Rother District Local Plan Strategy (2011-2028): Examination in Public

MATTER: EC6 TOURISM ACTIVITIES AND FACILITIES

HEARING 21 NOVEMBER 2012

RESPONSE TO ADDITIONAL EVIDENCE BY THE COUNCIL RELATING TO
THE POLICY POSITION OF NEIGHBOURING AUTHORITIES

PRELIMINARY

1. A hearing was held on 21 November 2012 to consider the tourism policy contained in policies EC6 and RA2 of the proposed Rother District Local Plan Strategy (2011-2028) ["the Strategy"].

2. In opening the hearing the Inspector summarised the principal issues as:
   - conformity with the NPPF and in particular the Framework's approach to designated landscapes;
   - whether the Strategy needed to include development management policy or whether this policy could be contained in a future Site Allocations and Development DPD.

3. During the course of the hearing, the Council argued the soundness of the proposed Strategy by reference to the Core Strategy of two neighbouring authorities, Tunbridge Wells Borough Council ["TWBC"] and Wealden District Council ["WDC"]. This evidence was not presented in the Council Statement and permission was therefore granted to the Respondents to respond in writing to this evidence within one week.
BACKGROUND

4. It is necessary to outline which Adopted Local Plan (2006) policies are cancelled on adoption of the Strategy prior to comparing the positions of the three authorities.

5. Appendix 1 to the proposed Strategy states that the following saved Adopted Local Plan tourism related development management policies will be cancelled and replaced by the Strategy on its adoption:

   **EM3:** Employment, including tourism, use of rural buildings in the countryside
   
   **EM7:** New and extended tourist attractions and visitor facilities
   
   **EM9:** Tourist accommodation
   
   **EM11:** Occupation of holiday chalets, static and touring caravans

Appendix 1 to the proposed Strategy records policy **EM10 Chalet, caravan and camping accommodation** will be saved following adoption of the Strategy.

6. The Council's Local Development Scheme ["the LDS"] published in October 2012 confirms EM3, EM7 and EM9 will be cancelled and replaced by the Strategy on its adoption.

7. The LDS suggested EM10 would be replaced by the Strategy and the Site Allocations and Development DPD ["the SA&D"] which gave rise to the Respondent's concern that EM10 would be partly replaced by the Strategy. During the hearing, the Council clarified EM10 would not be partly replaced by the Strategy but would be saved in full and that the Council saw no conflict between EM10 and new policy EC6 and considered both policies to be in conformity.

8. The LDS states EM11, cancelled on adoption of the Strategy, will be replaced by the Strategy and the SA&D.
9. Central to our case is draft policy EC6 is not simply a broad objective setting strategy but a specific tourism policy containing development management considerations. These criteria are selective and take no account of the need to constrain development within the countryside and in particular the High Weald AONB.

10. To defend the incomplete criteria, the Council have responded the Strategy is not intended to serve a development management role and the SA&D will contain the development management policies required to decide applications for tourist developments in the district.

11. However, the Council is cancelling existing development management policy for tourist accommodation and tourist facilities on adoption of the Strategy and the LDS expressly provides the Strategy will replace policies EM3, EM7 and EM9.

The Council will either be left with no development management policy for tourist developments on adoption of the Strategy (save EM10) or it will use the proposed Strategy to perform a development management function. Either scenario is unsound. This is our submission.

IS THE COUNCIL'S POSITION SUPPORTED BY REFERENCE TO THE NEIGHBOURING PLANNING AUTHORITIES?

12. At the hearing the Council raised the defence that neighbouring planning authorities TWBC and WDC are in a similar position with comparable policy in their core strategies.
13. TWBC Core Strategy for tourism is contained in Core Policy 7 Employment Provision as objective 7:

Promoting the development and retention of, and enhancing the quality and attractiveness of, tourism accommodation and attractions across the Borough.

This is a positive statement in support of tourism development within the strategy for employment.

It is not a detailed policy for tourism development, it contains no development management criteria and it is not supplemented by supporting text promoting development types.

This position should be contrasted with Rother's Strategy which contains a detailed core policy for tourism, encouraging development complying with selective development management criteria, supplemented by detailed supporting text promoting specific tourist development types at paragraph 16.32.

14. TWBC have saved Local Plan development control policy which will continue to apply until the adoption of Development Management Policies in a new Local Plan, with a projected adoption date in July 2014\(^1\).

In contrast, Rother is cancelling its existing adopted Local Plan development control policies for tourist accommodation and tourist facilities on adoption of the Strategy and the Rother LDS states it is the Strategy which replaces these development management policies.

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\(^1\) Prior to July 2012, development management policies to comprise a separate Development Control Policies DPD but subsequently TWBC Local Development Scheme amended to a single Local Plan document containing Development Management Policies, Site Allocations and Town Centre policies. Timetable in Local Development Scheme, 6 July 2012, p10.
15. In the TWBC Core Strategy, the only reference to tourist accommodation in the
countryside is found in the supporting text to Core Policy 14 Development in the
Villages and Rural Areas which states:

*In the appropriate circumstances, existing rural buildings worthy of retention and in
suitable locations could be converted to provide tourist accommodation*\(^2\).

16. Appendix 1 shows the references to tourism in the TWBC Core Strategy.

17. Appendix 2 shows the detailed saved tourism related development control policies.

18. In summary, the approach of TWBC is unobjectionable and sound.

WEALDEN DISTRICT COUNCIL CORE STRATEGY
EXAMINATION COMPLETE. PROJECTED ADOPTION 28 NOVEMBER 2012.

19. WDC Core Strategy for tourism is Spatial Planning Objective SPO2:

*We will ensure that the intrinsic quality of the historic environment is protected
and that Wealden's environmental, heritage and cultural assets are used
appropriately to encourage suitable tourism development and support inward
investment.*

This is a positive statement in support of tourism development within a spatial
planning objective for the environment, heritage and culture.

It is not a detailed policy for tourism development, it contains no development
management criteria and it is not supplemented by supporting text promoting
development types.

\(^2\) TWBC Core Strategy, paragraph 5.299
This position should be contrasted with Rother's Strategy which contains a detailed core policy for tourism, encouraging development complying with selective development management criteria, supplemented by detailed supporting text promoting specific tourism development types at paragraph 16.32.

20. WDC have saved Local Plan development control policy\(^3\) which will continue to apply until the adoption of the Delivery and Site Allocations DPD, with a projected adoption date in Autumn 2015\(^4\).

In contrast, Rother is cancelling its existing adopted Local Plan development control policies for tourist accommodation and tourist facilities on adoption of the Strategy and the Rother LDS states the Strategy will replace these development management policies.

21. In the WDC Core Strategy the only specific references to tourist accommodation in the supporting text are to bed and breakfast accommodation and the re-use of suitable redundant rural buildings\(^5\).

22. Appendix 3 shows the references to tourism in the WDC Core Strategy.

23. Appendix 4 shows the detailed saved tourism development control policies.

24. In summary, the approach of WDC is unobjectionable and sound.

CONCLUSION

25. It appears from Appendix 1 to the Strategy and the LDS the Council drafted Policy EC6 with the intent it should fulfil a development control role to replace policies EM7, EM9 and EM11. Policy EC6 in its proposed form is not fit for this purpose and the Council has stated during the Examination it does not intend to rely

\(^3\) Section 9.1 to the WDC CS indicates two saved affordable housing policies in the adopted Wealden Local Plan (1998) are superseded by the CS.

\(^4\) WDC Local Development Scheme Revised Timetable, July 2012

\(^5\) WDC Core Strategy, paragraph 3.28
upon this policy for development control purposes. A fundamental issue of soundness arises from this issue.

26. The Council has sought to rely upon the development plan positions of neighbouring authorities TWBC and WDC to support its Strategy.

Analysis of the statutory development plans of TWBC and WDC at paragraphs 12-24 above and Appendices 1-4 evidences TWBC and WDC are consistent but Rother is inconsistent.

The core strategies of TWBC and WDC contain a brief strategy objective, outlining no development management considerations. TWBC and WDC have saved all existing Local Plan tourism related policy for development management purposes.

27. This is relevant also to the statement found at paragraph 8.7 of the "Duty to Co-operate Supplementary Statement" wherein it is wrongly claimed:

"There is consistency in policies between the neighbouring Authorities in relation to tourism. (WDC CS Policy SPO2 and paragraphs 3.22 and 3.28). In particular, it is noted that TWBC Core Policy 7(7) aligns with Core Strategy Policy EC6."

28. The achievement of a consistent development management regime across the nationally designated landscape area is important.

29. The position of the neighbouring authorities only serves to illustrate the legal deficiencies in the Council's development plan position.

30. The need for modifications to the proposed policy wording remains in our submission essential. Appendix 5 therefore sets out the proposed amended policy wording revised to incorporate the issues raised by the Council during the hearing, including the clarification of the status of saved policy EM10 post Strategy adoption.

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6 November 2012, requested by the Inspector: comments to be received by 30 November 2012.
The cancellation of all existing Adopted Local Plan tourism related policy except EM10 (a policy to which EM9 refers) means modifications need to take account of cancelled and saved policy.

31. The alternative means of achieving a sound outcome, comparable with the development plan positions of TWBC and WDC, is to:

- save all tourism related Adopted Local Plan policies - EM3, EM7, EM9, EM11 as well as EM10 - pending the formulation and adoption of the SA&D;

- change EC6 from a development management policy to a strategic policy objective by deleting from "where they accord with the following considerations" to "footpaths" (inclusive);

- incorporate the proposed modifications shown at Appendix 5 to paragraph 16.31 and to the bullet points in 16.32, required to render these paragraphs sound;

- insert text at the end of amended paragraph 16.31 to the effect development management policies within the SA&D will set out the criteria against which tourist development proposals will be assessed.
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APPENDIX 1
TUNBRIDGE WELLS ADOPTED CORE STRATEGY

Employment Policy

Core Policy 7 - Employment Provision:

7. Promoting the development and retention of, and enhancing the quality and attractiveness of, tourism accommodation and attractions across the Borough.

Text (relevant extracts)

5.196 The provision of additional self-catering, non-serviced accommodation within the Borough should also be facilitated in order that a comprehensive range of accommodation can be provided and any proposals for such use will be assessed against criteria set out within the Development Control Policies DPD...

5.197...Development of tourist facilities in the countryside can allow for greater diversity in the rural economy, but the promotion of tourist enjoyment of the countryside should be primarily aimed at those activities that draw on the character of the countryside itself: its beauty, culture, history and wildlife and should be based around an existing resource...in accordance with Policy TRS2: Rural Tourism of the South East Plan.

5.198 Given the general policies of restraint and the likely impact on rural roads and communities, it is not generally appropriate to encourage tourism in rural areas on a large scale. The Development Control Policies DPD will set out the policies against which any development will be assessed, depending on its contribution to diversifying and upgrading tourism attractions in keeping with changing demands. Any such developments should be consistent with environment, transport and Green Belt policies within the Development Control Policies DPD.

Rural Area Policy

Core Policy 14 - Development in the Villages and Rural Areas:

4. ...The rural economy will be strengthened and its long-term sustainability safeguarded by providing opportunities for commercial activities that utilise rural buildings and resources appropriately, including rural buildings that are no longer required or suitable for agricultural use. Employment uses related to the land will be encouraged, including appropriate forms of tourism, agriculture, forestry and equestrian activity.

Text

5.299 Tourism and recreation can provide important sources of employment and income to the rural areas, while also contributing to the maintenance and development of existing local services. Appropriate land management will ensure that the high quality rural landscape is maintained and improved, providing an important environmental resource that will also support a wide range of rural-based recreational activities, including walking, fishing, golf and horse riding. It is important that the level and intensity of such activities does not have a detrimental impact upon the character of the rural areas. In the appropriate circumstances, existing rural buildings worthy of retention and in suitable locations could be converted to provide tourist accommodation.
APPENDIX 2

SAVED POLICY

TUNBRIDGE WELLS ADOPTED LOCAL PLAN (March 2006)

TR1: Non-Serviced Accommodation

Small-scale proposals for new or extended serviced and non-serviced tourist accommodation will be permitted within the Limits to Built Development, as defined on the Proposals Map.

TR2: Retention of Existing Tourist Accommodation

Proposals resulting in the loss of serviced and non-serviced tourist accommodation will be refused unless it can be proven that:

1. The premises are unsuitable for tourist use in respect of the standard of accommodation provided and are incapable of being made satisfactory at reasonable expense; or

2. It can be demonstrated that the continued use of a premises as serviced or non-serviced accommodation is no longer economically viable and that the premises do not have the potential to become viable.

TR3: New Tourist Accommodation Outside the Limits to Built Development

Outside the Limits to Built Development, as defined on the Proposals Map, the following types of serviced and non-serviced accommodation will be permitted:

1. The change of use or conversion of a listed building, a building whose loss would be detrimental to the character of the countryside, or an existing building in keeping with its surroundings; or

2. The extension of existing accommodation.
APPENDIX 3

WEALDEN DISTRICT COUNCIL SUBMISSION CORE STRATEGY

Policy

Core Strategy Policy: SPO2

We will ensure that the intrinsic quality of the historic environment is protected and that Wealden's environmental, heritage and cultural assets are used appropriately to encourage suitable tourism development and support inward investment.

Text

3.22 - supporting the visitor-based service sector and the local tourism industry.

3.27 The South Downs National Park, the Ashdown Forest, the High Weald Area of Outstanding Natural Beauty, the coast, the District's market towns and villages all attract visitors to Wealden. Employment related to tourism (in areas such as hotels and guest houses, caravan parks, shops and restaurants, visitor attractions etc.) is a significant contributor to the economic performance of the District. Tourism also supports facilities and amenities which can be enjoyed by residents as well as by visitors to Wealden. The protection and maintenance of high quality environments throughout the District add to the quality of life for all.

3.28 The Council strategy is to increase visitor spending by:

- retaining serviced and non-serviced accommodation wherever possible; and supporting the development of new accommodation where appropriate including bed and breakfast accommodation;
- encouraging and supporting tourism businesses to adapt to change, and to provide the opportunity to extend the length and frequency of tourist visits;
- encouraging appropriate tourism initiatives which promote use of environmental recreational resources in an environmentally responsible manner and encouraging the re-use of suitable redundant rural buildings for tourism and visitor purposes;
- supporting the improvement of the quality of existing attractions, where appropriate;
- enhancing the town centres by promoting the role of tourism in the regeneration of settlements;
- supporting measures that relieve tourism and visitor pressures on the most vulnerable parts of Wealden's environment specifically the National Park, Ashdown Forest and the Pevensey Levels and which would help visitor management to protect and enhance vulnerable habitats and landscapes; and
- improving the quality of recreational opportunities and managed access to sites with tourism potential.

3.29 Policies concerning tourism within Wealden, following this strategy, will be contained within the Site Allocation DPDs, unless already contained within national guidance.
APPENDIX 4

SAVED POLICY

WEALDEN ADOPTED LOCAL PLAN (1998)

TM1 Outside the areas identified in Policy TM2, proposals for new or extended tourist attractions and facilities will be permitted where the following criteria are met:
(1) the proposed development would respect, and where possible, enhance the character, heritage and environmental quality of the area;
(2) the proposed development would make an important contribution to diversifying and upgrading the tourist attractions and facilities in the District in keeping with changing demands;
(3) within the High Weald Area of Outstanding Natural Beauty, particular care is given to the siting, design and appearance in accordance with Policy EN6.

TM2 Within the Sussex Downs Area of Outstanding Natural Beauty and the Ashdown Forest (defined as the area enclosed by the boundary of the Medieval Pale of 1372), proposals for new small-scale tourist attractions and facilities outside of the village development boundaries will be permitted only where it can be demonstrated that the proposed development:
(1) represents the use of an existing agricultural or other rural building in accordance with Policy DC7;
(2) is compatible with the character of the Downland or the Ashdown Forest;
(3) complements, and is consistent with, the quiet informal enjoyment of the countryside.

TM3 The Council will support proposals to convert farm buildings to a hostel or similar facility to provide overnight accommodation to serve those walking or cycling in the District. This applies particularly to locations where there is no access for ordinary vehicles, although access for emergency vehicles must be available.

TM4 Proposals for new holiday villages or chalet parks will be strongly resisted in the Sussex Downs and High Weald Areas of Outstanding Natural Beauty and the Coastal Levels. Outside these areas, such proposals will only be permitted where the following criteria are met:
(1) a specific holiday need can be demonstrated;
(2) the proposal would restore a damaged or derelict site or offer some other form of environmental enhancement;
(3) the size and scale of the proposal would be compatible in terms of appearance and intensity of use with its location;
(4) the proposal would not be visually intrusive in the landscape and would be well screened by existing vegetation, particularly in locations adjacent to Areas of Outstanding Natural Beauty;
(5) the proposal would be adequately landscaped both within and around the site.

TM5 Proposals for new static caravan sites for holiday purposes, or the change of use of touring pitches to static pitches, will not be permitted. Proposals for extensions to such sites may be permitted if this would result in better layouts and landscaping.

TM6 Within the Ashdown Forest (defined as the area enclosed by the boundary of the Medieval Pale of 1372) proposals for touring caravan and camping facilities will be strongly resisted.
TM7 Within the Sussex Downs Area of Outstanding Natural Beauty and the Coastal Levels, proposals for touring caravan and camping facilities will be strongly resisted, with the exception of small sites for lightweight tents. Extensions to existing sites may be permitted if this would result in better layouts and landscaping.

TM8 Outside of the areas identified in Policies TM6 and TM7, proposals for new or extended touring caravan and camping facilities will be permitted where the following criteria are met:
(1) there is good accessibility from the primary or secondary route network, but preferably no direct access onto a primary or trunk road;
(2) the size and scale of the proposal would be compatible in terms of appearance and intensity of use with its location;
(3) the proposal would not be visually intrusive in the landscape and would be well screened by existing vegetation, particularly in locations within or adjacent to Areas of Outstanding Natural Beauty;
(4) the proposal would be adequately landscaped, both within and around the site;
(5) on large sites, adequate provision would be made for the recreational needs of site users;
(6) the proposal would not result in an unacceptable concentration of caravan or camping sites;
(7) in the case of extensions, the proposals should result in an improved layout and landscaping.

Within the High Weald Area of Outstanding Natural Beauty, particular care will be taken to ensure that proposals respect and maintain the landscape character in accordance with Policy EN6.

NON STATUTORY WEALDEN LOCAL PLAN (December 2005)

TM1 Proposals for new or extended tourist attractions and facilities outside the development boundaries as defined on the Proposals Map will be permitted, provided that the following criteria are met:
(1) the proposed development would respect and where possible enhance the character, heritage and environmental quality of the area;
(2) the proposed development would not be detrimental to the amenities of nearby residents;
(3) the proposed development would not create or exacerbate traffic problems in the surrounding area;
(4) new floor space is created through the conversion of appropriate existing buildings (see Policy DC7). Exceptionally, an element of new build may be permitted to support tourism related activities when the above criteria can be met.
(5) the proposed development is small in scale. Exceptionally, large scale proposals may be permitted provided that the environmental impact and associated visitor management problems are minimal and criteria (1) to (4) are met.

Proposals for new or extended tourist attractions and facilities within the development boundaries as defined on the Proposals Map will be permitted when they meet criteria (1) to (3) above.

TM2 Existing overnight accommodation in hotels, motels, guest houses and bed and breakfast establishments will be safeguarded and their change of use to other purposes will not be permitted except where:
(1) it is satisfactorily demonstrated that the premises, with or without adaptation, are no longer capable of viable economic use for overnight accommodation;
(2) it is demonstrated that there is no demand at present or likely to arise in the foreseeable future to justify continuation of the existing use.
**TM3** Proposals for the change of use of touring pitches to static pitches will not be permitted.

**TM4** Proposals for new or extended touring caravan and camping facilities will be permitted where the following criteria are met:

1. there is good accessibility from the primary or secondary route network, but the proposal would not create a new direct access or intensify use of an existing access onto a trunk road, nor preferably onto a primary road;
2. the size and scale of the proposal would be compatible in terms of appearance and intensity of use with its location;
3. the proposal would not be visually intrusive in the landscape and would be well screened by existing vegetation, particularly in locations within or adjacent to Areas of Outstanding Natural Beauty;
4. the proposal would be adequately landscaped, both within and around the site;
5. on large sites, adequate provision would be made for the recreational needs of site users;
6. the proposal would not result in an unacceptable concentration of caravan or camping sites;
7. in the case of extensions, the proposals should result in an improved layout and landscaping;
8. within the Sussex Downs Area of Outstanding Natural Beauty and the Coastal Levels, only proposals for small sites for lightweight tents will be permitted in appropriate locations. Within the Ashdown Forest (as defined on the Proposals Map), proposals for touring caravans and camping facilities will not be permitted.

**TM5** Change of use of static holiday caravans to residential mobile homes will not be permitted.
APPENDIX 5

REVISED PROPOSED NEW POLICY WORDING

The revisions shown in colour incorporate into the proposed policy rewording the issues raised by the Council during the hearing on 21 November 2012.

How the revised wording deals with the issues raised by the Council is shown in the footnotes to each revision.

The baseline document is the "Proposed Amendments to Render Tourism Policy Sound" appended to the Written Statement.

ECONOMY

Tourism

16.31 It is recognised that there can be tensions between tourism and local community life and/or environmental objectives warranting the inclusion of specific criteria against which development applications for these uses will be considered.

Policy EC6: Tourism Activities, Accommodation and Facilities

Proposals relating to tourism activities, accommodation 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;

(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 for 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);

(vii) it is capable of access by public transport, cycleways and footpaths;

(viii) it protects residential amenity;

(ix) it is of a scale and location in keeping with the rural character of the countryside;

(x) it protects habitats of ecological and biodiversity interest from any potentially adverse impacts.

Outside development boundaries and within the High Weald Area of Outstanding Natural Beauty—**and its setting**, where **the greatest** weight is to be given to the

7 To protect sites of nature conservation interest. Minor amendment MA16.2 does not deal with the substance of Natural England's objection by adding more supporting text. Natural England specifically states in its objection to Policy EC6 that reference elsewhere in the Strategy to nature conservation interests "needs to be translated into policy not just supportive text" [Representation 21194].

8 To ensure the geographical area to which the policy provision applies can be exactly defined.

9 To reflect the wording of the NPPF at paragraph 115 exactly. The CROW Act 2000 states the primary purpose of AONB designation is the conservation and enhancement of natural beauty.
conservation and enhancement of natural beauty, development of tourist accommodation unless specifically provided for in saved policy\(^{10}\) will be limited to:

- the conversion of existing buildings in accordance with Policy RA3 (ii);
- the replacement of existing static caravans with log cabins/lodges;
- small scale touring caravan and camping provision between 1st March and 31st October\(^{11}\) ideally\(^{12}\) not visible from public roads, open spaces or footpaths.

For tourist facilities, if the development is not clearly ancillary to an existing visitor facility or tourist attraction, it will be necessary to demonstrate that a countryside\(^{13}\) location within the AONB is necessary.

16.32 Subject to the criteria in Policy EC6, there are particular opportunities for suitable proposals for:

\(^{10}\) To ensure conformity with Policy EM10, the only saved Adopted Local Plan tourist accommodation policy.

\(^{11}\) The only issue not amended in response to the Council's observations during the hearing on the proposed policy wording. This provision is considered necessary and exactly reflects the current district-wide provision within the Adopted Local Plan (2006) at paragraph 9.31. The Council did not produce a convincing argument as to why this provision was objectionable within the AONB. It is not required to limit occupation but to conserve natural beauty.

\(^{12}\) To reflect exactly the wording of district-wide policy EM10.

\(^{13}\) To clarify this provision does not affect settlements washed over by the AONB designation and relates only to development proposals within the countryside outside settlement development boundaries. This wording conforms with the wording in district-wide policy EM7.
- self-catering and serviced accommodation across the district
- existing accommodation to upgrade and enhance their offer
- the expansion of country house and golf hotels
- barn conversions
- replacement of older static caravan provision with log cabins/lodges
- touring caravan and camping pitches
- 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
- facilities necessary to support activity breaks, both on the coast and inland

**RURAL AREAS**

**Countryside**

**Policy RA2: General Strategy for the Countryside**

The overarching strategy for the Countryside is to:

[...]

(iii) strictly limit new development to that which supports local agricultural, economic or tourism needs and maintains or improves the rural character

[...]

(vii) support tourism facilities and accommodation that accord with Policy EC6