



Important - this communication affects your property

TOWN AND COUNTRY PLANNING ACT 1990 (as amended)

ENFORCEMENT NOTICE

ISSUED BY: ROTHER DISTRICT COUNCIL ("the Council")

1. **THIS IS A FORMAL NOTICE** which is issued by the Council because it appears to them that there has been a breach of planning control, under section 171A(1)(a) of the above Act, at the land described below. They consider that it is expedient to issue this notice, having regard to the provisions of the development plan and to other material planning considerations. The Annex at the end of the notice and the enclosures to which it refers contain important additional information.

2. THE LAND AFFECTED

Land at Winchelsea Lodge Motel, Hastings Road, Winchelsea, East Sussex shown edged red on the attached plan ("the Land").

3. THE BREACH OF PLANNING CONTROL ALLEGED

Without advertisement consent, the erection of an illuminated advertising sign and supporting structure ("the Advert") in the approximate position shown edged blue on the attached plan.

4. REASONS FOR ISSUING THIS NOTICE

- (i) It appears to the Council that the above breach of planning control has occurred within the last four years. The unauthorised advertisement was substantially completed less than four years ago.
- (ii) The unauthorised Advert on the Land which lies within the High Weald National Landscape (legally designated as an Area of Outstanding Natural Beauty) within the Winchelsea Conservation Area, outside of any development boundary, and adjacent to Public Right of Way Icklesham 56a, is visually intrusive and discordant within this isolated and intrinsically dark sky rural location, causing harm to the visual and landscape character of the area, harmful to the rural and visual amenities of the locality by virtue of its' high level positioning, size, bulk and excessive illumination, and is therefore contrary to Paragraphs 139 and 141 of the National Planning Policy Framework 2024; Policies

OSS4, EN1, EN2, EN3, EN4, RA1, RA2 and RA3 of the Rother Core Strategy Local Plan 2014; Policies DEC1, DEN1, DEN2 and DEN7 of the Rother Development and Site Allocations Local Plan 2019; and Objectives S1, S2 and DS1 of the High Weald Management Plan 2024-2029.

- (iii) The brightness of the illuminated Advert is considered to cause a highway safety concern to local road users and pedestrians due to its' brightness exceeding the 600cd/m² maximum recommended, contrary to Paragraph 141 of the National Planning Policy Framework 2024; and Policy CO6 of the Rother Core Strategy Local Plan 2014.
- (iv) The Council does not consider that advertisement consent should be given, because planning conditions could not overcome these objections to the use.

5. **WHAT YOU ARE REQUIRED TO DO**

- (i) Remove the LED advertisement screens, supporting brackets, fixings and electrical wiring and connections comprising the Advert from the Land.
- (ii) Remove from the Land all materials, rubbish, debris, tools and equipment arising from compliance with the first requirement above

Time for compliance: two months after this notice takes effect

6. **WHEN THIS NOTICE TAKES EFFECT**

This notice takes effect on 5th January 2026 unless an appeal is made against it beforehand.

Dated: 25th November 2025

Signed:

Authorised signatory
On behalf of Rother District Council
Town Hall
Bexhill on Sea
East Sussex
TN39 3JX

Contact Officer:

Telephone:

Email:

If you appeal under Ground (a) of Section 174(2) of the Town and Country Planning Act 1990 this is the equivalent of applying for planning permission for the development alleged in the notice and you will have to pay a fee of £596.

Payment should be made by BACS (quoting reference ENF/265/23/ICK) to the following account:

Sort code : 30-80-12 Account number : 11649668
Account name : Rother District Council

Joint appellants need only pay one set of fees.

If you decide to appeal, when you submit it, you should state in writing the ground(s) on which you are appealing against the Enforcement Notice and you should state briefly the facts on which you intend to rely in support of each of those grounds. If you do not do this when you make your appeal the Secretary of State will send you a notice requiring you to do so within 14 days.

2. LIST OF PERSONS SERVED WITH THIS NOTICE

ANNEX

1. THE RIGHT OF APPEAL

There is a right of appeal to the Secretary of State (at The Planning Inspectorate) against the Enforcement Notice. Unless an appeal is made, as described below, the enforcement notice will take effect on the date referred to in paragraph 6 of the Enforcement Notice and you must then ensure that the required steps, for which you may be held responsible, are taken within the period(s) specified in the Enforcement Notice.

Please see the enclosed information sheet from The Planning Inspectorate which tells you how to make an appeal.

If you decide that you want to appeal against the Enforcement Notice you must ensure that you send your appeal soon enough so that normally it will be delivered by post/electronic transmission to the Secretary of State (at The Planning Inspectorate) before the date specified in paragraph 6 of the Enforcement Notice.

Under section 174 of the Town and Country Planning Act 1990 (as amended) you may appeal on one or more of the following grounds:-

- (a) that, in respect of any breach of planning control which may be constituted by the matters stated in the notice, planning permission ought to be granted or, as the case may be, the condition or limitation concerned ought to be discharged;
- (b) that those matters have not occurred;
- (c) that those matters (if they occurred) do not constitute a breach of planning control;
- (d) that, at the date when the notice was issued, no enforcement action could be taken in respect of any breach of planning control which may be constituted by those matters;
- (e) that copies of the enforcement notice were not served as required by section 172;
- (f) that the steps required by the notice to be taken, or the activities required by the notice to cease, exceed what is necessary to remedy any breach of planning control which may be constituted by those matters or, as the case may be, to remedy any injury to amenity which has been caused by any such breach;
- (g) that any period specified in the notice in accordance with section 173(9) falls short of what should reasonably be allowed.

Not all of these grounds may be relevant to you.

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Plan: Enforcement

File: ENF/265/23/ICK

Scale: 1:1250

N.G. Ref: TQ9017SW