyed fully.

Policy HN7 – Green Infrastructure in New Developments within the Hastings Borough Council Development Management Plan adopted September 2015, requires that: "Where appropriate, good quality green infrastructure should be integrated into the design of new developments. Development will be permitted where opportunities for green infrastructure and landscaping have been incorporated into the proposals."

The key features of the green infrastructure of the site are the ancient woodlands noted above. Elsewhere, there are some individual trees and intermittent rows of trees growing on field boundaries, and there is a small 'finger-shaped' area of woodland, not designated as ancient, growing around two ponds to the west of Coneyburrow Wood.

The ancient woodlands will be protected from harm as a result of development by the maintenance of buffer zones, as recommended in the Natural England and Forestry

Commission standing advice for making planning decisions; and consequently, no harm will be caused to these areas of irreplaceable habitat.

Elsewhere, the individuals and rows of trees on field boundaries and the undesignated area of woodland can largely be retained in that there are significant gaps between these to permit the construction of vehicular and pedestrian access routes; although subject to levels, to a full tree survey and to highway requirements, it is possible that some individual trees may have to be removed to widen these gaps; but these parts of the green infrastructure are of lower quality and value, such that overall, this is unlikely to be diminished to any significant degree.

Accordingly, it appears likely that the arboricultural constraints imposed by both national and local planning policy will not preclude a residential development of this site.



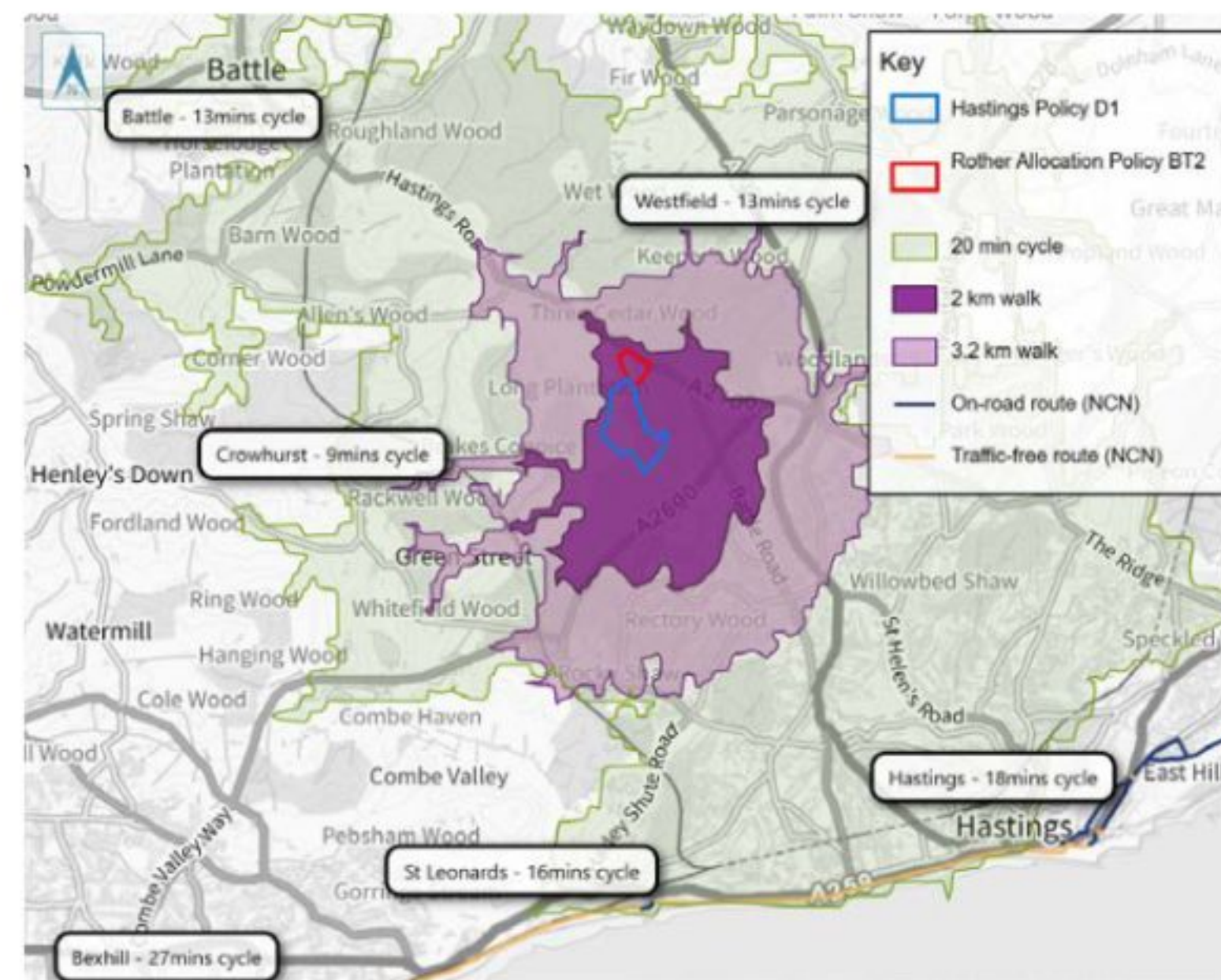
## Sustainable Transport

### Walking and Cycling

The site is located on the western edge of Baldslow with access onto A2100 Hastings Road. There is good footway provision on the northern side of the road, with a wide verge for much of its extent to the Battle Road / Stonebeach Rise / The Ridge West roundabout, where road speeds drop to 30mph making the local roads from this point more suitable for on-street cycling.

From the roundabout, pedestrian routes continue east towards the amenities on Sedlescombe Road and south along Battle Road towards Hastings and St Leonards.

- Sainsbury's and Aldi supermarkets, as well as a number of other shops/ superstores and eateries can be accessed within a 25-minute walk or 8-minute cycle from the site.
- Many other amenities are available within a reasonable walking and cycling distance east of the site, including a health club and gym, Conquest Hospital, Ark Alexandra Academy and Castleham Industrial Estate.
- In the opposite direction towards Battle, pedestrians can reach a pub, church and Crowhurst Park Cricket Club within 15-20 minutes.
- Cyclists will be able to reach Crowhurst Station within 9-minutes, which provides services between Hastings and London Charing Cross.
- Public Bridleway HAS/37/2 runs along Breadsell Lane on the western boundary

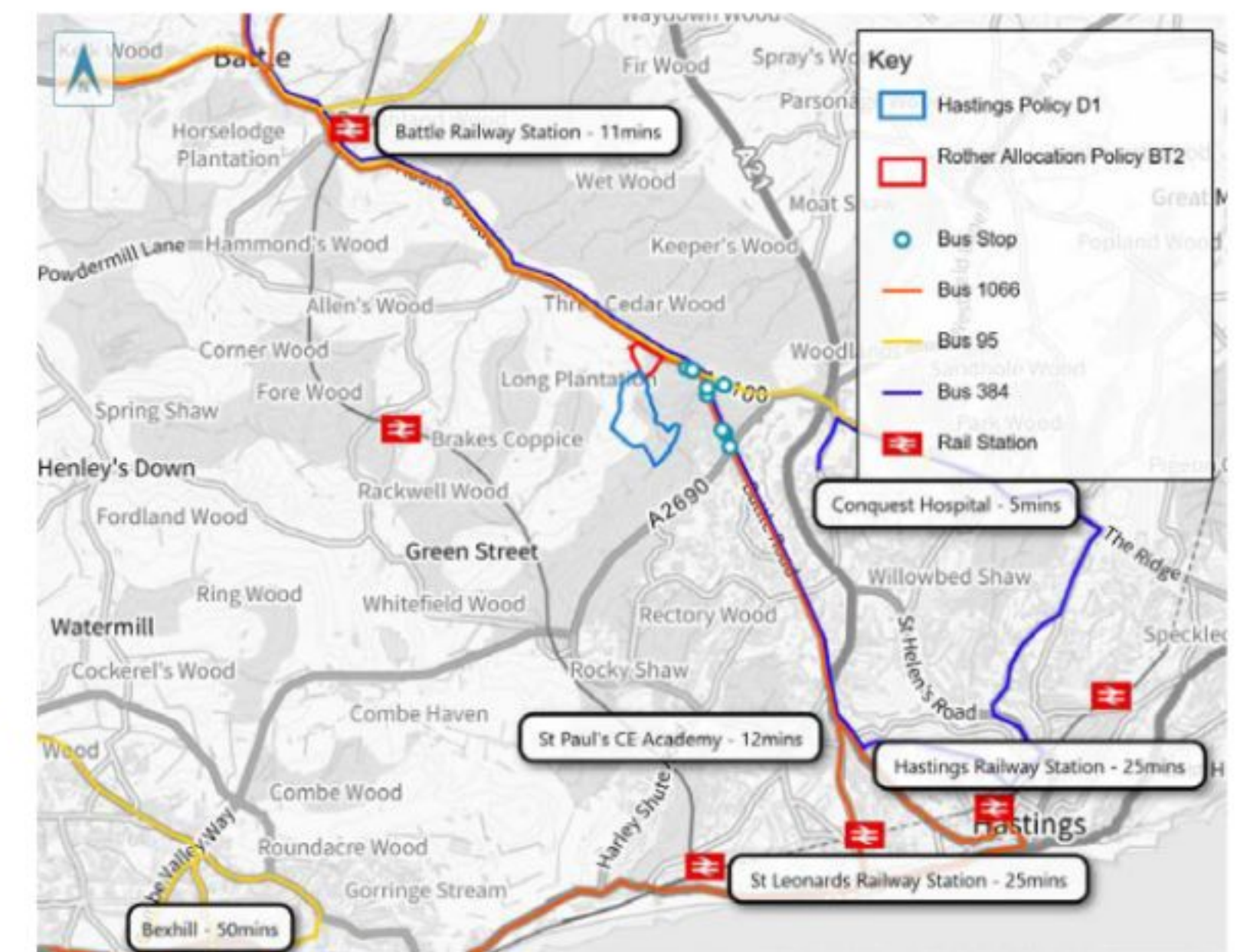


Walking and Cycling Distances

- of the site. It starts at Hastings Road and continues south to Swainham Lane.
- The bridleway connects to public footpath HAS/34/1, which is located to the south of the site. This footpath runs eastwards through woodland and emerges at the A2690 Queensway providing a more direct walking route to Castleham Industrial Estate and Tesco.

### Public Transport

The closest bus stop is Stonebeach Rise, located just 250m east of the proposed site access junction, and is served by the 384, 95 and 1066 buses, as well as Battle Area



Public Transport Connectivity

Community Transport buses B72 and B75 services:

- The 1066 is an hourly service which routes south from the site to Hastings (within 20-minutes) and St Leonards (within 25-minutes) providing good sustainable access to schools, workplaces and railway stations in these areas, before continuing to Bexhill. To the north, the bus service offers connection to Battle and other villages enroute to Tunbridge Wells.
- The 95 bus is a bi-hourly service, providing quick connections east to Sedlescombe Road retail units and the

local hospital. To the west the service route to Battle and south to Bexhill, accessing the villages of Catsfield and Ninfield on the way.

- Bus accessibility at the site is supplemented by the 384 which provides a weekday morning service between the Site and Battle, useful for onward commuting purposes.

As such, the site is situated in close proximity to bus stops aligning frequent-service routes. In addition, the quantum of development offers the opportunity to materially enhance these services, as well as improve local bus infrastructure.

## Access & Movement

### Access

Vehicular, pedestrian and cycle access will be provided onto A2100 Hastings Road. Topography, speed and volumes have been surveyed along this road to inform site access junction modelling, design and visibility.

Initial modelling has been undertaken based on observed traffic flows and traffic generation of the proposed scheme. The site access would operate well within capacity as a simple priority T-junction. Although not necessary for capacity purposes, a ghost island arrangement can also be accommodated with very minor road widening within the site boundary and would enable an improved pedestrian and cycle crossing arrangement over the A2100 Hastings Road. There is also sufficient frontage along A2100 Hastings Road to provide an emergency access, which would loop in to join the main site road.

### Traffic Impact

Journey time data suggests that there are no material existing peak hour issues along A2100 Hastings Road towards Battle or Hastings. There also does not appear to be any constraints at the Battle Road / Stonebeach Rise / The Ridge West roundabout. In addition, the routes into the centre of Hastings and St Leonards along B2159 Battle Road and A21 Sedlescombe Road, and to Bexhill along Queensway are shown to typically have minimal delays.

The site will generate c.250 peak hour vehicle trips which would be split relatively evenly east towards Hastings and west

towards Battle. The impact on local highway junctions will be assessed robustly through the planning application process. It is not expected that the traffic impact will be a significant issue for the scheme. It is not expected that material off-site highway improvements will be needed to stay below the high bar set by the NPPF's 'severe impact' test. The focus of the transport strategy will be sustainable travel improvements.

### Transport Vision

Given the opportunities, and in accordance with the NPPF, development of the site will adopt a 'vision-led' approach. The Transport Vision for the site is as follows:

**“The delivery of a future proofed urban extension incorporating high quality development with associated infrastructure that contributes to a sustainable, serviced neighbourhood. Infrastructure will be designed within the scheme and the surrounding network that engenders a sustainable transport hierarchy: prioritising opportunities to internalise trips and reducing the need to travel, encouraging pedestrian and cycle trips and capitalising on, and improving the excellent local bus network.”**

### Sustainable Transport Strategy

To achieve this Vision, the key aspects of the Sustainable Transport Strategy are outlined below, with prioritising active and sustainable travel being the focus. This reflects and adopts wider aspirations to improve health, reduce carbon, and other environmental impacts, as well as reducing transport and access inequalities.



### Proposed Access Arrangement

- A potential community building (class E) could encourage a proportion of everyday journeys to remain internal to the site.
- A mobility hub to be provided including a car club space provided from the outset (with the potential for additional spaces if there is demand), cycle charging facilities and cycle toolbox station, electric vehicle charging facilities and travel plan information.
- A permeable street layout designed with pedestrian priority in mind, with opportunities to stop and rest or socialise or play, with intended maximum 20mph vehicle speeds
- Prioritising cyclists and pedestrians within the site through considerate masterplanning and a continuous pedestrian/cycleway north to south and pedestrian/cycle priority at internal junctions.
- Contributing to cycle improvements in accordance with ESCC's LCWIP, most notably HS19 and HS23 along The Ridge West and Battle Road respectively.
- Residents able to walk or cycle to a range of local facilities along pleasant, sociable routes.
- Residents able to travel by bus and rail to a range of destinations, in turn supporting the viability of local bus and rail services. This includes children being able to access a range of schools within a 20-minute bus ride.
- The footway width along Hastings Road east of the site will be widened/improved.
- Dropped kerb crossing facilities at the site access with a central refuge island to offer safer crossing for pedestrians and cyclists to access the existing footway.
- Dwellings on the site will be provided with EV charging infrastructure in accordance with prevailing Building Regulations.
- Effective Travel Planning - encouraging the uptake of active and sustainable modes of travel through initiatives and information.

## Flood Risk & Drainage

The vast majority of the site lies within Flood Zone 1 (the lowest risk category), and no dwellings will be located in areas at risk of flooding from any source, including fluvial, surface water, groundwater or reservoir inundation. The limited areas of Flood Zones 2 and 3, together with localised surface water flow paths, are confined to the watercourse corridors and low-lying margins of the site, all of which fall within the proposed public open space and landscape buffer zones. As part of the emerging allocation the technical work will respond to Natural England's previous concerns in relation to the lack of baseline water monitoring and suitable Surface Water Drainage Strategy as raised during the historic promotion of the site.

The Hydroecological Study carried out by Hilson Moran in 2025, on behalf of Wates, aims to respond to the concerns raised by NE, by providing a comprehensive 1-year water monitoring programme and presenting an outline surface water drainage strategy that will limit any disturbance to the neighbouring SSSI and its associated Ancient Woodland and bryophyte assemblages.

The outline drainage strategy is based on the maintenance of the current apportionment of surface water to sub-surface flow, which will be targeted using Sustainable Drainage System (SuDS) detention devices, with naturally slow rates of percolation permitted through the bases of basins and swales, where possible. The SuDS devices, which will accommodate runoff from the 1 in 100-year event, will be distributed throughout the Masterplan, with multiple discharge points to the small watercourses that dissect the Site. This approach will mimic the existing natural drainage routes and preserve the

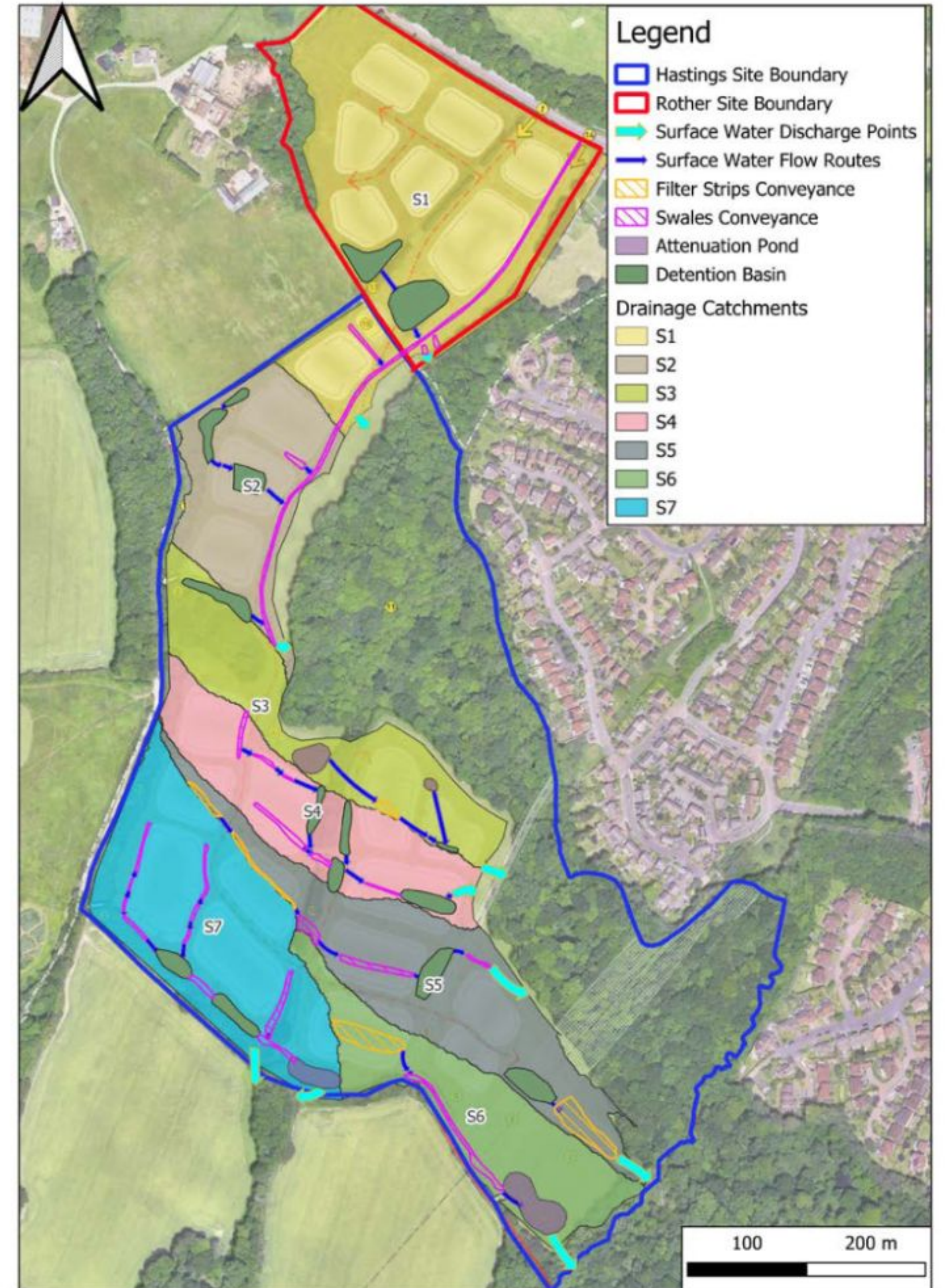
current hydrological regime, important for maintaining the health of the Ancient Woodland, Marline Valley Stream and associated bryophyte assemblage.

It is anticipated that the location and sizes of the attenuation basins may be subject to revision as the Masterplan evolves, however, any revisions would be integrated into the outline drainage strategy and follow its general design principles i.e. that surface water runoff apportionment will be maintained, runoff rates will be restricted to greenfield using suitable SuDS for attenuation, and discharge will be by means of multiple outfalls to the Marline Valley Stream.

Following the infiltration testing carried out in December 2025, the Hilson Moran outline drainage strategy has been proven to be the most appropriate and sustainable option for surface water disposal. It is anticipated that, with the approval of the proposed one year-long water monitoring programme, the provision of the required physical and qualitative data on surface water, groundwater and soil conditions will enable the sympathetic development of the site for housing, in line with its strategic allocation in both the Hastings and Rother Local Plans.

## Utilities/Infrastructure

An existing 132kV overhead electricity line crosses the eastern part of the site, with associated exclusion and no-build zones in accordance with UKPN guidance. A 12-inch high-pressure gas main also runs through the site with associated 20ft easement, as set out in the title deeds. These constraints have been fully incorporated into the concept masterplan, with development parcels positioned outside all exclusion zones. The power line and gas main corridors are retained within public open space and green infrastructure.



Surface drainage strategy plan

# Illustrative Masterplan

The proposed masterplan illustrates the indicative spatial organisation of the site. The site is divided into a series of residential development zones within the Hastings Borough portion, with the northern Rother allocation forming a smaller, semi-independent parcel that connects to the main access road.

The masterplan demonstrates that the cross-boundary site can function as a unified whole, with shared infrastructure, green infrastructure and movement networks connecting both portions. In accordance with Policy BT2(i), the Rother allocation is designed to form part of a comprehensive scheme in conjunction with the adjoining Hastings land.

Within the Rother allocation, the indicative built development area of approximately 3ha at the Policy BT2 indicative density of 40 dwellings per hectare delivers approximately 120 homes. The Hastings portion, based on a net developable area of approximately 7.5ha at 40 dph (as set out in Policy D1), yields approximately 300 homes. The combined scheme is therefore expected to deliver in the region of 420 new homes.

Site Parcel	Net Developable Area (ha)	Number of Dwellings
Hastings Borough (DPA Policy D1)	~7.5 ha	300
Rother District (Policy BT2)	~3 ha	120
Estimated combined site total	~10.5 ha	420



Illustrative Concept Masterplan

# Design Principles

The proposed masterplan for Land at Breadsell Farm has been developed with a thorough understanding of the site's constraints, opportunities and wider context.

The design approach follows a clear set of place-making principles:

1. Development parcels are positioned across the site in a series of discrete building zones, responding to the existing field pattern and hedgerow structure. This allows each zone to have an individual character whilst remaining part of a coherent whole.
2. A primary access road enters the site from the A2100 Hastings Road, with a new junction designed to highway authority standards. Internal streets connect each development parcel, with pedestrian and cycling links threading throughout.
3. A minimum 15-metre-wide buffer zone is maintained along the entire western boundary of the site, adjacent to the Marline Valley Woods SSSI. This buffer is planted with semi-natural grassland, scrub and woodland, contributing to both ecological protection and biodiversity net gain.
4. New native tree planting is proposed along the north-western boundary of the site adjacent to the High Weald National Landscape AONB, softening the transition between the development and the open countryside beyond.
5. Existing overhead power lines and gas main easements are incorporated as open space corridors, providing green linkages through the site and connecting to the wider public rights of way network.
6. SuDS features, including swales, detention basins and rain gardens, are distributed across the site in response to topography and drainage flow paths, providing water quality benefits alongside amenity and biodiversity value.
7. Children's play areas are provided within the public open space to serve the new community, alongside allotments that reinforce the site's connections with food growing and the natural environment.
8. New pedestrian connections link the site to the existing Public Rights of Way network, enhancing connectivity to Hastings Road, the wider urban area and the surrounding countryside.
9. There is potential to incorporate a new community facility in the north of the site to serve new and existing residents.



# Summary

This Vision Document demonstrates that Land at Breadsell Farm is a deliverable, technically sound and sustainably located site for a new residential-led, mixed-use development.

The site offers a unique strategic opportunity to deliver in the region of 420 new homes. Of these, approximately 300 of which will be situated in Hastings Borough, in a single, co-ordinated, cross-boundary scheme. Each portion will deliver policy-compliant affordable housing in line with the respective Local Plan requirements.

This is a rare opportunity to create a new community that complements the existing built character of Hastings whilst enhancing the natural environment and delivering meaningful biodiversity net gain. As Rother's own supporting text to Policy BT2 acknowledges, the wider cross-boundary development would represent a logical extension to the built form of Hastings rather than an isolated pocket of development encroaching into the countryside.

Wates is committed to working constructively with both Local Planning Authorities, Natural England and the wider community to bring this site forward for allocation and, ultimately, to deliver high-quality homes that meet the housing needs of both Hastings and Rother.



**Site is available, viable and deliverable**



**Strong planning prospects identified for growth by both LPAs**



**Enhances sustainable travel**



**Sought-after location adjacent to the existing urban edge**



**Supports biodiversity net gain**



**Delivery of much-needed family and affordable housing**



**Significant new public open space and green / blue infrastructure**



**Creates new jobs and boosts the local economy**



**Respects and responds to the landscape setting**



Wates House  
Station Approach  
Leatherhead  
Surrey KT22 7SW

Tel: 01372 861000  
[www.wates.co.uk](http://www.wates.co.uk)

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