

**D W TAYLOR & SON LTD**  
**RESPONDENT ID No. 1598**  
**ISSUE NO. 3**

**NORTH DORSET LOCAL PLAN**

**EXAMINATION IN PUBLIC**  
**ISSUE 3**

**STATEMENT ON BEHALF OF**  
**D W TAYLOR & SON LTD**

**BY**  
**M. D. BROWN, FRICS, MRTPI**

### **Q 3.1 Supporting Government's Objectives for a Strong Competitive Economy and a prosperous rural economy**

- 3.1.1 The council has not attached sufficient weight to achieving these objectives. It is complacent about its flawed assumptions as to the availability of employment land. See my assessment of opportunities in Blandford (Issue 7).
- 3.1.2 The planning authority need to identify and allocate other opportunities which are deliverable now. The sites need to be ones where there is a willing owner of land which is not suitable for more valuable land uses (e.g. residential or retail). These need to be sites with good accessibility to the main highway network as well as close to where people live. The council have an obsession with development centred on Gillingham, because it is the only North Dorset town on a railway line. The reality is however that industry and commerce is more attracted to locations with good road access. It is only necessary to look at the M5 to see that is the case. Gillingham is not on a main through route to anywhere.
- 3.1.3 The delivery of employment development in commercially attractive locations will assist in reducing commuting flows out of the district, particularly to the south east Dorset conurbation.

### **Q 3.3 Justification for and availability of employment sites in Policy 11**

- 3.3.1 Only 5 sites are identified in the policy primarily for employment use.

f Part of the Brewery site, Blandford St. Mary (3 hectares);  
g Land off Shaftesbury Lane, Blandford Forum (4.8 hectares);  
h Brickfields Business Park, Gillingham (11.7 hectares);  
i Land south of the A30 at Shaftesbury (7 hectares); and  
j North Dorset Business Park, Sturminster Newton (6.3 hectares).

- 3.3.2 In reality the two sites at Blandford amount to only 1.9 hectares. Sturminster Newton is not on a main road to anywhere. My firm acted for a previous owner of part of the land. In our view it is of limited local interest, and is unlikely to be attractive to businesses from elsewhere in Dorset or attract potential employers from outside the district. I understand the land is in public ownership. The identification of these few sites does not suggest to me support for a strong competitive economy.

- 3.3.3 Only 4 sites are identified for mixed use regeneration

k Brewery site, Blandford St. Mary;  
l Station Road area, Gillingham;  
m Station Road area, Sturminster Newton; and  
n Land between the Town Centre and Christy's Lane, Shaftesbury.

The Brewery site and Sturminster Newton have limited capacity/appeal.

### **Q 3.4 Correlation between hectares and job provision**

- 3.4.1 The local plan shows no correlation between hectares and floorspace let alone jobs. Policy 11 states that:-  
"About 3,630 new jobs will be provided in North Dorset by 2026. About 49.6 hectares of land will be developed primarily for employment uses in North Dorset between 2011 and 2026." That is an average of approximately 73 jobs per hectare.
- 3.4.2 The number of jobs created per hectare varies considerably depending on a number of factors including:- Use type, changing working practices and technologies, size of premises, location, economic cycles, and energy efficiency. Even within a use class there can be significant variation. Call centres will generate a high density of employees but other offices significantly less. Light and general industry will generate less jobs than offices and large scale high bay warehouses even fewer jobs per hectare. Translation of land area to jobs would be more accurate if land uses are also specified.
- 3.4.3 Normally I would expect 35-40% site coverage by buildings, allowing for car parking, servicing and landscaping. Site coverage by office/retail use is likely to be less. The demand for distribution is similar to industrial use. Research published by HCA and OffPAT suggests a floor area per full-time-equivalent employee (FTE) of about 36 sq.m. Gross internal floor area (GIF) for industrial uses and an average of approximately 70 sq.m.per FTE of gross external area (GEA) for warehousing. In reality the research shows a variation of between 25sq. m. and 115sq. m. ( See DWT 1 appended)
- 3.4.4 It is my belief that the identified sites will not deliver anything like 49 hectares of employment land. Assuming a conservative shortfall of 20% using the ratio implied by the policy that would only deliver 2900 jobs.
- 3.4.5 In order to deliver 3,630 new jobs the Local Plan probably needs to deliver about 50 hectares of employment land but that requires an allocation of significantly more well-located sites to provide choice and flexibility. "To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century." This local plan does not do so.

### **APPENDIX DWT 1**

Extract from Employment Densities Guide --Drivers Jonas Deloitte for OffPAT and HCA

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