



MORNINGS MILL FARM

Eastbourne Road | Lower Willingdon | BN20 9NY

131.8 Acre Freehold Site Benefitting from Outline Permission for a large scale Mixed-Use Development on the outskirts of Eastbourne



allsop





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Development Considerations

131.8 acre site comprising former farmlands within the Pevensey Levels

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Outline planning permission for 700 residential dwellings and commercial space

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Proposed residential element comprises 455 private units and 245 affordable units, based on the existing Section 106 provision

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Total residential NSA of 755,557 sq ft (70,194 sq m)

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Proposed commercial element comprises 8,600 sq m of employment space, medical centre, school, community centre, retail, playing fields, children's play space and allotments

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Excellent opportunity for further implementation of existing consent or possibility for alternative schemes / uses including potential for diversification of residential provision

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A formal pre-application has been undertaken to enhance the scheme addressing CIL reduction and S.106 obligations

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Strategic location, 3 miles north from Eastbourne Town Centre, 13 miles from Lewes and 19 miles from Brighton

PROPOSAL

Offers are invited for the Freehold interest on an unconditional basis



**Indicative ownership plan
Shaded area not included in the title.*



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Location

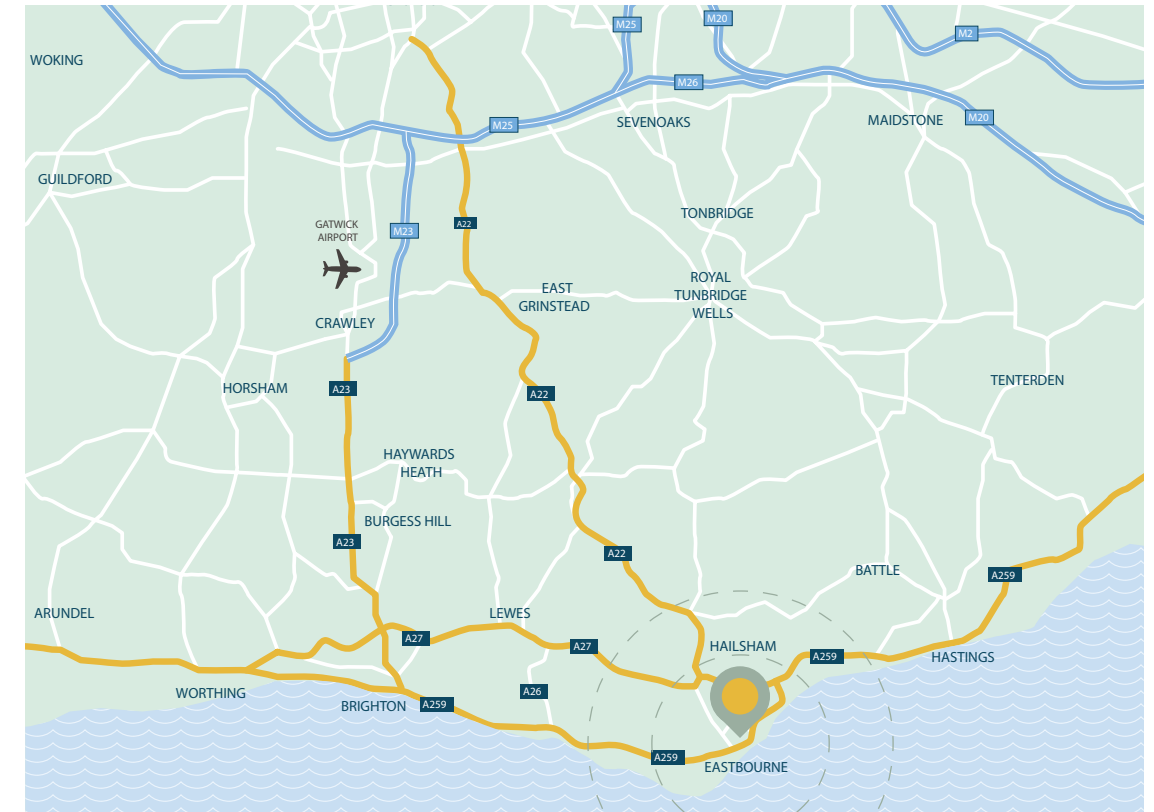
Mornings Mill Farm is located on the outskirts of Eastbourne within the administrative area of Wealden District Council. Eastbourne is a prominent seaside town on England's south coast in East Sussex, situated approximately 19 miles east of Brighton, 25 miles south of Tunbridge Wells and 54 miles southeast of London. Renowned for its Victorian seafront, Eastbourne provides a wide range of shopping, leisure and cultural amenities, alongside convenient access to the surrounding countryside.

Eastbourne town centre accommodates an extensive mix of high street retailers, independent boutiques, cafés and restaurants, including The Beacon. Cultural and leisure facilities include Congress Theatre, Devonshire Park Theatre and Towner Eastbourne.

The site lies within a predominantly rural setting on the northern edge of Lower Willingdon, the eastern edge of Wannock and the southeastern edge of Polegate. It falls within the Pevensey Levels (National Character Area 124), characterised by flat, low-lying and largely rural landscape, predominantly comprising grazed pasture.

The surrounding area consists mainly of agricultural land and established hedgerows, interspersed with residential properties and farm holdings. The site is bounded by Eastbourne Road (A2270) to the west; the Rushlake Homes development by Orbit Homes and disused playing fields to the north; the Southern Rail railway line to the east; and agricultural land and residential development, including Meadowburne Place by Barratt Homes, to the south. Nearby residential properties comprise a mix of bungalows, semi-detached and detached dwellings.

The site is situated in a prime countryside location, with the South Downs National Park situated 0.6 miles west extending 260 square miles and High Weald Area of Outstanding Natural Beauty extending 560 square miles lying 6.2 miles north west. Eastbourne Beach is located 4.4 miles south east spanning more than 3 miles.



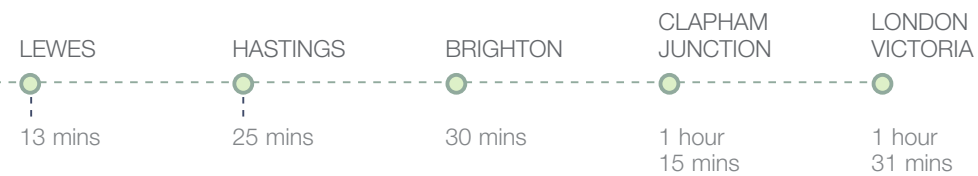


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Connectivity

RAIL

Polegate railway station is located 0.6 miles north and Eastbourne station is located 3.9 miles south, both served by Southern rail.



ROAD



The site benefits from good road connections, with the A2270 (Eastbourne Road) forming the southern boundary of the site providing direct access to the A27 and the A22 0.5 miles north, connecting Eastbourne with the rest of the south coast and wider national road networks.



BUS

Public transport services operate along Eastbourne Road, providing bus connections to Eastbourne, Hailsham, Brighton, Tunbridge Wells and other settlements across the south coast.





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Description

Mornings Mill Farm comprises a large farm extending to 131.8 acres (53.3 hectares) defined as 21 connecting fields.

The site has formerly been used as farmland and grazing sheep and cattle. There are a number of significant trees and hedgerows along the boundaries of the fields and in the centre of the site.

There are 5 houses and agricultural buildings located in the centre of the site which are held under a separate title and not included in the sale.

The site is currently accessed in the southern corner of the site via single track leading off Eastbourne Road (A2270).





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SITE CHARACTERISTICS



Site Designations

The site is not within a Conservation Area but is subject to a number of Environmental and Terrestrial Designations in both the current and Draft Local Plan, as detailed below.

- Willingdon Levels Drainage Catchment Area
- Strategic Sites Allocation
- Development Boundary - Draft Local Plan
- Grade 3a and 3b - Agricultural Land



Topography

The site is gently undulating in gradient sloping from northwest to southeast. The area adjacent to the railway slopes from southwest to northeast.



Rights of Way

There are two footpaths and Rights of Way across the centre of the site.



Flood Zones

The site is primarily classified as Zone 1 (low risk), with southwest boundary of the site is classified as Flood Zone 3.



Computer Generated Image



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Planning and Development

Local Authority: **Wealden District Council**

Website: <https://www.wealden.gov.uk/planning-and-building-control/>

Contact: planning@wealden.gov.uk

There are a number of planning applications associated with the site which comprise a mixture of outline consents and reserved matters applications.

Full details including a planning note, planning documents, planning summary, utilities report and surveys are available in the data room.

Planning History

An initial application (ref: WD/2017/1942/MEA) was submitted on 11 August 2017, however, was refused and subsequently dismissed at appeal. The key issues:

- were the effect of the access arrangement on the road safety
- the effect of the development on the wider transport and road networks
- the level of affordable housing and infrastructure provision
- the prematurity of the scheme prior to the emerging submission of the Wealden Local Plan.

Planning Consent

A further outline application (ref: WD/2021/0174/MEA) was granted via appeal (ref: APP/C1435/W/22/329741) on 28 September 2022 for the following development with all matters reserved for subsequent consideration.

Outline application with all matters reserved except for the means of access from Eastbourne Road for the comprehensive development of a mixed-use urban extension comprising up to 700 dwellings including affordable housing, 8,600 sq.m. of employment floorspace, medical centre, school, community centre, retail, playing fields, children's play space, allotments, amenity open space, internal access roads, cycle and footpath routes, and associated landscaping and infrastructure.

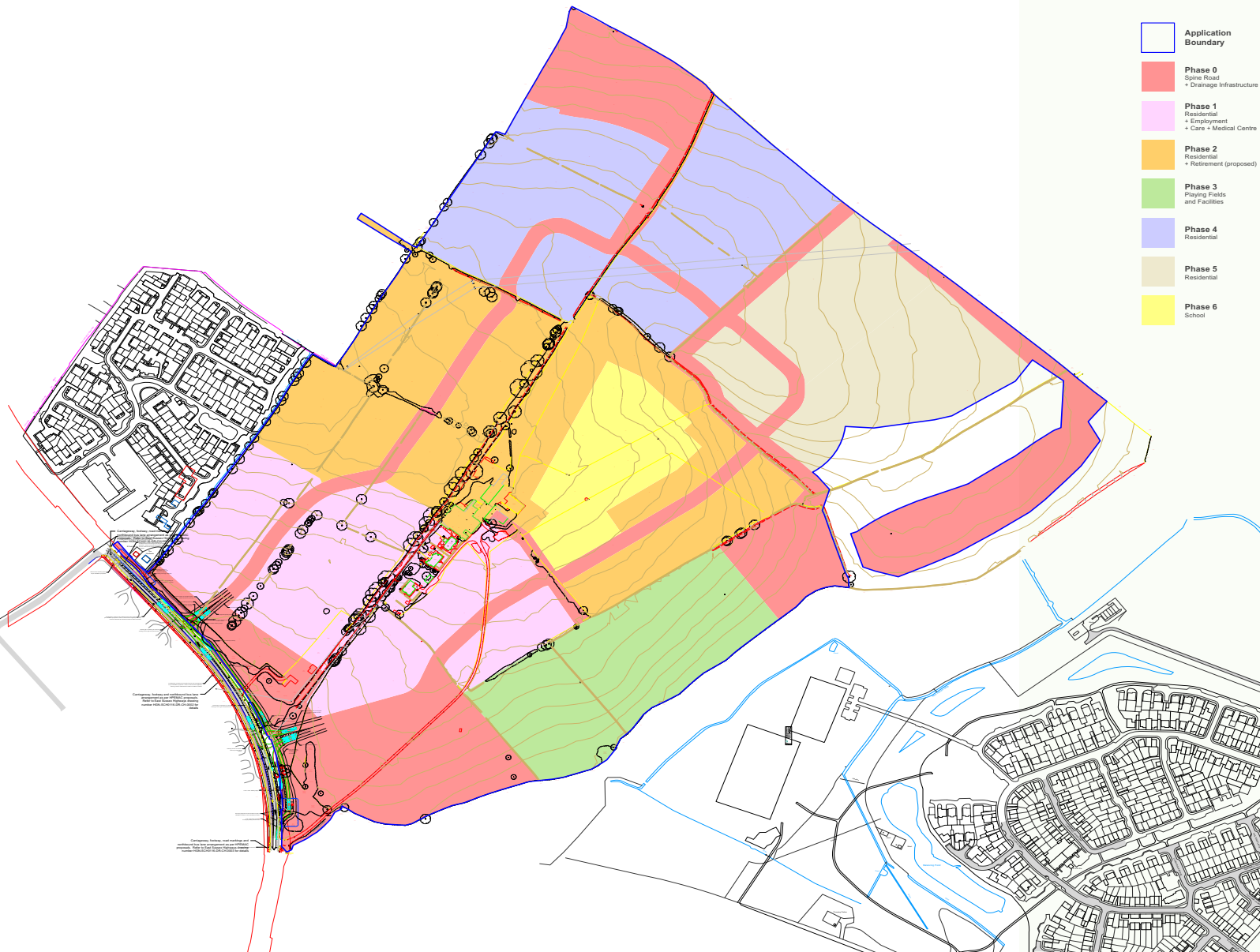




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Reserved Matters

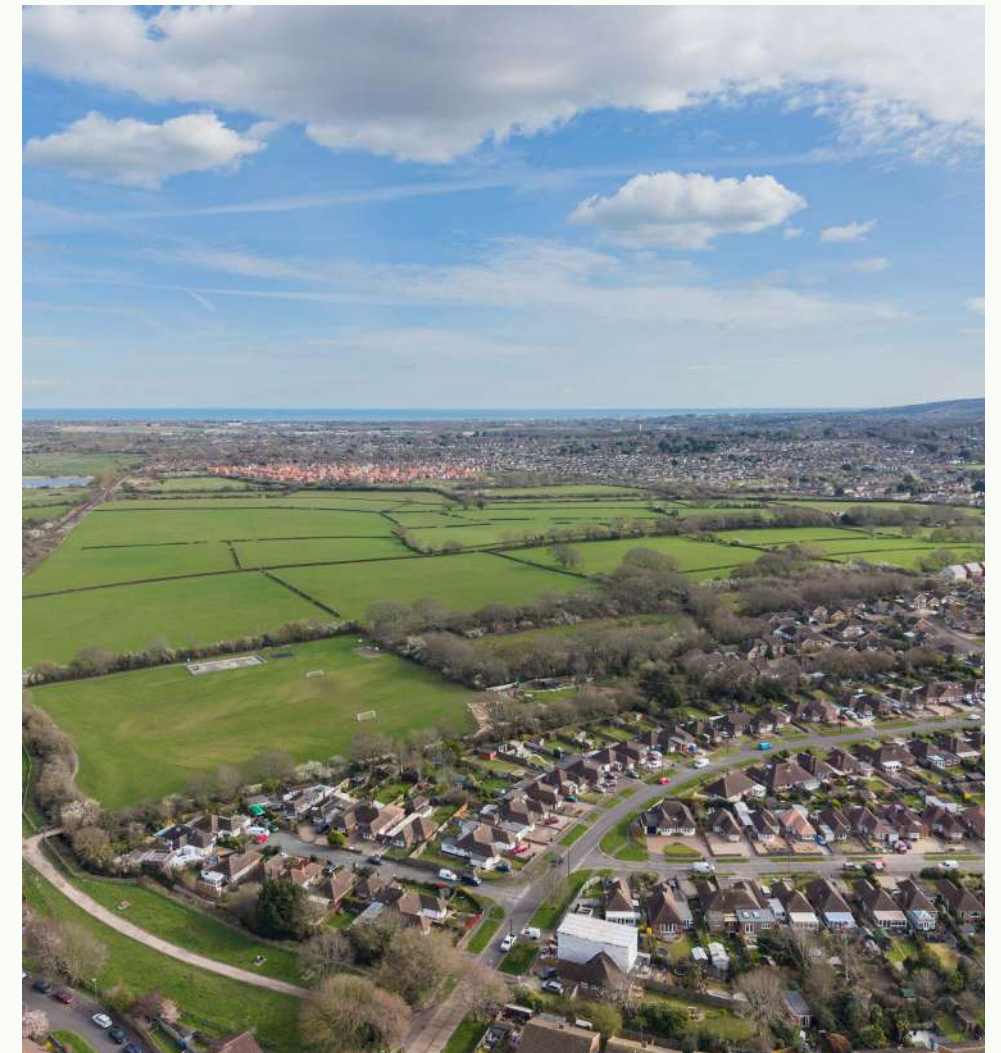
Planning permission (Ref: WD/2024/0877/CD) was granted on 18 April 2024 addressing the details reserved by condition 4 attached to ref: WD/2021/0174/MEA which relates to the provision of a phasing plan.



An additional application (Ref: WD/2024/0946/MRM) was granted on 10 September 2024 for approval of Phase 0 of the development which comprises the proposed Spine Road and associated infrastructure including drainage.

A final application Ref: WD/2024/2478/MRM was granted 24 March 2024 for the reserved matters (appearance, landscaping, layout and scale) pursuant to ref:WD/2021/0174/MEA. This includes the plans and elevations for the residential element of the scheme.

The remaining reserved matters are yet to be agreed.



Planning Conditions

The development is subject to a number of planning conditions which set a range of requirements to be met prior to various trigger points, including prior to the commencement of development and prior to the occupation of dwellings.

- Outline planning permission is subject to 40 conditions
- Reserved matters approval for Phase 0 (spine road and associated infrastructure) is subject to 2 conditions
- Reserved matters approval for the 700 dwellings and commercial floorspace is subject to 7 conditions.



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Residential Scheme

The residential element extends to 23.3 hectares, providing 700 dwellings at an average of 30 dwellings per hectare. The units comprise 595 houses and 105 apartments, with a total NSA extends to 755,556 sq ft (70,195 sq m).

The accommodation mix is as follows:

Unit Type	Accommodation	Number of Units	Total NSA	
			Sq Ft	Sq M
Houses	2B	176	158,413	14,717
	3B	285	323,709	30,074
	4B	108	157,366	14,620
	5B	26	47,727	4,434
Apartments	1B	57	32,931	3,059
	2B	48	35,410	3,291
Total Houses		595	687,215	63,845
Total Flats		105	68,341	6,350
Total Residential		700	755,556	70,195





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Commercial

The outline permission includes the provision of employment space, a medical centre, a school, a community centre, retail, playing fields, children's play space, and allotments. The full details of the commercial are outstanding and due to be agreed in reserved matters.

The outline permission states that there will be a total of 8,600 sqm (92,570 sq ft) of commercial space arranged to provide employment floorspace over a 2.11-hectare site.

0.77 ha of the site is allocated for a new community centre (Class D1) including the old flint barn, and local retail facilities. Application Ref: WD/2024/2478/MRM includes 8,376 sq ft (778 sqm) of retail arranged as 5 units in Apartment Blocks 1 and 2.

2.50 ha of the site is allocated for a new school to serve the new neighbourhood and local area, with a medical centre proposed in the west of the site.

The remainder of the site has been allocated as 4.6 hectares for Equipped Playing Fields, 0.68 hectares of Equipped Play Areas including the Village Green public park and 9.21 ha for open space and new green routes across the development.

S.106 and CIL

A S.106 notice was agreed on 15 September 2022 with the outline application and requires a £1,871,000 contribution. This includes:

Bus Service	£420,000
Polegate High Street Traffic Calming and Public Realm Improvements	£1,383,000
Traffic Improvement Scheme at Huggetts Lane	£50,000
Travel Plan Auditing - Commercial	£4,500
Travel Plan Auditing - Education	£4,500
Travel Plan Auditing - Medical Centre	£4,500
Travel Plan Auditing - Residential	£4,500
Playing Space Maintenance Sum	Formula based on the number and type of dwellings approved

We understand there are outstanding CIL liability of £17,049,529.94. This has been calculated in advance of any social housing or self-build relief being applied.



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Pre-Application

A formal pre-application meeting took place on 12th May 2026. This relates to the Unilateral Undertaking executed on 15 September 2022 for Mornings Mill Farm. The pre-application has a particular focus on the S.106 obligations and CIL liability requirements, along with the opportunity to vary the S.106. The full pre-application submission is available in the data room, and the formal pre-application response will be provided when received from Wealden District Council. The key headlines from the pre-application submission are summarised below:

- Requesting the CIL Liability Notice to be reissued using the index from the outline permission date, rather than that of the last reserved matters
- Determining whether Social Housing and Self-Build relief is available in relation to the CIL requirement
- Potential to replace the First Homes requirement (25% of the affordable housing provision) with an alternative affordable housing tenure



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Medical Centre Opportunity

The Unilateral Undertaking states that the Mornings Mill site would be free from the obligations relating to the Medical Centre Site if an alternative medical centre site is built to first floor level.

The neighbouring Hindsland development site includes the provision of a medical centre. Subject to necessary consents, this presents the opportunity for a early release of the medical centre on Mornings Mill Farm and c. 0.68 ha of land for further development.



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Demographics

Eastbourne's population profile is strongly shaped by older, predominantly owner-occupier households, with a strong retiree presence alongside stable suburban homeowners and established families. Whilst there is reasonable demand from younger renters and first time buyers, the town experiences comparatively limited representation from highly urban or transient city-based groups. Collectively, these core demographics account for over half of households, underpinning sustained demand for mid-range family housing, downsizing opportunities and retirement living, with steady owner-occupation supporting overall market stability.



Senior Security

Asset rich retirees enjoying comfortable lifestyles



Rental Hubs

Educated young people privately renting in urban neighbourhoods



Vintage Value

Older households with limited income



Aspiring Homemakers

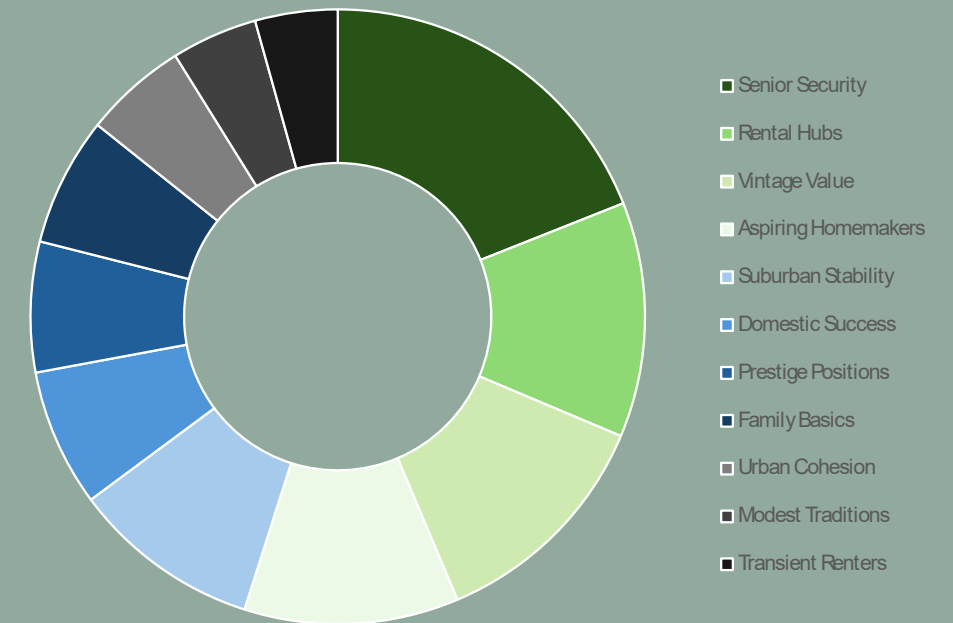
Younger families seeking affordability and long-term stability



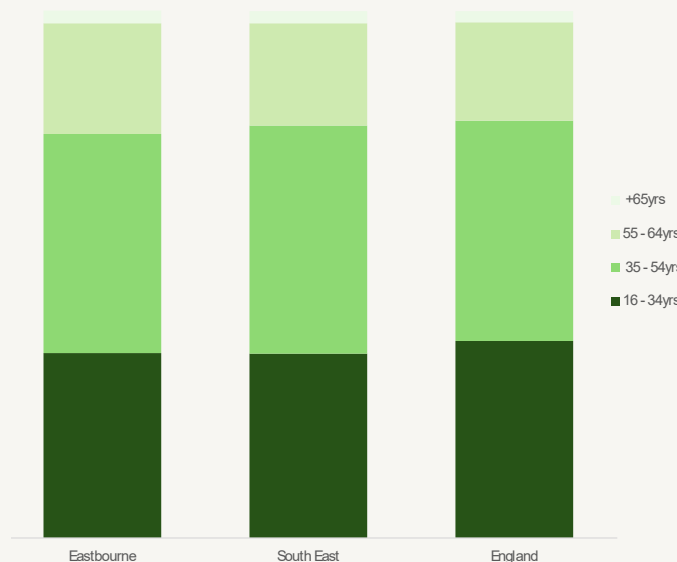
Suburban Stability

Mature suburban owners living settled lives in mid-range housing

EXPERIAN MOSAIC CLASSIFICATION



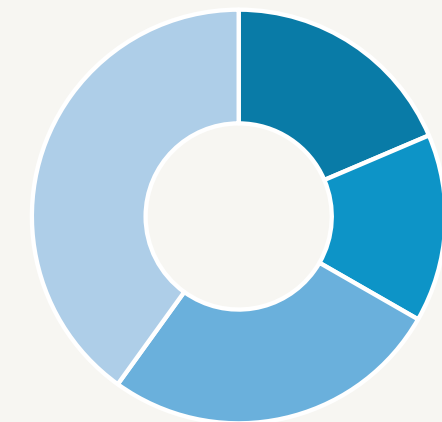
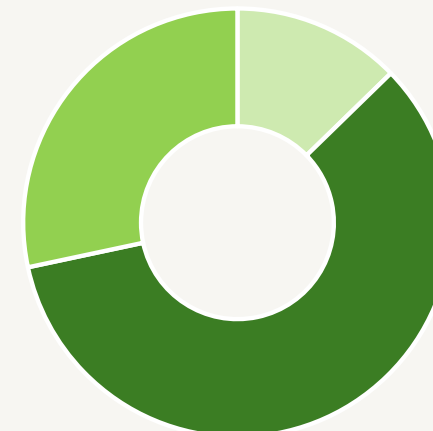
POPULATION BREAKDOWN



Forecasted Population Growth (5 years)

0-9	-7.8%
10-19	-5.5%
20-29	2.8%
30-39	-2.7%
40-49	6.2%
50-59	-5.3%
60-69	8.9%
70+	11.9%

TENURE AND HOUSING MIX IN EASTBOURNE





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Residential Market

Located on the south coast of England approximately 65 miles from Central London, Eastbourne is a well-established economic centre within the London commuter belt and a primary retail, leisure and cultural destination in the Southeast. Its coastal setting and strong transport links make it highly desirable for commuters, tourists and long-term residents alike.

As an attractive coastal town, Eastbourne combines lifestyle appeal with practical connectivity. Its rail services link directly to London, while the surrounding countryside and South Downs National Park provide abundant open space and leisure amenity. This blend of seaside living and accessibility has driven sustained interest from buyers and renters seeking both everyday quality of life and convenient access to larger employment hubs.

Eastbourne is characterised by strong housing demand, constrained delivery and persistent undersupply of new housing stock. Demand is broad-based, with appeal among local families, retirees, and London-based professionals seeking coastal living with a short commuting distance. The imbalance between housing need and delivery continues to support pricing resilience in the sales and rental markets.

- Average house prices in Eastbourne are around £300,000–£310,000, reflecting steady long-term growth and strong local demand.
- Rental values have increased in recent years, with average private rents approaching £1,000–£1,155 per calendar month, supported by commuter and lifestyle demand.

Local Plan and Housing Delivery

The current Core Strategy Local Plan, adopted in 2013, sets an objective of delivering 5,022 net additional homes between 2006 and 2027, equating to an average of approximately 240 homes per year. However, delivery has consistently under-achieved:

- From 2006 to the end of 2023/24, approximately 3,808 net additional homes have been delivered, compared to a cumulative target of 4,320 over the same period — leaving delivery 512 homes below target.
- Annual delivery has fluctuated significantly, averaging around 195 homes per year over the last five years, roughly 45 homes per year below the Core Strategy target.
- Delivery remains heavily reliant on small windfall and infill sites, with over 90 % of sites delivering fewer than 10 homes each.

A *Draft new Local Plan* currently under consultation proposes an average delivery of around 301 homes per year to 2042, recognising significant physical and environmental constraints on available land — including the sea to the south, the South Downs to the west, and floodplain areas — which limit development potential. The Government's standard method for assessing housing need would suggest Eastbourne should plan for approximately 714 homes per year, though local constraints result in a lower locally evidenced delivery target in the Draft Plan.

The persistent imbalance between housing delivery and need — coupled with physical development constraints and high demand from both locals and London commuters — underscores a continued need for thoughtfully planned new supply. This structural undersupply supports market resilience and highlights the potential value case for *build-to-rent* and other residential delivery models that can help meet diverse housing needs in a constrained market.

% OF LOCAL HOUSING TARGET FULFILLED PER ANNUM (NPPF, 2024)



5%

Rental increase since
December 2023

301

New homes required per
annum (Emerging Local Plan)





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To be sold on behalf of Moorfields Administrators.

Tenure

The site is held Freehold under Title number ESX431428. Full documents including legal summary are available in the data room.

The land is currently occupied under a Grazing Licence allowing 146 livestock units at any time. The licence is subject to a 3 month notice to terminate.

VAT

The property is not elected for VAT.

AML

A successful bidder will be requested to provide information to satisfy the AML requirements when Heads of Terms are agreed.

Further Information

Further information including the title, planning documents, planning summary, utilities report are available in the data room which can be accessed using the following link: [**Mornings Mill Farm - Data Room.**](#)

Proposal

Offers are invited for the Freehold on an unconditional basis.

For sale by private treaty, registered parties will be advised of the bid deadline and offer process.

Contacts

For further information please contact:

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