

Appendix 13: Matrices for policies and options, Spatial Objective 4

Policy RFS: Retail Floor Space Supply

No supermarket

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term the development of a supermarket and an additional 2,000 sqm for comparison shopping is expected to generate localised negative effects with respect to the health and well-being of residents during construction of a supermarket in Wareham. There may also be effects in Wareham, Upton and Swanage as a result of the addition 2k comparison floorspace, although this depends on the location and scale of development. These effects are likely to be primarily related to increases in noise, dust and emissions associated with on-site works and HGV movements. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within the District on which cumulative air quality effects may be felt.</p> <p>The proposals for comparison shopping in Wareham, Upton and Swanage town centres will have a positive effect on the health and well-being of residents in the medium to long term by being located in existing retail areas which reduce the need to travel by car and encourage healthier options such as cycling and walking.</p> <p>Overall, this policy is considered to have short term negative effect in relation to improving health as a result of localised construction-related health impacts. Comparison shopping will result in positive effects due to being located within town centres. This leads to overall neutral effects.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>Additional retail provision will generate jobs, which in turn is expected to provide better access to training and skills once development has been completed. Overall, this policy is expected to have a very minor positive effect on this objective in the medium to long term.</p> <p>The following mitigation measures could be implemented to enhance the positive effects:</p> <ul style="list-style-type: none"> • Encourage prospective businesses to offer local training opportunities for example, in partnership with local schools.
Reduce crime & fear of crime?	n	n	n	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of retail space may, in the short, medium and long term, help reduce crime levels further including among younger people by generating some employment, training and learning opportunities. However, given the scale of additional provision and the existing low</p>

				<p>rates of crime experienced in the District, these effects are not expected to be significant.</p> <p>Overall, the policy has been assessed as having a neutral effect in relation to reduction of crime and fear of crime. Positive effects could be enhanced through the implementation of the following mitigation measures:</p> <ul style="list-style-type: none"> • Work with existing and prospective employers to encourage local recruitment and provision of training opportunities
Promote stronger, more vibrant communities?	n	n	n	<p>Additional shopping floorspace is to be located in existing urban areas which will increase accessibility to retail. This is expected to have a positive effect on this objective by enhancing the viability and vitality of town centres and supporting existing and prospective local shops and services.</p> <p>Additional shopping provision is expected to generate employment opportunities and employee income which may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. However, in view of the scale of provision, it is not expected that the number of jobs created will have a significant effect on this aspect of the objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere.</p> <p>Overall, the policy has been assessed as having a neutral effect in relation to the promotion of stronger, more vibrant communities.</p> <p>No mitigation has been identified</p>
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy will deliver an additional 4,000sqm of retail floorspace and generate related employment opportunities. Initially, opportunities will be related to the construction of retail development and, consequently, such effects will be felt in the short term and be relative to the number and scale of premises to be provided. In the medium to long term, it is estimated that a number of local jobs will be created once premises are occupied which will have a positive effect on this objective.</p> <p>Overall, the policy is expected to have a positive effect in relation to improving employment opportunities in Purbeck in the short, medium and long term.</p> <p>No mitigation has been identified</p>
Reduce poverty and help everyone afford a good standard of living?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail, which may in turn reduce expenditure by new residents on transport. An increase in choice may also result in cheaper goods being made available, enabling people to shop locally who would not otherwise be able to afford to do so.</p> <p>The policy has the potential to generate some employment opportunities primarily related to construction, it is not anticipated that such opportunities would serve to reduce inequalities in the long term. The policy may create additional employment for local people.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p> <p>No mitigation has been identified</p>

Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New comparison shopping provision may generate some benefits in relation to the tourism economy as tourists may be more likely to spend longer in Wareham or Swanage. There is unlikely to be an impact on Upton, which is not a tourist destination.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p> <p>No mitigation measures have been identified</p>
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail and associated employment opportunities, which would have a positive effect in relation to this objective by reducing the need to travel by car.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate
Reduce vulnerability to flooding and sea level rise & plan for climate change?	n/a	n/a	n/a	Not applicable
Protect & enhance habitats and species?	n/a	n/a	n/a	Not applicable
Protect & enhance Purbeck's unique landscape & townscape, & cultural & historical assets?	n	n	n	<p>Purbeck benefits from a high quality landscape. New comparison retail development will be focussed in town centres and village centres and is unlikely to have a negative effect on landscape character.</p> <p>In some circumstances, for example the redevelopment of brownfield land, there is potential that development will result in landscape/townscape enhancements. This will particularly be the case with comparison shopping in the urban areas.</p> <p>It is expected that the policy will have a neutral effect assuming that potential impacts are mitigated through both the Development Management process and the promotion of high quality, sensitive design. An out-of-town supermarket is likely to have a negative effect, despite good design, while the proposed comparison shopping is likely to have a positive effect, leading to an overall neutral effect.</p> <p>No further mitigation measures have been identified.</p>
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption	-	-	-	<p>New retail development will lead to an increase in construction related waste arising in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the</p>

& greenhouse gas emissions?				<p>construction process, while energy consumption in the medium/long term is likely to increase through additional HGVs and food storage requirements (eg freezers).</p> <p>Energy consumption and greenhouse emissions may be offset in part by the concentration of comparison shopping in urban areas which is expected to reduce the need to travel. In addition, through other policies in the Core Strategy, it is anticipated that in sites of 1,000m² or more, at least 10% of energy will be generated from decentralised and renewable or low carbon sources.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term. The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new retail provision has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. However, it is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.</p> <p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality. .</p> <p>The construction of new retail is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements. In the medium to long term, there may be an increase in noise as a result of additional vehicle movements, particularly HGVs.</p> <p>The comparison shopping is more likely to be on brownfield and potentially contaminated land which would have a positive effect with respect to this aspect of the objective although this is dependent on the exact location of sites.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once premises are occupied.</p> <p>Overall, the policy has been assessed as having a negative effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once building is completed, it is not expected that there will be significant effects on water and air quality, or land contamination although there may be an increase in light pollution and in noise pollution from additional HGVs. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new retail developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts • Encourage HGV routing to avoid noise and air quality sensitive areas • Encourage HGV movements to take place during the day

Policy RFS: Retail Floor Space Supply

4,000 sqm of retail floor space with supermarket (2,000sqm) at Wareham on Worgret Rd

Does the option/policy /proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	n	n	<p>In the short term the development of a supermarket and an additional 2,000 sqm for comparison shopping is expected to generate localised negative effects with respect to the health and well-being of residents during construction of a supermarket in Wareham. There may also be effects in Wareham, Upton and Swanage as a result of the addition 2k comparison floorspace, although this depends on the location and scale of development. These effects are likely to be primarily related to increases in noise, dust and emissions associated with on-site works and HGV movements. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within the District on which cumulative air quality effects may be felt.</p> <p>With specific regard to supermarket provision, the exact location is not decided, although the most likely location is close to the bypass at Worgret Roundabout. This is because it is the only available site in Wareham that is also considered to be suitable. The comments below are made on the assumption that the supermarket will be located here.</p> <p>Provision of pharmaceutical goods/services could put at risk the two existing pharmacies within Wareham, thereby reducing accessibility of such goods by those without access to private car, increasing health inequalities</p> <p>There will also be the potential negative effects of HGV movements re noise, air quality and safety, in order to transport goods to the supermarket.</p> <p>The proposals for comparison shopping in Wareham, Upton and Swanage town centres will have a positive effect on the health and well-being of residents in the medium to long term by being located in existing retail areas which reduce the need to travel by car and encourage healthier options such as cycling and walking.</p> <p>Overall, this policy is considered to have short term negative effect in relation to improving health as a result of localised construction-related health impacts. In the medium to long term, the policy is expected to generate negative effects due to the location of the supermarket away from the town centre, and without good pedestrian linkages, while comparison shopping will result in positive effects due to being located within town centres. This leads to overall neutral effects.</p> <p>The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning.

				<ul style="list-style-type: none"> Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket.
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>Additional retail provision will generate jobs, which in turn is expected to provide better access to training and skills once development has been completed. Overall, this policy is expected to have a very minor positive effect on this objective in the medium to long term.</p> <p>The following mitigation measures could be implemented to enhance the positive effects:</p> <ul style="list-style-type: none"> Encourage prospective businesses to offer local training opportunities for example, in partnership with local schools.
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of retail space may, in the short, medium and long term, help reduce crime levels further including among younger people by generating some employment, training and learning opportunities. However, given the scale of additional provision and the existing low rates of crime experienced in the District, these effects are not expected to be significant.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to reduction of crime and fear of crime. Positive effects could be enhanced through the implementation of the following mitigation measures:</p> <ul style="list-style-type: none"> Work with existing and prospective employers to encourage local recruitment and provision of training opportunities Include a specific requirement within the Core Strategy or in a District Design Guide(if one is being considered) that new development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	n	n	n	<p>Additional comparison shopping floorspace is to be located in existing urban areas which will increase accessibility to retail. This is expected to have a positive effect on this objective by enhancing the viability and vitality of town centres and supporting existing and prospective local shops and services.</p> <p>The provision of an out-of-town supermarket on the edge of Wareham is expected to serve District-wide needs, reducing ‘leakage’ of shopping trips outside of the District. This may in turn attract additional shoppers to other town centre retail outlets. However, the provision of a supermarket may offset some of the positive effects should increasing provision draw footfall away from the town centre.</p> <p>Additional comparison and convenience shopping provision is expected to generate employment opportunities and employee income which may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. However, in view of the scale of provision, it is not expected that the number of jobs created will have a significant effect on this aspect of the objective and in addition, it is envisaged that some of the income generated in the District will be spent on</p>

				<p>services elsewhere.</p> <p>Overall, the policy has been assessed as having a neutral effect in relation to the promotion of stronger, more vibrant communities. The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket.
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy will deliver an additional 4,000sqm of retail floorspace and generate related employment opportunities. Initially, opportunities will be related to the construction of retail development and, consequently, such effects will be felt in the short term and be relative to the number and scale of premises to be provided. In the medium to long term, it is estimated that a number of local jobs will be created once premises are occupied which will have a positive effect on this objective.</p> <p>However, there is fear that the development of a supermarket may lead to the closure of some shops in Wareham town centre and, therefore, the loss of some jobs which may offset some of those generated by the provision of additional retail floorspace.</p> <p>Overall, the policy is expected to have a positive effect in relation to improving employment opportunities in Purbeck in the short, medium and long term.</p>
Reduce poverty and help everyone afford a good standard of living?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail, which may in turn reduce expenditure by new residents on transport. An increase in choice may also result in cheaper goods being made available, enabling people to shop locally who would not otherwise be able to afford to do so.</p> <p>The provision of a supermarket out of town may present difficulties for those without use of a private car, although additional provision may assist in keeping prices competitive.</p> <p>The policy has the potential to generate some employment opportunities primarily related to construction, it is not anticipated that such opportunities would serve to reduce inequalities in the long term. The policy may create additional employment for local people.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective. The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible.

				<ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket.
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>There is potential for retail development, if inappropriately located, to have a negative effect on key tourist assets such as the natural and historic heritage of the coast which could undermine the tourism potential of the area. However, it has been assumed that any development that would have a potentially severe impact of tourist assets would not be permitted or the effects appropriately mitigated.</p> <p>Wareham town centre is very dependent on the tourists visiting the town and then using the town centre for food shopping. Such combined trips may be jeopardised if a supermarket is provided close to the bypass. Tourists on self-catering holidays who need to buy food may not come into the town centre. The retail impact assessment does not look in detail at impact on the tourist economy, but in this location this is a factor that needs to be taken into account. New comparison shopping provision may generate some benefits in relation to the tourism economy as tourists may be more likely to spend longer in Wareham or Swanage. There is unlikely to be an impact on Upton, which is not a tourist destination.</p> <p>Overall, the policy is expected to have a negative effect in relation to this objective. However, further information is needed on how the supermarket in particular would impact on how tourists use the centre of Wareham.</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket. • Promotion of the above transport facilities at tourist facilities and accommodation
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail and associated employment opportunities, which would have a positive effect in relation to this objective by reducing the need to travel by car.</p> <p>The provision of a supermarket out of town may present difficulties for those without use of a private car, and may also lead to an increase in car use. Providing a supermarket to meet the District’s need may reduce ‘leakage’ to supermarkets outside the District, particularly from Wareham to Poole, thereby increasing accessibility for local residents and reducing the need to travel to facilities outside the District.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p>

				<p>The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket.
Reduce vulnerability to flooding and sea level rise & plan for climate change?	n/a	n/a	n/a	Not applicable
Protect & enhance habitats and species?	n/a	n/a	n/a	Not applicable
Protect & enhance Purbeck’s unique landscape & townscape, & cultural & historical assets?	-	n	n	<p>Purbeck benefits from a high quality landscape as highlighted by the fact that over half of the District is designated as an Area of Outstanding Natural Beauty (AONB). New retail development has the potential to undermine this asset in both the short term during construction and in the long term once complete. In this respect, the proposed supermarket is likely to be located close to the AONB and in a countryside location. Nevertheless, it is expected that development will not be permitted where it would have a negative effect on landscape character and that appropriate design measures will be incorporated to alleviate impacts such as screening.</p> <p>In some circumstances, for example the redevelopment of brownfield land, there is potential that development will result in landscape/townscape enhancements. This will particularly be the case with comparison shopping in the urban areas.</p> <p>The District has a rich cultural and historic heritage including 1,435 listed buildings, 25 Conservation Areas, 257 Scheduled Ancient Monuments (SAMs), 25 Conservation Areas, and 5 Registered Parks and Gardens (Purbeck District Council, Planning Purbeck’s Future, 2009) which may be affected by new residential development depending on its location, scale and design. As with landscape considerations, however, it has been assumed that development that would have a negative effect on such assets would not be permitted.</p> <p>Overall, the policy has been assessed as having a negative short term effect in relation to this objective as a result of construction activities. In the medium to long term, however, it is expected that the policy will have a neutral effect assuming that potential impacts are mitigated through both the Development Management process and the promotion of high quality, sensitive design. An out-of-town supermarket is likely to have a negative effect, despite good design, while the proposed comparison shopping is likely to have a positive effect, leading to an overall neutral effect.</p>

				No further mitigation measures have been identified.
Reduce water consumption?	n/s	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>New retail development will lead to an increase in construction related waste arisings in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the construction process, while energy consumption in the medium/long term is likely to increase through additional HGVs and food storage requirements (eg freezers).</p> <p>Energy consumption and greenhouse emissions may be offset in part by the concentration of comparison shopping in urban areas which is expected to reduce the need to travel. In addition, through other policies in the Core Strategy, it is anticipated that in sites of 1,000m² or more, at least 10% of energy will be generated from decentralised and renewable or low carbon sources. However, the supermarket is proposed to be located out of town, and is likely to be more difficult to access by sustainable means, although this might be off-set by reduction in trips to the conurbation for shopping.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term. The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket.
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new retail provision has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. However, it is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.</p> <p>Regarding supermarket provision, in the longer term, there is potential for increased air pollution primarily as a result of increased traffic movements (both car and HGV) associated with increased retail supply, especially in light of the out of town location. However, the concentration of comparison shopping in urban areas is expected to reduce the need to travel and, therefore, associated emissions which is likely to have a positive effect in relation to this objective.</p> <p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes</p>

				<p>of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality. .</p> <p>The construction of new retail is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements. In the medium to long term, there may be an increase in noise as a result of additional vehicle movements, particularly HGVs.</p> <p>The comparison shopping is more likely to be on brownfield and potentially contaminated land which would have a positive effect with respect to this aspect of the objective although this is dependent on the exact location of sites.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once premises are occupied, particularly at the more sensitive supermarket location, which is out of town.</p> <p>Overall, the policy has been assessed as having a negative effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once building is completed, it is not expected that there will be significant effects on water and air quality, or land contamination although there may be an increase in light pollution and in noise pollution from additional HGVs. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new retail developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts • Encourage HGV routing to avoid noise and air quality sensitive areas • Encourage HGV movements to take place during the day
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RFSS: Retail Floor Space Supply (Swanage Option)

4,000 sqm of retail floor space with supermarket (2,000sqm) at Swanage at Kings Rd West

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	n	n	<p>In the short term the development of a supermarket and an additional 2,000 sqm for comparison shopping is expected to generate localised negative effects with respect to the health and well-being of residents during construction of a supermarket in Wareham. There may also be effects in Wareham, Upton and Swanage as a result of the addition 2k comparison floorspace, although this depends on the location and scale of development. These effects are likely to be primarily related to increases in noise, dust and emissions associated with on-site works and HGV movements. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within the District on which cumulative air quality effects may be felt.</p> <p>With specific regard to supermarket provision, the exact location is not decided, although the most likely location is Kings Rd West. This is because it is the only available site in Wareham that is also considered to be suitable. The comments below are made on the assumption that the supermarket will be located here.</p>

				<p>Provision of pharmaceutical goods/services could put at risk the existing pharmacies within Swanage, thereby potentially reducing accessibility of such goods.</p> <p>There will also be the potential negative effects of HGV movements re noise, air quality and safety, in order to transport goods to the supermarket.</p> <p>The proposals for comparison shopping in Wareham, Upton and Swanage town centres will have a positive effect on the health and well-being of residents in the medium to long term by being located in existing retail areas which reduce the need to travel by car and encourage healthier options such as cycling and walking.</p> <p>Overall, this policy is considered to have short term negative effect in relation to improving health as a result of localised construction-related health impacts. In the medium to long term, the policy is expected to generate positive effects.</p> <p>The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>Additional retail provision will generate jobs, which in turn is expected to provide better access to training and skills once development has been completed. Overall, this policy is expected to have a very minor positive effect on this objective in the medium to long term.</p> <p>The following mitigation measures could be implemented to enhance the positive effects:</p> <ul style="list-style-type: none"> • Encourage prospective businesses to offer local training opportunities for example, in partnership with local schools.
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of retail space may, in the short, medium and long term, help reduce crime levels further including among younger people by generating some employment, training and learning opportunities. However, given the scale of additional provision and the existing low rates of crime experienced in the District, these effects are not expected to be significant.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to reduction of crime and fear of crime. Positive effects could be enhanced through the implementation of the following mitigation measures:</p>

				<ul style="list-style-type: none"> • Work with existing and prospective employers to encourage local recruitment and provision of training opportunities • Include a specific requirement within the Core Strategy or in a District Design Guide(if one is being considered) that new development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	n	n	n	<p>Additional comparison shopping floorspace is to be located in existing urban areas which will increase accessibility to retail. This is expected to have a positive effect on this objective by enhancing the viability and vitality of town centres and supporting existing and prospective local shops and services.</p> <p>The provision of a supermarket on Kings Rd West is expected to serve District-wide needs, reducing 'leakage' of shopping trips outside of the District. This may in turn attract additional shoppers to other town centre retail outlets.</p> <p>Additional comparison and convenience shopping provision is expected to generate employment opportunities and employee income which may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. However, in view of the scale of provision, it is not expected that the number of jobs created will have a significant effect on this aspect of the objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere.</p> <p>Overall, the policy has been assessed as having a neutral effect in relation to the promotion of stronger, more vibrant communities. The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy will deliver an additional 4,000sqm of retail floorspace and generate related employment opportunities. Initially, opportunities will be related to the construction of retail development and, consequently, such effects will be felt in the short term and be relative to the number and scale of premises to be provided. In the medium to long term, it is estimated that a number of local jobs will be created once premises are occupied which will have a positive effect on this objective.</p> <p>However, there is fear that the development of a supermarket may lead to the closure of some shops in Wareham town centre and, therefore, the loss of some jobs which may offset some of those generated by the provision of additional retail floorspace.</p> <p>Overall, the policy is expected to have a positive effect in relation to improving employment opportunities in Purbeck in the short, medium and long term.</p>
Reduce	n	n	n	The concentration of comparison shopping in the urban areas will increase accessibility to retail, which may in turn reduce

poverty and help everyone afford a good standard of living?				<p>expenditure by new residents on transport. An increase in choice may also result in cheaper goods being made available, enabling people to shop locally who would not otherwise be able to afford to do so.</p> <p>The policy has the potential to generate some employment opportunities primarily related to construction, it is not anticipated that such opportunities would serve to reduce inequalities in the long term. The policy may create additional employment for local people.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective. The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>There is potential for retail development, if inappropriately located, to have a negative effect on key tourist assets such as the natural and historic heritage of the coast which could undermine the tourism potential of the area. However, it has been assumed that any development that would have a potentially severe impact of tourist assets would not be permitted or the effects appropriately mitigated.</p> <p>New comparison shopping provision may generate some benefits in relation to the tourism economy as tourists may be more likely to spend longer in Wareham or Swanage. There is unlikely to be an impact on Upton, which is not a tourist destination. An additional supermarket in Swanage may draw in tourists who are in self-catering accommodation.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p>
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail and associated employment opportunities, which would have a positive effect in relation to this objective by reducing the need to travel by car.</p> <p>The provision of a supermarket close to Swanage railway station and the centre of Swanage would increase accessibility for local residents. However, it may not stem the flow of people travelling out of Purbeck to do their convenience shopping.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective. The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.

Reduce vulnerability to flooding and sea level rise & plan for climate change?	n/a	n/a	n/a	Not applicable
Protect & enhance habitats and species?	n/a	n/a	n/a	Not applicable
Protect & enhance Purbeck's unique landscape & townscape, & cultural & historical assets?	-	n	n	<p>Purbeck benefits from a high quality landscape as highlighted by the fact that over half of the District is designated as an Area of Outstanding Natural Beauty (AONB). New retail development has the potential to undermine this asset in both the short term during construction and in the long term once complete. In this respect, the proposed supermarket is likely to be located close to the AONB and in a countryside location. Nevertheless, it is expected that development will not be permitted where it would have a negative effect on landscape character and that appropriate design measures will be incorporated to alleviate impacts such as screening.</p> <p>In some circumstances, for example the redevelopment of brownfield land, there is potential that development will result in landscape/townscape enhancements. This will particularly be the case with comparison shopping in the urban areas. However, in the case of Kings Rd West, the supermarket would be located close to the Swanage Railway, which is of historic interest.</p> <p>The District has a rich cultural and historic heritage including 1,435 listed buildings, 25 Conservation Areas, 257 Scheduled Ancient Monuments (SAMs), 25 Conservation Areas, and 5 Registered Parks and Gardens (Purbeck District Council, Planning Purbeck's Future, 2009) which may be affected by new residential development depending on its location, scale and design. As with landscape considerations, however, it has been assumed that development that would have a negative effect on such assets would not be permitted.</p> <p>Overall, the policy has been assessed as having a negative short term effect in relation to this objective as a result of construction activities. In the medium to long term, however, it is expected that the policy will have a neutral effect assuming that potential impacts are mitigated through both the Development Management process and the promotion of high quality, sensitive design. An out-of-town supermarket is likely to have a negative effect, despite good design, while the proposed comparison shopping is likely to have a positive effect, leading to an overall neutral effect.</p> <p>Mitigation measures include:</p> <ul style="list-style-type: none"> • Design that enhances the setting of Swanage Railway
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>New retail development will lead to an increase in construction related waste arisings in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the construction process, while energy consumption in the medium/long term is likely to increase through additional HGVs and food storage requirements (eg freezers).</p>

				<p>Energy consumption and greenhouse emissions may be offset in part by the concentration of comparison shopping in urban areas which is expected to reduce the need to travel. In addition, through other policies in the Core Strategy, it is anticipated that in sites of 1,000m² or more, at least 10% of energy will be generated from decentralised and renewable or low carbon sources.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term. The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new retail provision has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. However, it is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.</p> <p>Regarding supermarket provision, in the longer term, there is potential for increased air pollution primarily as a result of increased traffic movements (both car and HGV) associated with increased retail supply, especially in light of the out of town location. However, the concentration of comparison shopping in urban areas is expected to reduce the need to travel and, therefore, associated emissions, which is likely to have a positive effect in relation to this objective.</p> <p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality. .</p> <p>The construction of new retail is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements. In the medium to long term, there may be an increase in noise as a result of additional vehicle movements, particularly HGVs.</p> <p>The comparison shopping is more likely to be on brownfield and potentially contaminated land which would have a positive effect with respect to this aspect of the objective although this is dependent on the exact location of sites.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once premises are occupied, particularly at the more sensitive supermarket location, which is out of town.</p>

				<p>Overall, the policy has been assessed as having a negative effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once building is completed, it is not expected that there will be significant effects on water and air quality, or land contamination although there may be an increase in light pollution and in noise pollution from additional HGVs. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new retail developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts • Encourage HGV routing to avoid noise and air quality sensitive areas • Encourage HGV movements to take place during the day
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Retail Floor Space Supply: Combination of Wareham and Swanage

4,000 sqm of retail floor space with supermarket at Wareham and Swanage (1,000sqm in each location).

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	n	n	<p>In the short term the development of a supermarket and an additional 2,000 sqm for comparison shopping is expected to generate localised negative effects with respect to the health and well-being of residents during construction of a supermarket in Wareham. There may also be effects in Wareham, Upton and Swanage as a result of the addition 2k comparison floorspace, although this depends on the location and scale of development. These effects are likely to be primarily related to increases in noise, dust and emissions associated with on-site works and HGV movements. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within the District on which cumulative air quality effects may be felt.</p> <p>With specific regard to supermarket provision, the exact locations are not decided, although the most likely locations are close to the bypass at Worgret Roundabout for Wareham, and Kings Rd West in Swanage. The comments below are made on the assumption that the supermarkets will be located at these sites.</p> <p>Provision of pharmaceutical goods/services could put at risk the two existing pharmacies within Wareham, thereby reducing accessibility of such goods by those without access to private car, increasing health inequalities</p> <p>There will also be the potential negative effects of HGV movements re noise, air quality and safety, in order to transport goods to the supermarket.</p> <p>The proposals for comparison shopping in Wareham, Upton and Swanage town centres will have a positive effect on the health and well-being of residents in the medium to long term by being located in existing retail areas which reduce the need to travel by car and encourage healthier options such as cycling and walking.</p> <p>Overall, this policy is considered to have short term negative effect in relation to improving health as a result of localised construction-related health impacts. In the medium to long term, the policy is expected to generate negative effects due to</p>

				<p>the location of the supermarket away from the town centre, and without good pedestrian linkages, while comparison shopping will result in positive effects due to being located within town centres. This leads to overall neutral effects.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to the promotion of stronger, more vibrant communities.</p> <p>Wareham The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket. <p>Swanage The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>Additional retail provision will generate jobs, which in turn is expected to provide better access to training and skills once development has been completed. Overall, this policy is expected to have a very minor positive effect on this objective in the medium to long term.</p> <p>The following mitigation measures could be implemented to enhance the positive effects:</p> <ul style="list-style-type: none"> • Encourage prospective businesses to offer local training opportunities for example, in partnership with local schools.
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of retail space may, in the short, medium and long term, help reduce crime levels further including among younger people by generating</p>

				<p>some employment, training and learning opportunities. However, given the scale of additional provision and the existing low rates of crime experienced in the District, these effects are not expected to be significant.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to reduction of crime and fear of crime. Positive effects could be enhanced through the implementation of the following mitigation measures:</p> <ul style="list-style-type: none"> • Work with existing and prospective employers to encourage local recruitment and provision of training opportunities • Include a specific requirement within the Core Strategy or in a District Design Guide(if one is being considered) that new development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	-	-	-	<p>Additional comparison shopping floorspace is to be located in existing urban areas which will increase accessibility to retail. This is expected to have a positive effect on this objective by enhancing the viability and vitality of town centres and supporting existing and prospective local shops and services.</p> <p>The provision of an out-of-town supermarket on the edge of Wareham is expected to serve District-wide needs, reducing 'leakage' of shopping trips outside of the District. This may in turn attract additional shoppers to other town centre retail outlets. However, the provision of a supermarket may offset some of the positive effects should increasing provision draw footfall away from the town centre. Provision of a town-centre supermarket in Swanage may assist in this objective, however,</p> <p>Additional comparison and convenience shopping provision is expected to generate employment opportunities and employee income which may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. However, in view of the scale of provision, it is not expected that the number of jobs created will have a significant effect on this aspect of the objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to the promotion of stronger, more vibrant communities.</p> <p>Wareham The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the "mid-way point" between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket. <p>Swanage</p>

				<p>The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy will deliver an additional 4,000sqm of retail floorspace and generate related employment opportunities. Initially, opportunities will be related to the construction of retail development and, consequently, such effects will be felt in the short term and be relative to the number and scale of premises to be provided. In the medium to long term, it is estimated that a number of local jobs will be created once premises are occupied which will have a positive effect on this objective.</p> <p>However, there is fear that the development of a supermarket may lead to the closure of some shops in Wareham town centre and, therefore, the loss of some jobs which may offset some of those generated by the provision of additional retail floorspace.</p> <p>Overall, the policy is expected to have a positive effect in relation to improving employment opportunities in Purbeck in the short, medium and long term.</p>
Reduce poverty and help everyone afford a good standard of living?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail, which may in turn reduce expenditure by new residents on transport. An increase in choice may also result in cheaper goods being made available, enabling people to shop locally who would not otherwise be able to afford to do so.</p> <p>The provision of a supermarket out of town may present difficulties for those without use of a private car, although additional provision may assist in keeping prices competitive.</p> <p>The policy has the potential to generate some employment opportunities primarily related to construction, it is not anticipated that such opportunities would serve to reduce inequalities in the long term. The policy may create additional employment for local people.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p> <p>Wareham</p> <p>The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access

				<p>between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate.</p> <ul style="list-style-type: none"> Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket. <p>Swanage The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Harness the economic potential of tourism in a sustainable way?	-	-	-	<p>There is potential for retail development, if inappropriately located, to have a negative effect on key tourist assets such as the natural and historic heritage of the coast which could undermine the tourism potential of the area. However, it has been assumed that any development that would have a potentially severe impact of tourist assets would not be permitted or the effects appropriately mitigated.</p> <p>Wareham town centre is very dependent on the tourists visiting the town and then using the town centre for food shopping. Such combined trips may be jeopardised if a supermarket is provided close to the bypass. Tourists on self-catering holidays who need to buy food may not come into the town centre. The retail impact assessment does not look in detail at impact on the tourist economy, but in this location this is a factor that needs to be taken into account. New comparison shopping provision may generate some benefits in relation to the tourism economy as tourists may be more likely to spend longer in Wareham or Swanage. There is unlikely to be an impact on Upton, which is not a tourist destination.</p> <p>Overall, the policy is expected to have a negative effect in relation to this objective. However, further information is needed on how the supermarket in particular would impact on how tourists use the centre of Wareham.</p> <ul style="list-style-type: none"> Tourism study on potential impact of supermarket on tourist trade in Wareham, with appropriate mitigation if required
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	-	-	-	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail and associated employment opportunities, which would have a positive effect in relation to this objective by reducing the need to travel by car.</p> <p>The provision of a supermarket out of town may present difficulties for those without use of a private car, and may lead to an increase in car use. Providing a supermarket to meet the District’s need may reduce ‘leakage’ to supermarkets outside the District, thereby increasing accessibility for local residents and reducing the need to travel to facilities outside the District.</p> <p>Overall, the policy is expected to have a negative effect in relation to this objective.</p> <p>Wareham The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret</p>

				<p>roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket. <p>Swanage The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West (however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Reduce vulnerability to flooding and sea level rise & plan for climate change?	n/a	n/a	n/a	Not applicable
Protect & enhance habitats and species?	n/a	n/a	n/a	Not applicable
Protect & enhance Purbeck’s unique landscape & townscape, & cultural & historical assets?	-	n	n	<p>Purbeck benefits from a high quality landscape as highlighted by the fact that over half of the District is designated as an Area of Outstanding Natural Beauty (AONB). New retail development has the potential to undermine this asset in both the short term during construction and in the long term once complete. In this respect, the proposed supermarket is likely to be located close to the AONB and in a countryside location. Nevertheless, it is expected that development will not be permitted where it would have a negative effect on landscape character and that appropriate design measures will be incorporated to alleviate impacts such as screening.</p> <p>In some circumstances, for example the redevelopment of brownfield land, there is potential that development will result in landscape/townscape enhancements. This will particularly be the case with comparison shopping in the urban areas.</p> <p>The District has a rich cultural and historic heritage including 1,435 listed buildings, 25 Conservation Areas, 257 Scheduled Ancient Monuments (SAMs), 25 Conservation Areas, and 5 Registered Parks and Gardens (Purbeck District Council, Planning Purbeck’s Future, 2009) which may be affected by new residential development depending on its location, scale and design.</p>

				<p>As with landscape considerations, however, it has been assumed that development that would have a negative effect on such assets would not be permitted.</p> <p>Overall, the policy has been assessed as having a negative short term effect in relation to this objective as a result of construction activities. In the medium to long term, however, it is expected that the policy will have a neutral effect assuming that potential impacts are mitigated through both the Development Management process and the promotion of high quality, sensitive design. An out-of-town supermarket is likely to have a negative effect, despite good design, while the proposed comparison shopping is likely to have a positive effect, leading to an overall neutral effect.</p> <p>No further mitigation measures have been identified.</p>
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>New retail development will lead to an increase in construction related waste arisings in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the construction process, while energy consumption in the medium/long term is likely to increase through additional HGVs and food storage requirements (eg freezers).</p> <p>Energy consumption and greenhouse emissions may be offset in part by the concentration of comparison shopping in urban areas which is expected to reduce the need to travel. In addition, through other policies in the Core Strategy, it is anticipated that in sites of 1,000m² or more, at least 10% of energy will be generated from decentralised and renewable or low carbon sources. However, the supermarket is proposed to be located out of town, and is likely to be more difficult to access by sustainable means, although this might be off-set by reduction in trips to the conurbation for shopping.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term.</p> <p>Wareham The following mitigation measures have been identified for the supermarket, assuming that the location is at Worgret roundabout (however, should it be located at the Middle School, the same mitigation would also apply):</p> <ul style="list-style-type: none"> • Encourage the provision of shuttle buses between Wareham town centre and supermarket, and other more inaccessible settlements if possible. • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket. Parts of Pound Lane site (in Council ownership) may be appropriate. • Better promotion of Streche Rd car park as the “mid-way point” between town centre and supermarket to encourage shoppers to access the town centre as well as the supermarket. <p>Swanage The following mitigation measures have been identified for the supermarket, assuming that the location is at Kings Rd West</p>

				<p>(however, its availability is unknown):</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate, in particular adjacent to Swanage Railway Station • Enhance pedestrian connections with Swanage Railway Station, encouraging shoppers to travel by train • Restricting of supermarket offer for comparison shopping- for example pharmaceutical goods, opticians, dry-cleaning. • Seek to widen pavements between town centre (where appropriate) and supermarket to enable better pedestrian access between the town centre and the supermarket.
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new retail provision has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. However, it is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.</p> <p>Regarding supermarket provision, in the longer term, there is potential for increased air pollution primarily as a result of increased traffic movements (both car and HGV) associated with increased retail supply, especially in light of the out of town location. However, the concentration of comparison shopping in urban areas is expected to reduce the need to travel and, therefore, associated emissions which is likely to have a positive effect in relation to this objective.</p> <p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality. .</p> <p>The construction of new retail is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements. In the medium to long term, there may be an increase in noise as a result of additional vehicle movements, particularly HGVs.</p> <p>The comparison shopping is more likely to be on brownfield and potentially contaminated land which would have a positive effect with respect to this aspect of the objective although this is dependent on the exact location of sites.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once premises are occupied, particularly at the more sensitive supermarket location, which is out of town.</p> <p>Overall, the policy has been assessed as having a negative effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once building is completed, it is not expected that there will be significant effects on water and air quality, or land contamination although there may be an increase in light pollution and in noise pollution from additional HGVs. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new retail developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts • Encourage HGV routing to avoid noise and air quality sensitive areas

- Encourage HGV movements to take place during the day

Policy RP: Retail Provision

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	n	n	<p>In the short term the development of new retail provision is expected to generate localised negative effects with respect to the health and well-being of residents during construction. These effects are likely to be primarily related to increases in noise, dust and emissions associated with on-site works and HGV movements. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within the District on which cumulative air quality effects may be felt.</p> <p>There will also be the potential negative effects of HGV movements re noise, air quality and safety, in order to transport goods to the supermarket.</p> <p>The proposals for a hierarchy of primary shopping areas and the safeguarding of existing provision will have a positive effect on the health and well-being of residents in the medium to long term by being located in existing retail areas which reduce the need to travel by car and encourage healthier options such as cycling and walking.</p> <p>Overall, this policy is considered to have short term negative effect in relation to improving health as a result of localised construction-related health impacts. In the medium to long term, the policy is expected to generate negative effects due to the location of the supermarket away from the town centre, and without good pedestrian linkages, while comparison shopping will result in positive effects due to being located within town centres. This leads to overall neutral effects.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Ensure provision of good footpath links to new retail development
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>Additional retail provision will generate jobs, which in turn is expected to provide better access to training and skills once development has been completed. Overall, this policy is expected to have a very minor positive effect on this objective in the medium to long term.</p> <p>The following mitigation measures could be implemented to enhance the positive effects:</p> <ul style="list-style-type: none"> • Encourage prospective businesses to offer local training opportunities for example, in partnership with local schools.
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of retail space may, in the short, medium and long term, help reduce crime levels further including among younger people by generating</p>

				<p>some employment, training and learning opportunities. However, given the scale of additional provision and the existing low rates of crime experienced in the District, these effects are not expected to be significant.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to reduction of crime and fear of crime. Positive effects could be enhanced through the implementation of the following mitigation measures:</p> <ul style="list-style-type: none"> • Work with existing and prospective employers to encourage local recruitment and provision of training opportunities • Include a specific requirement within the Core Strategy or in a District Design Guide(if one is being considered) that new development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	+	+	+	<p>Additional retail provision is to be located in existing urban areas which will increase accessibility to retail. This is expected to have a positive effect on this objective by enhancing the viability and vitality of town centres and supporting existing and prospective local shops and services.</p> <p>Additional shopping provision is expected to generate employment opportunities and employee income which may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. However, in view of the scale of provision, it is not expected that the number of jobs created will have a significant effect on this aspect of the objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities. The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Ensure provision of good footpath links to new retail development
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy will support additional retail provision and safeguard existing retail provision. Initially, opportunities will be related to the construction of retail development and, consequently, such effects will be felt in the short term and be relative to the number and scale of premises to be provided. In the medium to long term, it is estimated that a number of local jobs will be created once premises are occupied which will have a positive effect on this objective.</p> <p>Overall, the policy is expected to have a positive effect in relation to improving employment opportunities in Purbeck in the short, medium and long term.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate <p>Ensure provision of good footpath links to new retail development</p>
Reduce poverty and help everyone afford a good standard of living?	n	n	n	<p>The concentration of comparison shopping in the urban areas will increase accessibility to retail, which may in turn reduce expenditure by new residents on transport. An increase in choice may also result in cheaper goods being made available, enabling people to shop locally who would not otherwise be able to afford to do so.</p> <p>The policy has the potential to generate some employment opportunities primarily related to construction, it is not anticipated that such opportunities would serve to reduce inequalities in the long term. The policy may create additional</p>

				<p>employment for local people.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Ensure provision of good footpath links to new retail development
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>There is potential for retail development, if inappropriately located, to have a negative effect on key tourist assets such as the natural and historic heritage of the coast which could undermine the tourism potential of the area. However, it has been assumed that any development that would have a potentially severe impact of tourist assets would not be permitted or the effects appropriately mitigated.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective. However, further information is needed on how the supermarket in particular would impact on how tourists use the centre of Wareham.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Ensure provision of good footpath links to new retail development
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n	n	n	<p>The concentration of retail in the urban areas will increase accessibility to retail and associated employment opportunities, which would have a positive effect in relation to this objective by reducing the need to travel by car.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective.</p> <p>The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Ensure provision of good footpath links to new retail development
Reduce vulnerability to flooding and sea level rise & plan for climate change?	n/a	n/a	n/a	Not applicable
Protect & enhance habitats and species?	n/a	n/a	n/a	Not applicable
Protect & enhance Purbeck's unique landscape & townscape, &	-	n	n	<p>Purbeck benefits from a high quality landscape as highlighted by the fact that over half of the District is designated as an Area of Outstanding Natural Beauty (AONB). New retail development has the potential to undermine this asset in both the short term during construction and in the long term once complete. In this respect, the proposed supermarket is likely to be located close to the AONB and in a countryside location. Nevertheless, it is expected that development will not be permitted</p>

cultural & historical assets?				<p>where it would have a negative effect on landscape character and that appropriate design measures will be incorporated to alleviate impacts such as screening.</p> <p>In some circumstances, for example the redevelopment of brownfield land, there is potential that development will result in landscape/townscape enhancements. This will particularly be the case with comparison shopping in the urban areas.</p> <p>The District has a rich cultural and historic heritage including 1,435 listed buildings, 25 Conservation Areas, 257 Scheduled Ancient Monuments (SAMs), 25 Conservation Areas, and 5 Registered Parks and Gardens (Purbeck District Council, Planning Purbeck's Future, 2009) which may be affected by new residential development depending on its location, scale and design. As with landscape considerations, however, it has been assumed that development that would have a negative effect on such assets would not be permitted.</p> <p>Overall, the policy has been assessed as having a negative short term effect in relation to this objective as a result of construction activities. In the medium to long term, however, it is expected that the policy will have a neutral effect assuming that potential impacts are mitigated through both the Development Management process and the promotion of high quality, sensitive design.</p> <p>No further mitigation measures have been identified.</p>
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>New retail development will lead to an increase in construction related waste arisings in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the construction process, while energy consumption in the medium/long term is likely to increase through additional HGVs and food storage requirements (eg freezers).</p> <p>Energy consumption and greenhouse emissions may be offset in part by the concentration of comparison shopping in urban areas which is expected to reduce the need to travel. In addition, through other policies in the Core Strategy, it is anticipated that in sites of 1,000m² or more, at least 10% of energy will be generated from decentralised and renewable or low carbon sources. However, the supermarket is proposed to be located out of town, and is likely to be more difficult to access by sustainable means, although this might be off-set by reduction in trips to the conurbation for shopping.</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term. The following mitigation measures have been identified:</p> <ul style="list-style-type: none"> • Ensure the provision of facilities which promote cycling at new retail development where appropriate • Ensure provision of good footpath links to new retail development
Minimise land, water, air, light & noise pollution?	-	-	-	Development of new retail provision has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. However, it is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.

				<p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality.</p> <p>The construction of new retail is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements. In the medium to long term, there may be an increase in noise as a result of additional vehicle movements, particularly HGVs.</p> <p>The provision of new retail is more likely to be on brownfield and potentially contaminated land which would have a positive effect with respect to this aspect of the objective although this is dependent on the exact location of sites.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once premises are occupied.</p> <p>Overall, the policy has been assessed as having a negative effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once building is completed, it is not expected that there will be significant effects on water and air quality, or land contamination although there may be an increase in light pollution and in noise pollution from additional HGVs. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new retail developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts • Encourage HGV routing to avoid noise and air quality sensitive areas • Encourage HGV movements to take place during the day
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Policy CF: Community Facilities and Services

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	+	+	+	<p>In the short term the development of any community facilities is expected to generate localised negative effects with respect to the health and well-being of existing residents during construction. However, proposals in this policy to support new facilities and services, and safeguard existing ones will help offset this, as residents may feel encouraged by the additional residents coming into the area to support their services and facilities.</p> <p>In the medium and long term there is a risk that new residential development could put existing health care facilities and services under increasing pressure as the District's population increases. However, this policy supports new facilities and services as well as protecting existing ones, and may take the pressure off services whose premises are stretched to the limit.</p> <p>Overall, this policy is considered to have a positive effect in relation to improving health due its proposals to provide new services and facilities and retain existing ones, and thereby promote healthier lifestyles amongst prospective residents.</p>

				No mitigation measures have been identified.
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>This policy of new facilities and retention of existing ones will increase the accessibility of learning and cultural events for prospective residents and could make them more viable. This will have a positive effect in relation to this objective over the medium to long term.</p> <p>Overall, this policy is expected to have a minor positive effect on this objective in the medium to long term.</p> <p>No mitigation measures have been identified.</p>
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of additional services and facilities with this policy could give young people in particular a place to meet and reduce the perception of high crime in the area. In light of this, the policy is expected to have a positive effect on this objective.</p> <p>The following mitigation measures could be implemented:</p> <ul style="list-style-type: none"> • Include a specific requirement within the Core Strategy or in a District Design Guidethat new facilities and services should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	+	+	+	<p>The provision of new services and facilities and the enhancement of existing ones will enable communities to access better quality meeting places, leading to better community cohesion. The increased use of local services and facilities will in turn raise expenditure, enhancing their long-term viability.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities. Positive effects may be enhanced through the implementation of the following measure:</p> <ul style="list-style-type: none"> • Require development proposals above an identified threshold to engage in pre-application discussions with the local community with regard the design and content of any new facilities and services
Improve employment opportunities in Purbeck?	n	n	n	<p>The construction of new services and facilities is expected to generate employment opportunities. These opportunities for the construction industry are expected to be only short term and relative to the scale of facilities to be provided. In the medium to long term, additional healthcare may bring in new jobs, but this is unlikely to be significant.</p> <p>Overall, the policy is expected to have a neutral effect in relation to improving employment opportunities in Purbeck in the short, medium and long term. Measures which may enhance these positive effects include:</p> <ul style="list-style-type: none"> • Actively promote the use of local companies in the construction of new services and facilities
Reduce poverty and help everyone afford a good standard of living?	n	n	n	<p>The provision of new services and facilities and the enhancement of existing ones will enable communities to access better quality meeting places, leading to better community cohesion. The increased use of local services and facilities will in turn raise expenditure, enhancing their long-term viability.</p> <p>Whilst the policy has the potential to generate some employment opportunities primarily related to construction, it is not</p>

				<p>anticipated that such opportunities would serve to reduce inequalities.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective. Positive effects could be enhanced through implementation of the following mitigation measures:</p> <ul style="list-style-type: none"> Actively promote the use of local companies in the construction of new residential development
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New facilities and services supported by this policy may generate some indirect benefits in relation to the tourism economy. These benefits are likely to be primarily associated with the increase in community activities which might encourage tourist participation, as well as improved healthcare facilities.</p> <p>Taking into account the potential for minor indirect benefits and the low risk of negative effects associated with this policy, it has been assessed as having a neutral effect with respect to the tourism economy. Potential mitigation measures include:</p> <ul style="list-style-type: none"> The active promotion of community facilities and services in nearby tourist accommodation
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	+	+	+	<p>Proposals for new facilities and services in major settlements supported by this policy are likely to generate some benefits in relation to this objective. The safeguarding of existing settlements is also likely to assist in this objective, as residents will be able to travel to their local facilities and services if they are retained, rather than going further afield.</p> <p>Overall this policy has been assessed as having a positive effect with respect to this objective.</p> <p>No mitigation measures have been identified.</p>
Reduce vulnerability to flooding and sea level rise & plan for climate change?	n	n	n	<p>Flood risk across Purbeck is not currently prevalent and it is estimated that only 3% of properties in the District are at risk from a 1 in 100 year flood event (Dorset County Council Research and Information Team). There is potential for new facilities and services associated with this policy to increase the risk of flooding both in the immediate vicinity of the development and elsewhere for example, through increased run-off. However, in undertaking this assessment it has been assumed that new development will not be located in areas at risk of flooding and that, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR such that any risk will be alleviated.</p> <p>Overall, the policy is expected to have a neutral effect with respect to this objective. Positive effects could be generated through the adoption of the following mitigation measure:</p> <ul style="list-style-type: none"> Requiring that new facilities and services incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	n/a	n/a	n/a	
Protect & enhance Purbeck's unique landscape & townscape, &	-	n	n	<p>Purbeck benefits from a high quality landscape as highlighted by the fact that over half of the District is designated as an Area of Outstanding Natural Beauty (AONB). New development such as facilities and services has the potential to undermine this asset in both the short term during construction and in the long term once complete. It is expected that the majority of new development will avoid countryside locations thereby reducing potential negative effects although some development will undoubtedly take place in sensitive locations. Nevertheless, it is expected that development will not be permitted where it</p>

cultural & historical assets?				<p>would have a negative effect on landscape character and that appropriate design measures will be incorporated to alleviate impacts such as screening. In some circumstances, for example the redevelopment of brownfield land, there is potential that development will result in landscape enhancements.</p> <p>The District has a rich cultural and historic heritage including 1,435 listed buildings, 25 Conservation Areas, 257 Scheduled Ancient Monuments (SAMs), 25 Conservation Areas, and 5 Registered Parks and Gardens (Purbeck District Council, Planning Purbeck's Future, 2009) which may be affected by new residential development depending on its location, scale and design. As with landscape considerations, however, it has been assumed that development that would have a negative effect on such assets would not be permitted.</p> <p>Overall, the policy has been assessed as having a negative short term effect in relation to this objective as a result of construction activities. In the medium to long term, however, it is expected that the policy will have a neutral effect.</p> <p>No further mitigation measures have been identified.</p>
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new facilities and services will lead to an increase in construction related waste arisings in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the construction process and that, as new buildings are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the concentration of new facilities and services in urban areas which is expected to reduce the need to travel. In addition, it is anticipated that in sites of 10 or more dwellings, at least 10% of energy will be generated from decentralised and renewable or low carbon sources (see Policy REN).</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Promote the use of sustainable construction materials • Subject to economic viability, increase the proportion of renewable energy to be generated on sites and reduce the site size threshold • Subject to economic viability, increase energy efficiency in new buildings • Ensure that all new development provides facilities for composting and recycling • Explore the potential for community heat and power facilities in larger developments
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new facilities and services has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. In the longer term, there is potential for increased air pollution primarily as a result of increased traffic movements associated with increased usage of facilities although the impact will be alleviated to an extent by the concentration of such facilities in urban areas which reduces the need to travel. It is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.</p> <p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been</p>

			<p>assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality. .</p> <p>The construction of new facilities and services is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements. In the medium to long term, there may be an increase in noise as a result of vehicle movements especially in light of the high levels of out-commuting. However, the severity of this effect will be reduced in part by the concentration of new facilities and services within key settlements.</p> <p>Most new facilities and services are expected to be located within the existing settlements which is likely to promote the reuse of brownfield and potentially contaminated land, which would have a positive effect with respect to this aspect of the objective although this is dependent on the exact location of future sites.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once the facilities are in use.</p> <p>Overall, the policy has been assessed as having a negative effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once the facilities are in use, it is not expected that there will be significant effects on water and air quality, noise or land contamination although there may be an increase in light pollution. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new communities and facilities to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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Policy G1: Green Infrastructure, Recreation and Sports Facilities

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	+	+	+	<p>In the short term the development of 120 dwellings per annum is expected to generate localised negative effects with respect to the health and well-being of existing residents during construction. However, proposals in this policy to support Green Infrastructure, recreation and sports facilities, and safeguard existing ones will help offset this, as residents may feel encouraged by the additional residents coming into the area to support this infrastructure.</p> <p>In the medium and long term there is a risk that new residential development could put existing health care facilities and services under increasing pressure as the District's population increases. However, this policy supports Green Infrastructure, recreation and sports facilities as well as protecting existing ones, and may take the pressure off services whose premises are stretched to the limit.</p> <p>Overall, this policy is considered to have a positive effect in relation to improving health due its proposals to provide new Green Infrastructure, recreation and sports facilities and retain existing infrastructure, and thereby promote healthier</p>

				<p>lifestyles amongst prospective residents.</p> <p>No mitigation measures have been identified.</p>
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>This policy of Green Infrastructure, recreation and sports facilities and retention of existing infrastructure will increase the accessibility of health-related training and skills for prospective residents and could make them more viable. This will have a positive effect in relation to this objective over the medium to long term.</p> <p>Overall, this policy is expected to have a minor positive effect on this objective in the medium to long term.</p> <p>No mitigation measures have been identified.</p>
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The provision of additional services and facilities with this policy could give young people in particular a place to meet and reduce the perception of high crime in the area. In light of this, the policy is expected to have a positive effect on this objective.</p> <p>The following mitigation measures could be implemented:</p> <ul style="list-style-type: none"> • Include a specific requirement within the Core Strategy or in a District Design Guide that new facilities and services should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	+	+	+	<p>The provision of new services and facilities and the enhancement of existing ones will enable communities to access better quality meeting places, leading to better community cohesion. The increased use of local services and facilities will in turn raise expenditure, enhancing their long-term viability.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities. Positive effects may be enhanced through the implementation of the following measure:</p> <ul style="list-style-type: none"> • Require development proposals above an identified threshold to engage in pre-application discussions with the local community with regard the design and content of any new facilities and services
Improve employment opportunities in Purbeck?	n	n	n	<p>The construction of new services and facilities is expected to generate employment opportunities. These opportunities for the construction industry are expected to be only short term and relative to the scale of facilities to be provided. In the medium to long term, additional healthcare may bring in new jobs, but this is unlikely to be significant.</p> <p>Overall, the policy is expected to have a neutral effect in relation to improving employment opportunities in Purbeck in the short, medium and long term. Measures which may enhance these positive effects include:</p> <ul style="list-style-type: none"> • Actively promote the use of local companies in the construction of new services and facilities
Reduce poverty and help everyone afford a good	n	n	n	<p>The provision of new services and facilities and the enhancement of existing ones will enable communities to access better quality meeting places, leading to better community cohesion. The increased use of local services and facilities will in turn raise expenditure, enhancing their long-term viability.</p>

standard of living?				<p>Whilst the policy has the potential to generate some employment opportunities primarily related to construction, it is not anticipated that such opportunities would serve to reduce inequalities.</p> <p>Overall, the policy is expected to have a neutral effect in relation to this objective. Positive effects could be enhanced though implementation of the following mitigation measures:</p> <ul style="list-style-type: none"> Actively promote the use of local companies in the construction of new residential development
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New facilities and services supported by this policy may generate some indirect benefits in relation to the tourism economy. These benefits are likely to be primarily associated with the increase in community activities which might encourage tourist participation, as well as improved healthcare facilities.</p> <p>Taking into account the potential for minor indirect benefits and the low risk of negative effects associated with this policy, it has been assessed as having a neutral effect with respect to the tourism economy. Potential mitigation measures include:</p> <ul style="list-style-type: none"> The active promotion of community facilities and services in nearby tourist accommodation
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	+	+	+	<p>Proposals for new facilities and services in major settlements supported by this policy are likely to generate some benefits in relation to this objective. Residents will be able to travel to their local facilities and services if they are retained, rather than going further afield. Additional green infrastructure may connect places to allow people to walk rather than use cars.</p> <p>Overall this policy has been assessed as having a positive effect with respect to this objective.</p> <p>No mitigation measures have been identified.</p>
Reduce vulnerability to flooding and sea level rise & plan for climate change?	n	n	n	<p>Flood risk across Purbeck is not currently prevalent and it is estimated that only 3% of properties in the District are at risk from a 1 in 100 year flood event (Dorset County Council Research and Information Team). There is potential for new facilities and services associated with this policy to increase the risk of flooding both in the immediate vicinity of the development and elsewhere for example, through increased run-off. However, in undertaking this assessment it has been assumed that new facilities will not be located in areas at risk of flooding and that, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR such that any risk will be alleviated. Provision of Green Infrastructure may assist in reducing hard-standing and hence create green areas to soak up surface water run-off.</p> <p>Overall, the policy is expected to have a neutral effect with respect to this objective. Positive effects could be generated through the adoption of the following mitigation measure:</p> <ul style="list-style-type: none"> Requiring that new facilities and services incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	+	+	+	<p>Provision of Green Infrastructure and a connected network of open spaces and corridors can create wildlife corridors.</p> <p>Overall, the policy is expected to have a minor positive effect with respect to this objective.</p> <p>No mitigation measures have been identified</p>

Protect & enhance Purbeck's unique landscape & townscape, & cultural & historical assets?	n	n	n	<p>Purbeck benefits from a high quality landscape as highlighted by the fact that over half of the District is designated as an Area of Outstanding Natural Beauty (AONB). The District also has a rich cultural and historic heritage including 1,435 listed buildings, 25 Conservation Areas, 257 Scheduled Ancient Monuments (SAMs), 25 Conservation Areas, and 5 Registered Parks and Gardens (Purbeck District Council, Planning Purbeck's Future, 2009). Provision of Green Infrastructure, recreation and sports facilities can assist in protecting these assets, providing that additional facilities such as lighting is sensitively done.</p> <p>Overall, the policy has been assessed as having a neutral effect in relation to this objective</p> <p>The following mitigation measures could be implemented to ensure positive effects:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting at new sports facilities
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new facilities and services will lead to an increase in construction related waste arisings in the short term.</p> <p>It is expected that energy consumption and greenhouse gas emissions will increase in the short term as a direct result of the construction process and that, as new buildings are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the concentration of new facilities and services in urban areas which is expected to reduce the need to travel. In addition, it is anticipated that in sites of 10 or more dwellings, at least 10% of energy will be generated from decentralised and renewable or low carbon sources (see Policy REN).</p> <p>Overall, the policy has been assessed as having a negative effect in relation to this objective. This effect is likely to be felt in the short, medium and long term. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Promote the use of sustainable construction materials • Subject to economic viability, increase the proportion of renewable energy to be generated on sites and reduce the site size threshold • Subject to economic viability, increase energy efficiency in new buildings • Ensure that all new development provides facilities for composting and recycling • Explore the potential for community heat and power facilities in larger developments
Minimise land, water, air, light & noise pollution?	n	n	n	<p>Development of new facilities and services has the potential to generate short term negative effects in relation to air quality as a result of increased emissions from the construction process including, for example, those related to HGV movements to and from sites. In the longer term, there is potential for increased air pollution primarily as a result of increased traffic movements associated with increased usage of facilities although the impact will be alleviated to an extent by the concentration of such facilities in urban areas which reduces the need to travel. It is noted that there are currently no designated AQMAs within the District such that it is unlikely that any impacts would be significant.</p> <p>Water quality in the District is currently good in comparison to England and Wales with 100% of river length having been assessed as being of good biological quality and 94.4% as good chemical quality in 2005 (Audit Commission). For the purposes of this assessment, it has been assumed that any future applications for development of sites will include pollution control and prevention measures and consequently the policy would be unlikely to have a positive or negative effect on water quality.</p>

			<p>The construction of new facilities and services is expected to have a negative effect with respect to noise. This is primarily due to short term construction related noise impacts associated with the operation of machinery on site and increase in HGV movements.</p> <p>Regarding light pollution, it is envisaged that the policy will result in negative effects on light pollution primarily in the medium to long term once the facilities are in use.</p> <p>Provision of Green Infrastructure on the other hand, is likely to offset some of the negative impacts associated with additional sports facilities. This infrastructure includes allotments, parks and gardens, bridleways, and other corridors of green space.</p> <p>Overall, the policy has been assessed as having a neutral effect on this objective which is likely to be predominantly felt in the short term due to construction related impacts on noise and air quality. Once the facilities are in use, it is not expected that there will be significant effects on water and air quality, noise or land contamination although there may be an increase in light pollution. Potential mitigation measures include:</p> <ul style="list-style-type: none"> • Encourage the adoption of sensitive lighting in new communities and facilities to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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