

Core Strategy Area Profile

Options for Consideration
Consultation

4th October – 24th December 2010

Purewell and Stanpit

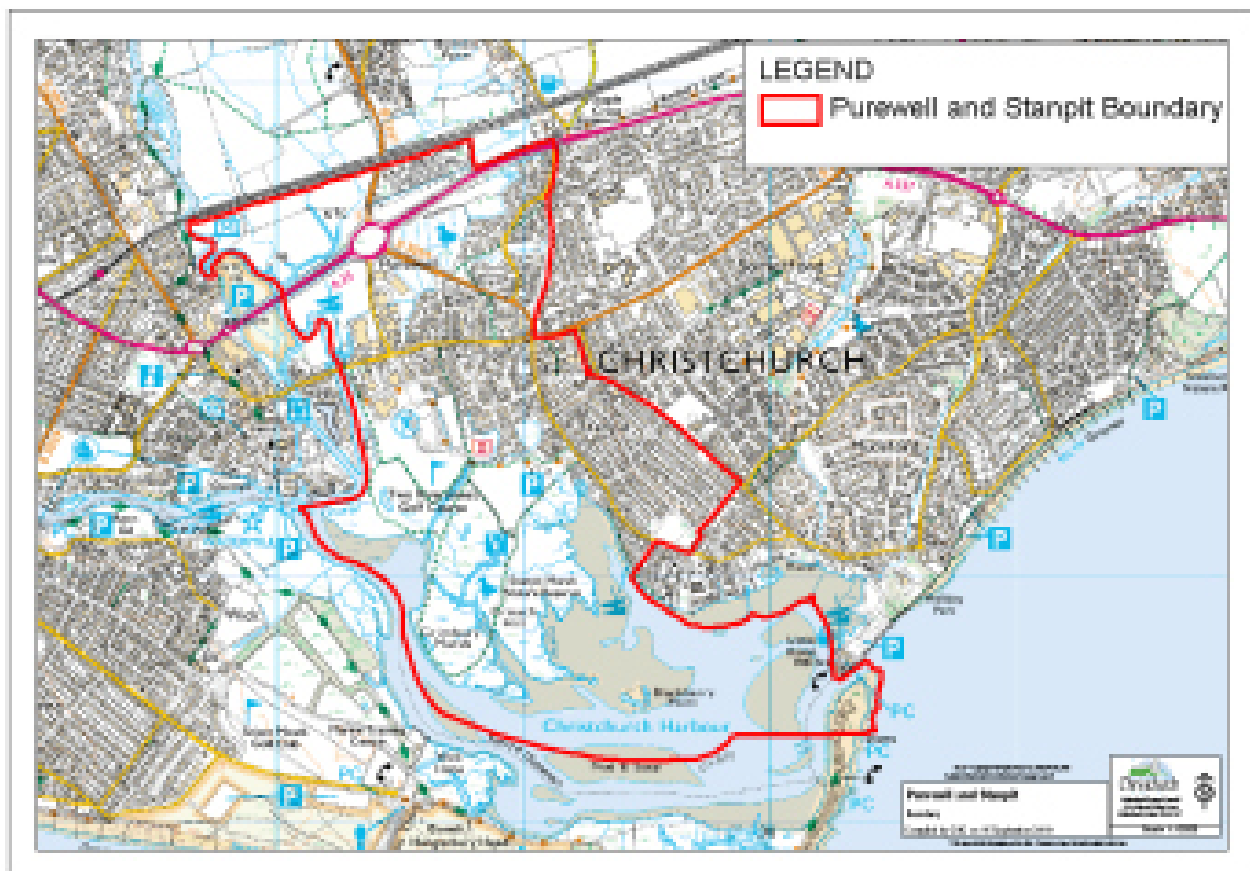


Prepared by Christchurch Borough Council and
East Dorset District Council as part of the Local Development
Framework

October 2010

1 Area Overview	2
2 Planning Context	3
3 Existing Community Facilities	9
4 Housing	12
5 Employment	18
6 Transport	19
7 Core Strategic Messages	20

1 Area Overview



Picture 1.1 Purewell and Stanpit Area

1.1 Purewell is located outside of Christchurch Town Centre to the east. Most buildings front onto a main street with some backland development. Bridge Street / Purewell is a busy through road connecting Somerford to the town centre. Along Bridge Street the commercial premises are set in between groups of older street frontage dwellings and shops. Purewell is a continuation of Bridge Street frontages, providing a mix of local shops and houses. A Purewell Conservation Area has been designated along main frontage to Purewell from Stony Lane to Purewell Cross. A secondary shopping core is identified in Purewell in order to maintain the vitality of the area. Stanpit was initially a hamlet settlement extending as a fringe around the edge of the harbour, now a residential area. A conservation area has been designated covering a large part of Stanpit and Fishermans Bank. To the south of the area, situated on the north side of Christchurch Harbour, just below the confluence of the rivers Avon and Stour, is Stanpit Marsh, a Local Nature Reserve and SSSI.

Baseline Data

	Purewell and Stanpit	Christchurch
Area	317.7ha	5170 ha
Population Growth		
1971	n/a*	31400
1981	n/a*	37700
2001	4070	40330

Source: ONS Census data		
Ward population estimated mid 2008 Source: ONS 2008 Ward Mid-Year Population Estimates	4180	45824 Source: ONS 2008 Mid-Year Population Estimates
Population Age Structure mid 2008		
0 – 15 years	760 (18%)	7223 (16%)
16 – 59 (F) 16 - 64 (M)	2240 (54%)	22969 (50%)
60(F) / 65(M)+	1180 (28 %)	15632 (34%)
Deprivation Data: Index of Deprivation 2007	Purewell and Stanpit has 3 Super Output Areas (SOA) – Christchurch Harbour (14), Purewell (15) and Stanpit (18). Christchurch Harbour and Purewell SOA's rank 4 th and 5 th within the 30 SOA's of Christchurch, whereas Stanpit has a lower deprivation score and ranks 23 rd in the Borough.	Christchurch is ranked 220 th for the multiple deprivation score out of the 354 local authority areas in England and Wales. 1 = Most Deprived and 354 = least deprived.

Table 1.1

1.2 * Because of ward boundary changes in 1999, it is not possible to provide 1971 and 1981 Census figures for the current Purewell and Stanpit ward as the boundary changes are so significant.

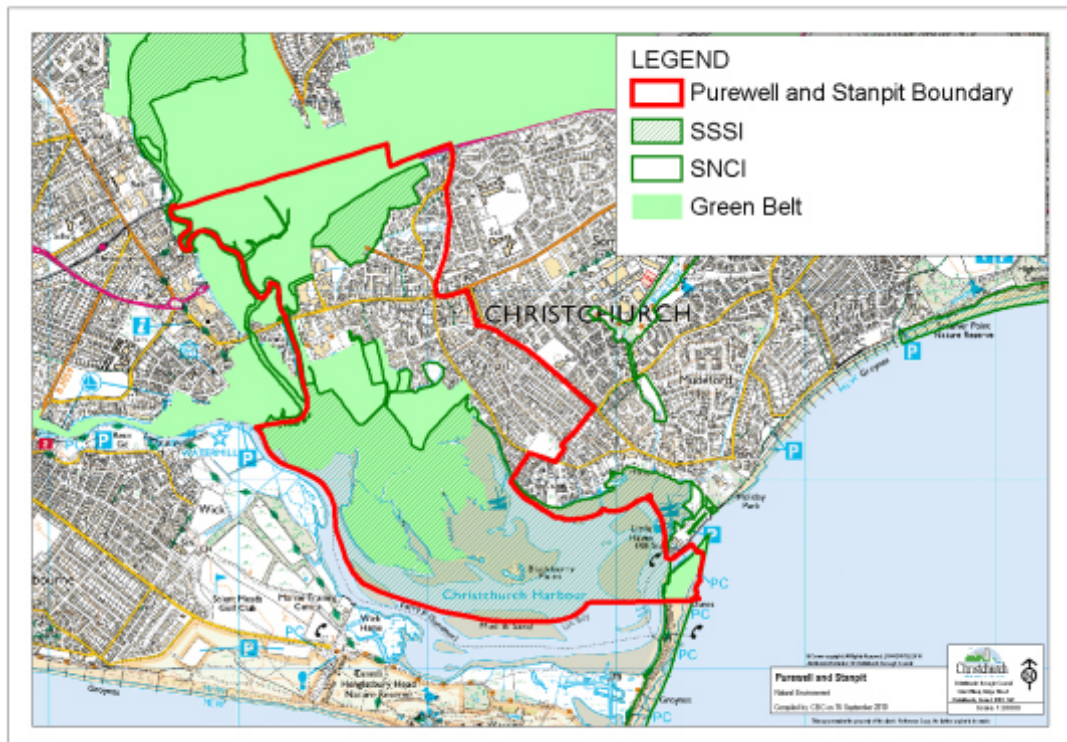
2 Planning Context

2.1 There is a strategically significant site with potential for redevelopment at the junction of Stony Lane South and Bridge Street – comprising the garage site at 55 Bridge Street, La Mama’s Restaurant, Mostyn’s factory and the Transco Gas holders site. Policy EO3 of the Borough of Christchurch Local Plan (2001) allocates the site for a mixed development comprising leisure, recreational, business, commercial, residential and transportation uses.

2.2 The Christchurch Town Centre Strategy (2003) enlarges the area to include the Civic Offices and car parks to the west of the site and indicates the site as having potential as a major mixed use/leisure development opportunity. Figure 8.2 suggests the site is adjacent to a gateway to the town and has potential to become a “New Place” with the site having a green space frontage to the River Avon. Action Plan 12: Bridge Street Stony Lane South suggests that a partnership be created to develop an outline masterplan for the site to incorporate a variety of uses.

2.3 Part of the site – Priory Motors, 55 Bridge Street has had an outline application submitted for 44 units. However this is undetermined due to flood risk issues – in particular the provision of a safe evacuation route.

Natural Environment



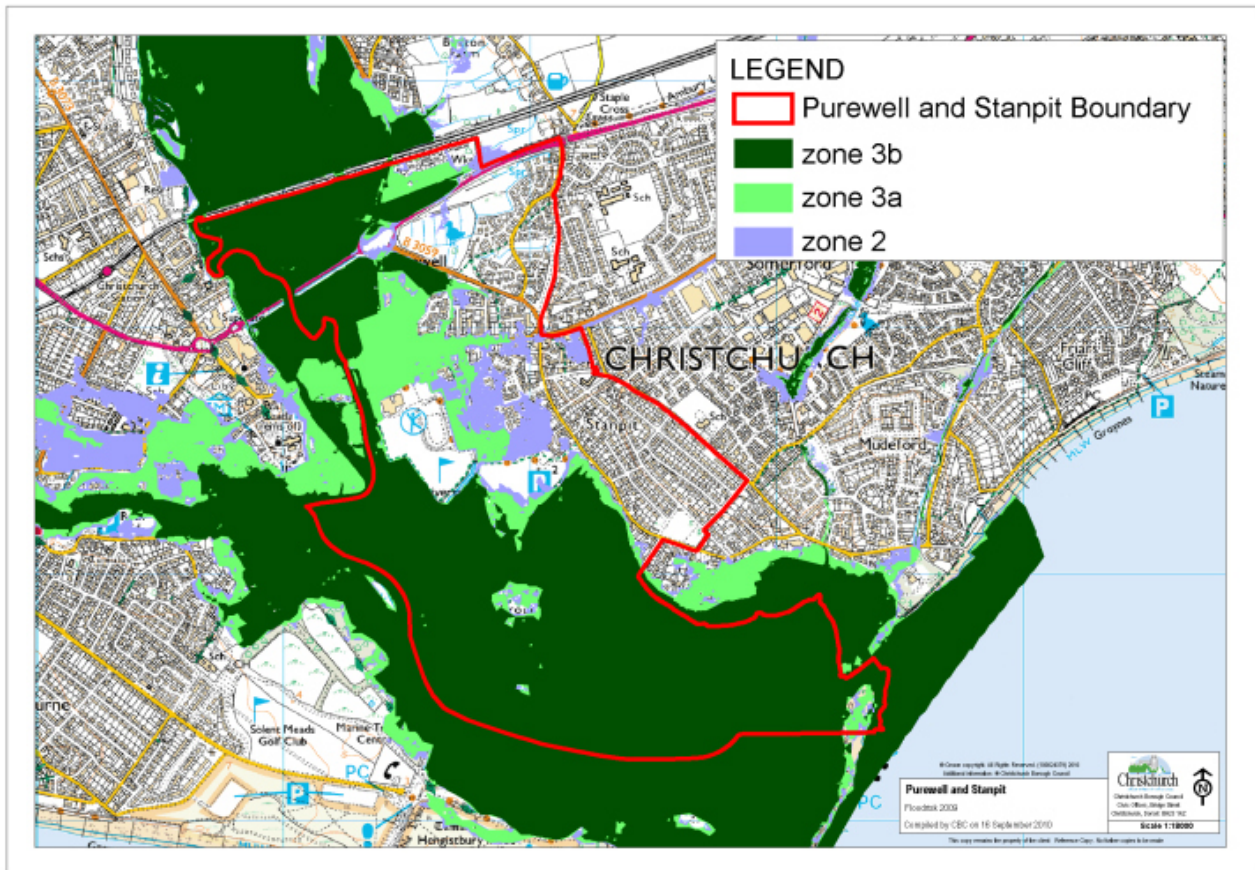
Picture 2.1 Natural environment designations in the Purewell and Stanpit area

2.4 To the north of the area is Green Belt and in the north west, Purewell Meadows Site of Special Scientific Interest (SSSI) – a series of wet meadows with a system of fields and ditches containing a range of plant habitats. There is a Site of Nature Conservation Interest (SNCI) south of Purewell Meadow and two reed bed SNCIs at Stanpit, one at Monkswell Green and one to the rear of the Ship in Distress pub adjacent to Stanpit Recreation Ground. Stanpit Marsh is designated as a Local Nature Reserve and a SSSI. Christchurch Harbour is an important area for nature conservation and is designated a SSSI.

Flooding

2.5 National Planning Policy Statement 25 'Development and Flood Risk' (PPS25) requires local planning authorities to prepare a Strategic Flood Risk Assessment (SFRA) in consultation with the Environment Agency to refine information on areas at risk of flooding, taking into account all sources of flooding and the impacts of climate change.

2.6 The Level 2 SFRA for Christchurch has been produced in consultation with the Environment Agency. A map for current flood risk at 2009 in the Purewell and Stanpit area is set out below.

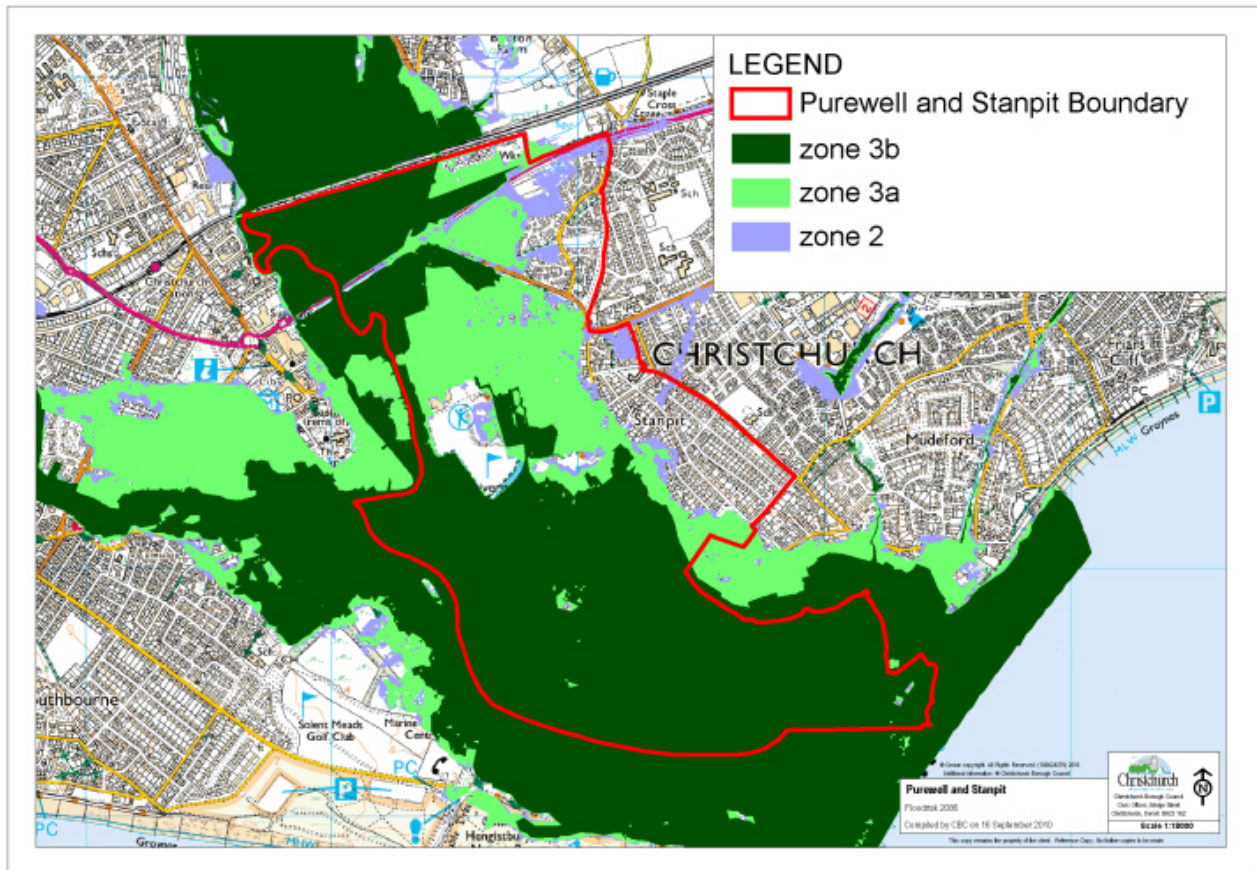


Picture 2.2 Strategic Flood Risk Assessment 2009

2.7 The SFRA also projects flood risk forward into the future, taking account of predicted sea level rise and increased annual rainfall as a result of climate change. The impact of climate change on the risk of fluvial and tidal flooding has been assessed for 60 years (minimum design life of non-residential development) i.e. in year 2086 and 100 years (minimum design life of residential development) i.e. year 2126.

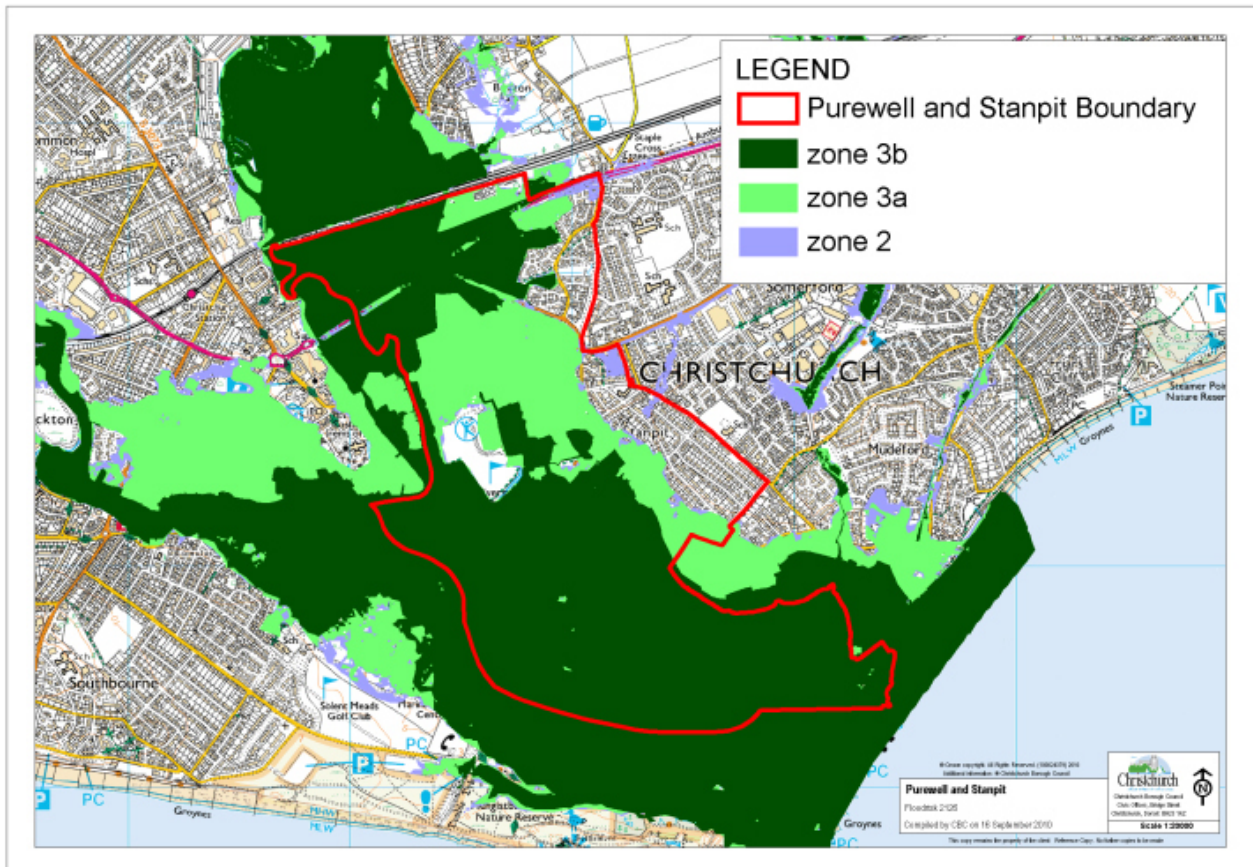
2.8 The maps below show the current risk in Purewell and Stanpit at 2009 and two sets of future flood mapping are provided showing how it may be theoretically assumed to be in the years 2086 and 2126.

2.9 The map below is for planning purposes and shows how flood risk affects commercial development over its design life (60 years)



Picture 2.3 Strategic Flood Risk Assessment 2086

The map below is for planning purposes and shows how flood risk affects residential development over its design life (100 years).



Picture 2.4 Strategic Flood Risk Assessment 2126

2.10 The maps show that a significant part of Purewell and part of Stanpit fall within zone 3a – High risk – 1 in 100 year probability (0.1%). Christchurch Level 2 Strategic Flood Risk Assessment report identifies that Purewell and Stanpit are at risk of flooding from both the River Avon and the sea. Parts of Purewell also lie within flood zone 3b – functional floodplain – 1 in 20 year probability (0.5%). However this only affects the undeveloped areas so there are no implications for residential or commercial development. A smaller part of Purewell and Stanpit falls within zone 2 – medium risk - 1 in 1000 probability (0.01%).

2.11 Development potential in Purewell is restricted by the areas of flood risk. Within areas covered by flood zone 3a water compatible and less vulnerable uses are appropriate. Zone 3a can also accommodate some essential infrastructure and more vulnerable uses but only if they pass an exception test. Tables 4.1 and 4.2 of PPS25 set out the vulnerability classification of development uses.

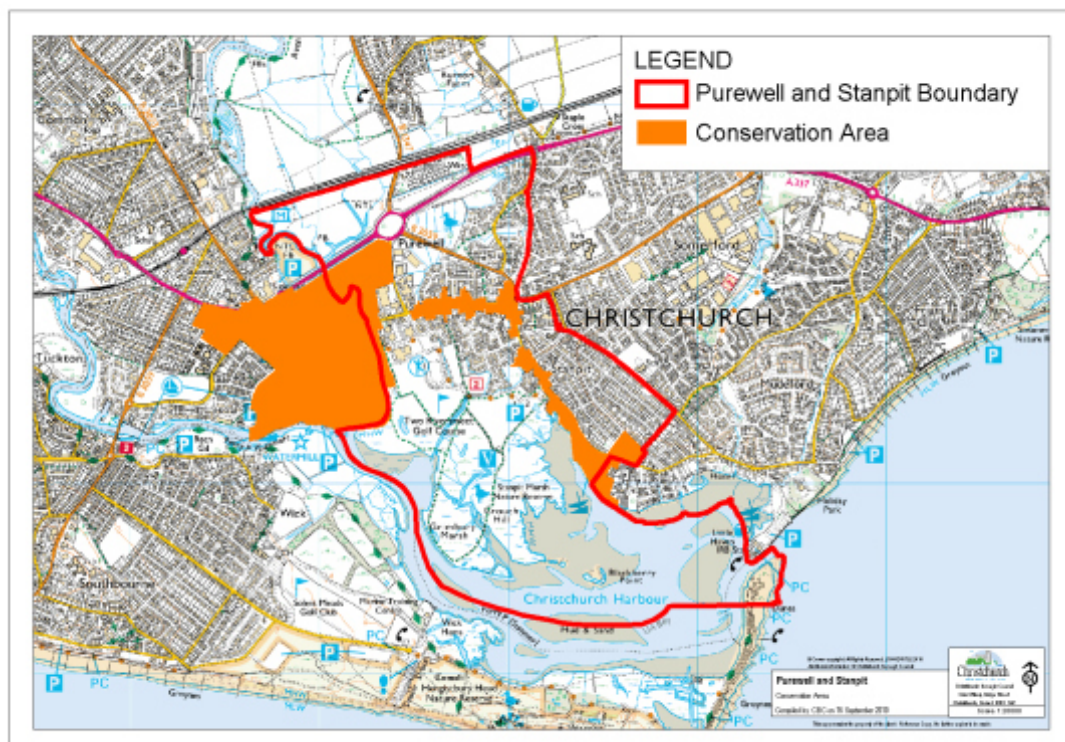
2.12 Applications for a net gain of residential development within flood zones 2 or 3 will have to pass the sequential test for new housing in Christchurch. Only when there are no reasonably alternative sites within Zone 1 (low probability) can development in zones 2 or 3 take place.

2.13 Applications for commercial development within flood zone within flood zones 2 or 3 must pass the sequential test for commercial development in Christchurch. This must demonstrate that no ‘reasonably available alternative sites’ exist within zone 1 (low probability) which could developed instead.

2.14 This shows that the potential for redevelopment in significant parts of Purewell and Stanpit is constrained by the flood risk issue. The Christchurch Level 2 SFRA report concludes that :-

- Large areas of Stanpit and Purewell are at risk of flooding, but flood depths and velocities vary across the area and so development should be directed to areas of lowest risk (in the east).
- Fluvial defences lower the risk of flooding to the north of the area – Purewell. Any sites behind a defence that is being considered for residential development will require a breach and overtopping assessment to allow any development to be designed appropriately.

Historic Built Environment



Picture 2.5 Conservation Areas in the Purewell and Stanpit area

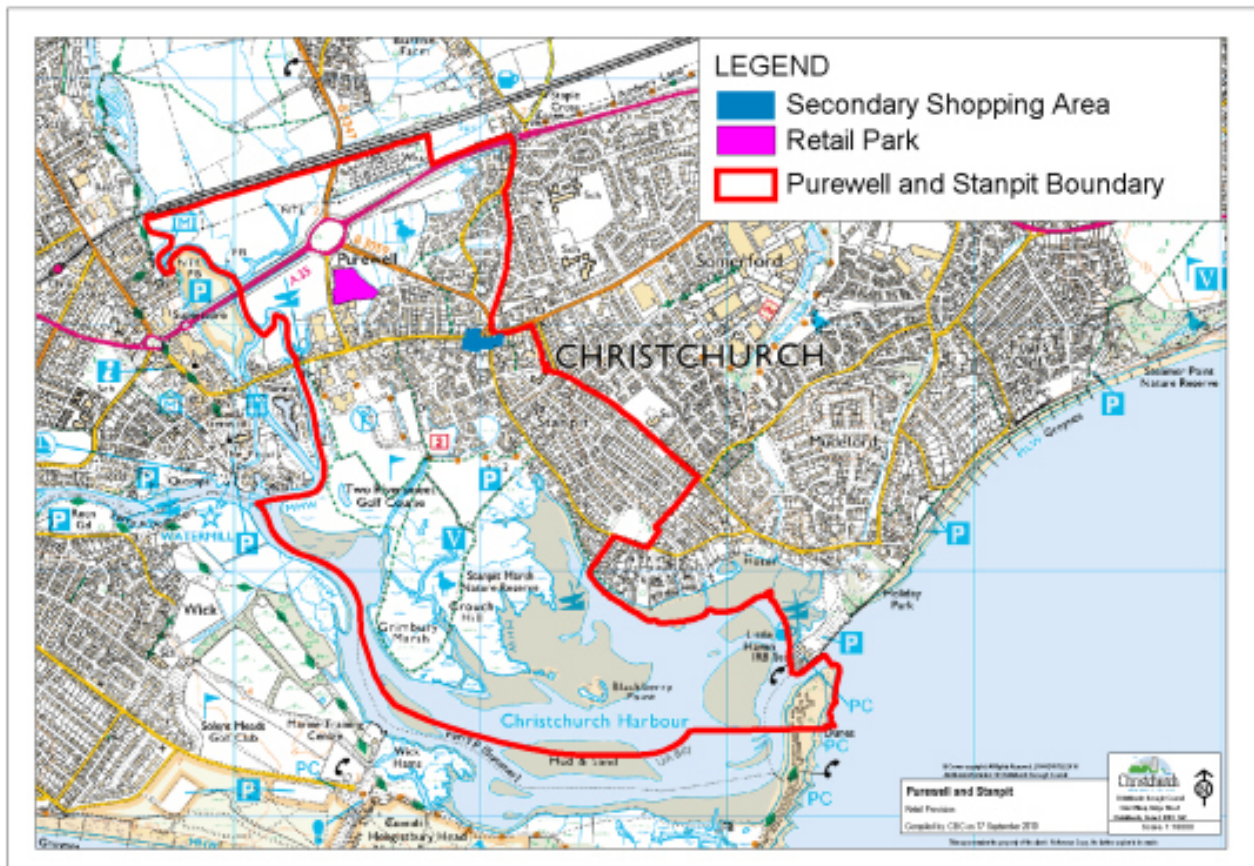
2.15 The area contains two conservation areas at Purewell and Stanpit. These are shown in the above map. Part of the Christchurch Central Conservation Area lies within the north west of the area.

2.16 Purewell Conservation Area protects the main street frontage connecting Stony Lane to Purewell Cross. The buildings are generally in the form of short terraces. There are a number of statutory and locally listed buildings. There is a diverse mix of buildings including a range of commercial premises.

2.17 The Stanpit (and Fishermans Bank) Conservation Area protects the sporadic 19th century development enclosing the narrow Stanpit Lane. This pattern has been infilled with modern development but the area has retained essentially a village street character. The area contains listed buildings and other attractive properties.

3 Existing Community Facilities

Retail Provision



Picture 3.1 Retail provision in Purewell and Stanpit

3.1 A shopping area along the whole of Purewell is interspersed with housing. A secondary shopping area is designated at the part of Purewell close to the Purewell Cross roundabout at 118 – 140 Purewell, & 111 -131 Purewell and Stanpit. The secondary shopping core includes:-

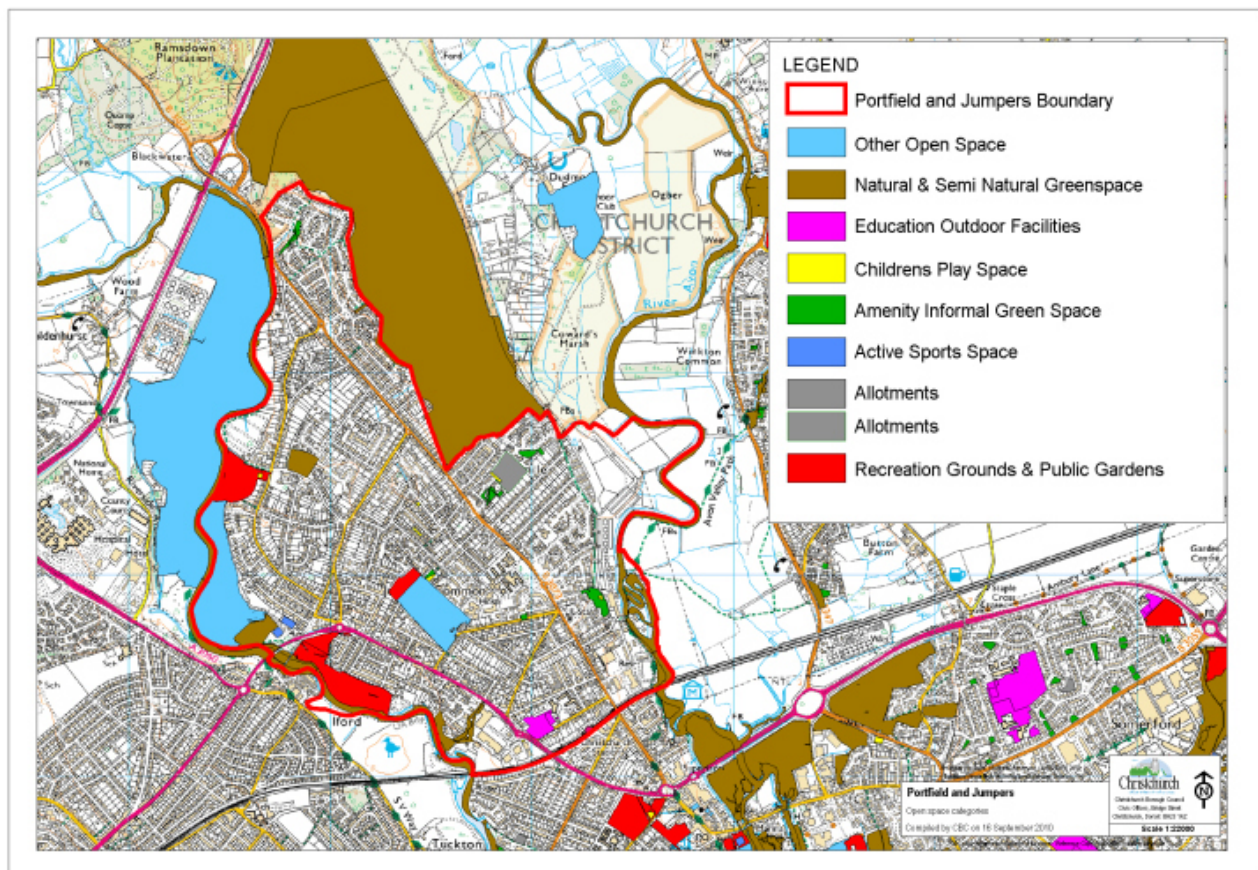
- 118-140 Purewell – a hairdressers, developers, pizza takeaway, pharmacy and medical centre.
- 111 – 131 Purewell – bikers yard, sandwich shop, The Rising Sun pub, chip shop, hairdressers, florists and pharmacy.

3.2 There is also a retail park located on Stony Lane containing 4 retail warehouses – B&Q, Currys, Magnet and Southern and Tile Giant comprising a total gross floorspace of 6052 m².

3.3 The Joint Retail Study 2008 concludes that Purewell is appropriately designated as a Local Centre. Planning Policy Statement (PPS) 4 states that local centres include a range of small shops of a local nature serving a small catchment. The study does not identify Purewell for capacity for future retail growth. Although Purewell is a local shopping centre it is in close proximity to the town centre and, there is good pedestrian and public transport access to the town centre shops.

Sports and Recreation

3.4 **Categories of Open Space within the Purewell and Stanpit area: Planning Policy Guidance Note 17 Open Space, Sport and Recreation Study Final Report 2007 (Produced by Inspace)**



Picture 3.2 Categories of Open Space in Purewell and Stanpit: Planning Policy Guidance Note 17 Open Space, Sport and Recreation Study Final Report 2007 (produced by Inspace)

3.5 The Christchurch Open Space and Recreation Assessment (2007) includes a survey of all open spaces in the Borough which are accessible to the public and which provide opportunities for meaningful recreation activity. It provides useful evidence on sport and recreational needs in 4 “local needs areas” across the Borough. Purewell and Stanpit falls within the Christchurch Central Local Needs Area.

3.6 The area has a high proportion of natural and semi natural green space. This includes the key open space area of Stanpit Marsh and also Christchurch Harbour, which is a popular venue for a range of recreational activities including sailing, angling, bird watching and water sports. To the north is Purewell Meadows SSSI enclosed by Purewell Cross Road and the A35. There is also a SNCI south of Purewell Meadows enclosed by recreational land with a cycle path link. There is one children’s equipped playground at Scotts Hill Lane. The area contains a major indoor sports centre – the Two Riversmeet Leisure Centre with a wheel park adjacent and a golf course.

3.7 Main points from Open Space Sport and Recreation Study

- Area well served for natural and semi natural green space.
- Gaps in provision for recreation grounds in Purewell area
- Gaps in provision for space for children and teenagers and active sports space.

Open Space Sport and Recreation Study’s Suggested Priorities for Purewell & Stanpit Area

- Development of more cyclepath and footpath links, building on the network which already exists.

- Significant improvement of management and maintenance of Natural Green Space required.
- Stanpit Recreation Ground should be brought back into use for football and/or other formal sport to meet demand for football.

Health

GP Surgeries

- Christchurch Medical Centre, I Purewell Cross Road comprising:
 - Farmhouse Surgery,
 - Orchard Surgery and
 - Barn Surgery

Pharmacies

- Rowlands Pharmacy, 132 Purewell
- Rowlands Pharmacy, 136 Purewell,

Dentist

- 134 Purewell

Education

3.8 There are no schools within the area, but Mudeford School, Somerford Primary and The Grange School are nearby.

General Community Facilities

Community Halls

- Stanpit Village Hall, Stanpit
- Sea Scouts Hall, Stanpit

Post Office

3.9 None – closest is at 33 Somerford Road

Public Houses

- Ye Old Starre Inn, 7-9 Purewell,
- Salisbury Arms , 53 Purewell,
- The Rising Sun, 123 Purewell,
- Ship in Distress, Stanpit,

Garage/Petrol Station

- Priory Motors, 55 Bridge Street

Strategic Issues

- The area appears to be well served for doctors surgeries and pharmacies. There is one dentist within the area along Purewell and good access to dentists in the town centre at Castle Street and Bargates.
- Although there are no schools within the area they are located close by in Mudeford and Somerford area. There is also a primary school in the town centre – Priory School – which can be accessed from Purewell & Stanpit.

- There is no local post office for the Purewell and Stanpit area. The closest one is just outside the area at 33 Somerford Road or there is good access to the main post office in the town centre.
- The area is well served for pubs and there is good access to pubs within the town centre.
- The area is fortunate to have a petrol station at 55 Bridge Street in an era where the trend has been for local petrol stations to close down. However this use is unlikely to continue in the future, as the site has been subject to planning applications for residential development and is within an area identified as a key strategic site for redevelopment for mixed uses.
- The area appears to be well served for community facilities provision. There is a major indoor sports centre within the area which is easily accessed by local residents and offers opportunities for use by community groups. There are two community halls in Stanpit. In the absence of evidence it is difficult to identify future requirements for community facilities provision. The multi-use of existing facilities should be investigated as a first priority.
- There is little scope for additional future residential development within the area identified in the SHLAA (Strategic Housing Land Availability Assessment 2009), thus demand for community facilities arising from new development is not envisaged. However if new community facilities are required in the future to meet the needs of a changing population, it is recommended that the Council works with partners and providers of services to achieve this.

Issues from Christchurch Community Strategy

3.10 Christchurch Community Partnership is in the process of producing a sustainable community strategy (SCS) for the Borough. A series of vision seminars with service providers and local residents have been held in 2009/10 to inform the production of a common vision for the SCS and Christchurch and East Dorset Core Strategy. Issues raised in these seminars that are relevant to the Purewell and Stanpit area are:-

- The gas holders/offices/ Mostyn's/Texaco site on Bridge Street was identified as an example of a site within the high risk flood zones which may be developed in the future if it can be made safe.

3.11 More generally, but relevant to the Purewell and Stanpit area are the following issues raised at the Visioning Day to inform the Core Strategy and Sustainable Community Strategy on 14th October 2009 that are priorities for the period covered by the Core Strategy to 2026:

- Provision of affordable housing
- Improving public transport and reducing traffic congestion.
- The reduction of flood risk and increasing flood protection.

Issues from Christchurch Place Survey 2008

3.12 The Christchurch Place Survey 2008 was a postal survey of residents and the analysis was broken down into 7 neighbourhood areas. Main issues relating to the Purewell and Stanpit are set out below

- Residents identified the top three priorities for improvement in Purewell and Stanpit are reducing traffic congestion (62%), activities for teenagers (51%) and road and pavement repairs (35%). The provision of affordable and decent housing does not feature within these top priorities but is identified elsewhere through the evidence base as a priority issue for this area. .
- Only 20% of respondents considered that public transport needs improving compared with a Borough average of 33%.
- After the Grange, Purewell and Stanpit has the second highest proportion of residents that perceive teenagers hanging around in the street as a problem, at 34% compared to the Borough average of 28%.

4 Housing

4.1 The number of households estimated in the Purewell and Stanpit ward is 1,924 (Source: Christchurch Housing Needs & Demand Survey June 2008)

4.2 Along Bridge Street the commercial premises are set in between groups of older street frontage dwellings and shops. Purewell is a continuation of Bridge Street, providing a mix of local shops and houses. The buildings are generally in the form of short terraces. The density along the street frontage varies. The adjoining housing developments are of similar scale and high density as the historic street frontage - the newer estates with a typical 30 dwellings per ha density.

4.3 There is sporadic 19th century development enclosing the narrow Stanpit road with a varied density ranging around 20 dwellings per ha.

4.4 There are also straight parallel rows of detached bungalows and houses to the south of Mudeford Lane. These are modest plots with a density of around 15 dwellings per ha.

4.5 The housing area to the west of Burton Road dates from the 1980's and 90's and is largely semi-detached clusters of modern cul-de-sac development served by a distributor road. These are small scale plots with houses at an even density of around 20 dwellings per ha.

4.6 The following tables contain information extracted from Appendix A1 Ward Level Data of the Dorset Survey of Housing Need and Demand: Christchurch Report June 2008

Tenure by Ward

Tenure of Housing	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
Owner Occupied (no mortgage)	922	47.9	10660	49.6
Owner Occupied (with mortgage)	629	32.7	6844	31.8
Social rented	217	11.3	2616	12.2
Private Rented	155	8.1	1380	6.4
Total	1924	100.0	21500	100.0

Table 4.1

4.7 The area has a tenure profile weighted towards owner occupation, with 80% households owner occupied, which is typical of the Borough. It has one of the higher proportions of social rented housing as some wards have a much lower proportion. It also has one of the higher proportions of private rented accommodation – 8.1% compared with a Borough average of 6.4%.

Dwelling type

Type of Housing	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
Detached house	263	13.6	4157	19.3
Semi detached house	378	19.6	3260	15.2
Terraced house	719	37.4	3573	17.5
Detached bungalow	309	16.1	4980	23.2

Semi or terraced bungalow	49	2.6	880	4.1
Flat	207	10.7	4471	20.8
Total	1924	100.0	21500	100.0

Table 4.2

4.8 Purewell and Stanpit has one of the highest proportions of terraced housing in Christchurch at 37.4% compared to an average of 17.5% across the Borough. This reflects the predominance of terraced housing in the older parts of Purewell and Stanpit. The area also has a lower proportion of flats than the Borough average at 10.7% compared with 20.8%, in part due to the higher proportion of smaller terraced properties.

Household Type

Type of Household	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
Single pensioners	437	22.7	4585	21.3
2 or more pensioners	278	14.5	4299	20.0
Single non-pensioners	192	10.0	2352	10.9
2 or more adults – no children	695	36.1	6485	30.2
Lone parent	87	4.5	677	3.1
2 adults + 1 child	138	7.2	1347	6.3
2+ adults and 2+ children	96	5.0	1755	8.2
Total	1924	100.0	21500	100.0

Table 4.3

4.9 Purewell and Stanpit has one of the highest proportions of households comprised of 2 or more adults with no children at 36.1% compared with a Borough average of 30.2%. The area has a high proportion of households with pensioners – 47.2% which is typical of the Borough. 16.7% of households contain children, again fairly typical with a Borough average of 17.6%.

Household Size

Size of Household	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
One person	629	32.7	6937	32.3
Two person	829	43.1	9190	42.7
Three people	277	14.4	2297	10.7

Four or more people	189	9.8	3076	14.3
Total	1924	100.0	21500	100.0

Table 4.4

4.10 Purewell has a household size profile which reflects that of the Borough average, except that there are proportionally more households with 3 people and less with 4 or more people.

Overcrowding / Under Occupation

Occupation level	Purewell & Stanpit		Christchurch	
	No.	%	No.	%
Overcrowded	32	1.7	162	0.8
OK	1174	61.0	13326	62.0
Under-occupied	718	37.3	8011	37.3
Total	1924	100	21500	100.0

Table 4.5

4.11 The definition of overcrowding is obtained from the bedroom standard used by the General Household Survey. The bedroom standard is calculated on the age, sex and relationships of those inhabiting the dwelling. An under-occupied dwelling is one in which the household exceeds the bedroom standard by two or more bedrooms, i.e. a four bedroom dwelling occupied by a single person or a married couple would be considered to be under-occupied. Although overcrowding is relatively uncommon in Christchurch, the Purewell and Stanpit ward has the second highest proportion of overcrowded households in the Borough, at 1.7% compared with a Borough average of 0.8%. Under-occupation is much more common, and Purewell & Stanpit has a proportion of under-occupied households which is typical of the average across the Borough at 33.7%.

Car Ownership

Number of households by car ownership	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
None	343	17.8	3665	17.0
One	921	47.9	10747	50.0
Two	526	27.4	5773	26.9
Three or more	133	6.9	1315	6.1
Total	1924	100.0	21500	100.0

Table 4.6

4.12 Purewell and Stanpit has a profile of car ownership which reflects that typical of households across the Borough.

Unsuitable Housing

Household type	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
In unsuitable housing	113	5.9	996	4.6
Not in unsuitable housing	1810	94.1	20504	95.4
Total	1924	100.0	21500	100.0

Table 4.7

4.13 Housing can be unsuitable because of its size, type, location, condition or cost. Purewell and Stanpit has the third highest proportion of households in unsuitable housing in the Borough with 5.9% compared with an average of 4.6%.

Housing Need

Households in current need	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
In need	64	3.3	299	1.4
Not in need	1860	96.7	21201	98.6
Total	1924	100.0	21500	100.0

Table 4.8

Households in future need (annual)	Purewell and Stanpit		Christchurch	
	No.	%	No.	%
In future need	41	2.1	348	1.6
Not in future need	1883	97.9	21152	98.4
Total	1924	100.0	21500	100.0

Table 4.9

4.14 Housing need is defined as the number of households who lack their own housing or live in unsuitable housing or who cannot afford to meet their needs in the market. Purewell and Stanpit has the second highest level of households in current need with 3.3% of households in housing need. It also has one of the highest levels of future need. The future gross need per annum is estimated to be equivalent to 2.1% of the current number of households.

Special Needs Households

Household type	Purewell and Stanpit	Christchurch
----------------	----------------------	--------------

	No.	%	No.	%
Special needs	311	16.2	4983	23.2
Non special needs	1613	83.8	16517	76.8
Total	1924	100.0	21500	100.0

Table 4.10

4.15 The Housing Need and Demand Survey (2008) contains information on special needs households, which contain people who have specific needs, such as those associated with a disability. Special needs households are more likely to contain older people and are 4 times more likely to live in unsuitable housing as non-special needs households. Purewell and Stanpit has the lowest proportion of households with special needs in Christchurch with 16.2% of households falling within this category, compared with an average of 23.2% across the Borough. This may reflect the age profile of the area which is more weighted towards the younger age groups.

Older Person Households

Household type	Purewell & Stanpit		Christchurch	
	No.	%	No.	%
Older person only households	716	37.2	8884	41.3
Other households	1208	62.8	12616	58.7
Total	1924	100.0	21500	100.0

Table 4.11

4.16 Although a significant proportion of households contain only older people (37.2 %), Purewell and Stanpit is at the mid to lower range compared to other areas of the Borough.

Key workers

Key Workers	Purewell & Stanpit		Christchurch	
	No.	%	No.	%
Key worker households	270	14.0	1996	9.3
Non-key worker households	1654	86.0	19504	90.7
Total	1924	100.0	21500	100.0

Table 4.12

4.17 A national definition of key worker housing is “people employed by the public sector in a frontline role delivering an essential public service in health, education or community safety in areas where there are serious recruitment/retention problems”. Purewell and Stanpit has the highest proportion of households headed by a key worker in Christchurch with 14% of households compared with an average of 9.3% across the Borough. Evidence from the Housing Need and Demand Survey indicates that key workers appear to be in a better position than other households in respect of their ability to afford market housing.

Housing Requirements and Implementation

4.18 The 2009 SHLAA has provided a calculation of the expected number of units likely to come forward from 2009 – 2024 within each Area Profile Area. A total of 42 units were identified for the Purewell and Stanpit area. This accounts for only 1.7% of the total number of housing units in Christchurch identified within the SHLAA with potential to come forward from 2009 – 2024. The development potential in significant parts of Purewell is restricted by the flood risk issue (see information on Strategic Flood Risk Assessment above)

4.19 The majority of the sites are small in size (1 – 4 units). The SHLAA identifies one site which is of a relatively “large” size.

- Groveley Road industrial units site. The majority of this site is to be retained for long term employment use. Potential is identified for redevelopment of the ageing workshop along eastern edge for mixed use including 12 flats.

Strategic Issue

- The Purewell and Stanpit area has limited potential for new residential development because of flood risk constraints.

5 Employment

5.1 There is an industrial area at Stony Lane (including 64 – 70 Bridge Street) which contains Beagle Aircraft, Boyland Joinery and car showrooms. There is also an industrial area at Groveley Road which contains light industrial and general industrial units

5.2 There are approximately 160 firms in Purewell and Stanpit ward, providing employment for 1,200 employees in Christchurch (source: ONS Annual Business Inquiry 2007) which represents about 6% of Borough employees.

5.3 The Employment Land Review Stage 2 report does not identify specific sites within the Purewell and Stanpit area to meet the projected demand for employment land across the area for B1, B2 and B8 uses. It puts forward a proposed Employment Site hierarchy, which is included within the Core Strategy Preferred Options.

5.4 The Stony Lane employment site is at the top of the hierarchy and is identified for ‘upgrading’ to better meet business’ needs and provide an appropriate mix of commercial premises. It will be the focus for meeting projected requirements for B1, B2 and B8 uses. Activities within non B use classes will be considered where it makes a significant contribution to raising productivity levels and offers skilled employment opportunities.

5.5 For the Groveley Road employment site a more flexible approach to proposed employment uses is recommended, and provision of appropriate non B uses will be supported, providing the projected requirements for B1, B2 and B8 uses are met. The SHLAA (Strategic Housing Land Availability Assessment 2009) identifies potential for the redevelopment of part of the site for mixed use including residential, but states that the majority of this site is to be retained for long term employment use.

5.6 The site at the junction of Stony Lane South and Bridge St, including Priory Motors, La Mammias restaurant, Mostyn’s Factory and the Transco Gas Holders has been allocated for mixed use in Policy EO3 of the Borough of Christchurch Local Plan. The Gas Holders are currently being decommissioned. The site is located within an area of high flood risk (zone 3a). In order for commercial development to come forward on the site it would need to satisfy the PPS25 tests to determine that a suitable site is not available within an area unaffected by flood risk. If flood risk constraints can be overcome a mixed use scheme may come forward including an employment element. A development brief which includes an appropriate mix of uses will need to be determined.

5.7 Purewell and Stanpit ward has a rate of unemployment of around the Borough average at 2.3% (source ONS April 2010 claimant count data). It is the only ward in the Borough where the rate of female unemployment (2.5%) is higher than the rate of male unemployment (2.2%)

Strategic Issue

- The area contains 2 strategic sites with employment potential at Stony Lane (up-grading of existing employment premises) and Bridge St/ Stony Lane South (redevelopment of site for mixed uses) which are identified in the Christchurch and Highcliffe Centres and Creating Prosperous Communities Chapters of the Core Strategy Options for Consideration as key sites.

6 Transport

6.1 To the north of the area is the Christchurch By pass – A35. The A35 has been identified as a traffic congestion hotspot, particularly at the Stony Lane roundabout, Fountain junction and along Barrack Road. Bridge Street/Purewell is a busy through road connecting the town centre to Somerford. When there are serious congestion problems along the A35 route, the knock-on effect can be considerable to traffic along Bridge Street / Purewell as drivers try to find alternative ways of getting through the town centre. Stanpit / Mudeford is the main route into Mudeford. Although levels of traffic are not significantly heavy, there are issues with the narrowness of the road, particularly when there are cars parked alongside.

Frequency / proximity of public transport services

6.2 The X12, run by Wilts & Dorset, runs along Purewell and Mudeford Lane and links Bournemouth to Christchurch Railway Station, Christchurch Town Centre, Mudeford, Highcliffe, New Milton to Lyminster. The service is every 30 minutes.

6.3 The C2 Christchurch Circular route runs along Purewell and Stanpit and is operated by Shamrock Buses. It runs via Aston Mead, Christchurch Hospital, Stanpit, Mudeford, Bure Road, Somerford (Sainsburys) Highcliffe Castle and Woodhayes Avenue. It runs 3 times a day.

6.4 The 1a to 1c routes operated by Transdev Yellow Buses run along Purewell. The 1A runs from Bournemouth via Boscombe and Christchurch town centre to Somerford, Sainsburys. It runs every 10 minutes. The 1B runs along a similar route, deviating at Southbourne, and terminates at the Civic Offices. It runs every 20 minutes. The 1C runs along a similar route but from Poole to Somerford Sainsburys, via the Somerford estate. It runs every 20 minutes

6.5 The 175/176 route, operated by Wilts & Dorset, runs along Purewell and Purewell Cross Road and links Christchurch High Street to Ringwood via Burton, Bransgore and Sopley. It runs approximately every 2 hours.

6.6 The 21, operated by Transdev Yellow Buses runs along Purewell and Purewell Cross Road. The route links Bournemouth, Boscombe bus station, Bournemouth Hospital, Christchurch Hospital, Christchurch High Street and Burton. It runs hourly.

6.7 The area is not served by a railway station, the closest one being at Stour Road in Christchurch town centre.

6.8 Purewell has an average level of car ownership when comparing areas across the Borough – 17.8% of residents have no car.

Transport infrastructure / public transport improvements

6.9 Traffic congestion along the A35 is an acknowledged transport issue. An A35 route management study is focussing on improvements to the Stony Lane roundabout. The Core Strategy is likely to determine strategic improvements along the A35.

Strategic Issues

- The A35 running through the area is subject to serious traffic congestion problems. This issue is being addressed through a route management study and Core Strategy policy.
- Most of the area has a good level of access to public transport – particularly along Purewell/ Bridge St where there is a high frequency bus service. Stanpit has good access to bus services along Stanpit and Mudeford Lane, but some of these services are less frequent.

7 Core Strategic Messages

- The townscape of Purewell and Stanpit is distinctive and is recognised by the designation of two Conservation Areas. The essential character of these areas needs to be suitably protected.
- The area is surrounded by green belt and sites of nature conservation importance, which are a valuable contribution to its amenity.
- Potential for redevelopment within Purewell and Stanpit is severely constrained by floodrisk. The SHLAA 2009 report indicates that this area has the lowest number of potential units identified for residential development in the Borough.
- Given the less vulnerable classification in national flood policy of commercial uses compared with residential use, these may be more appropriate on some sites as a means of facilitating development.
- The two strategic sites identified at Stony Lane (improvement of employment premises) and Bridge St/ Stony Lane South (redevelopment for mixed uses) will play a key role in meeting future employment needs.
- Lack of sites for housing potential in Purewell and Stanpit could impact on meeting future affordable housing needs within the area, particularly as the area has the second highest level of affordable housing need in the Borough.
- Traffic congestion problems along the A35 need to be addressed. Reducing traffic congestion in Purewell and Stanpit is a top priority issue raised by residents in the Christchurch Place Survey 2008.