

Rother Local Plan

Core Strategy

Adopted 29th September 2014



Policy RA2: General Strategy for the Countryside

The overarching strategy for the Countryside is to:

- (i) Maintain the farming capacity of the district, and support the agricultural industry, including diversification within farming;**
- (ii) Encourage agricultural practices, land-based economic activities and woodland management, and related agri-environmental schemes, that reinforce local distinctiveness, landscape character and ecology;**
- (iii) Strictly limit new development to that which supports local agricultural, economic or tourism needs and maintains or improves the rural character;**
- (iv) Retain traditional historic farm buildings by continued agricultural use or by appropriate re-use, in accordance with Policy RA4;**
- (v) Support rural employment opportunities in keeping with rural character and compatible with maintaining farming capacity;**
- (vi) Support enjoyment of the countryside and coast through improving access and supporting recreational and leisure facilities that cannot reasonably be located within development boundaries, such as equestrian facilities, compatible with the rural character of the area;**
- (vii) Support tourism facilities, including touring caravan and camp sites, which respond to identified local needs and are of a scale and location in keeping with the rural character of the countryside; and**
- (viii) Generally conserving the intrinsic value, locally distinctive rural character, landscape features, built heritage, and the natural and ecological resources of the countryside.**

- 12.52 In applying this policy, it is important that the other parts of the Core Strategy are also referred to, in particular the opening sections of this chapter dealing with the introduction to rural areas and the villages (which deals with key services such as employment areas, ICT & broadband infrastructure, rural tourism, rural communities and services such as village shops, pubs, village halls, recreation & leisure, historic environment and accessibility). Cross-reference also needs to be made to the thematic chapters such as 15. Housing, 16. Economy and 17. Environment. Further consideration is given to development in the countryside, and specifically to the reuse of traditional farm buildings, in the following sections.

Policy EC6: Tourism Activities and Facilities

Proposals relating to tourism activities and facilities will be encouraged where they accord with the following considerations, as appropriate:

- (i) It provides for the enhancement of existing attractions or accommodation to meet customer expectations;**
- (ii) It supports active use along the coast, consistent with environmental and amenity factors;**
- (iii) It develops markets for local produce, particularly that which supports land-based industries and cultural assets;**
- (iv) It does not involve the loss of tourism accommodation, unless there is no prospect of its continued use;**
- (v) It increases the supply of quality serviced and self-catering accommodation;**
- (vi) Appropriate controls are in place that restrict occupancy to that for holiday purposes, whilst not unduly restricting operators from extending their season (subject to visual impact and flood risk considerations, where applicable); and**
- (vii) Compatibility with other Core Strategy policies.**

16.33 There are particular opportunities for suitable proposals for:

- self-catering and serviced accommodation across the district
- existing accommodation to upgrade and enhance their offer
- the expansion of country house and golf hotels
- larger self-catering holiday lets and barn conversions
- replacement of older caravan provision with log cabins/lodges and luxury camping
- both family and boutique hotels, and holiday flats, in Bexhill
- upgraded accommodation and facilities at Camber
- the extension of the Kent and Sussex Steam Railway
- development in support of activity breaks, both on the coast and inland