

Appendix 15: Matrices for policies and options, Spatial Objectives 8-9 and Policy DEV

Policy ELS: Employment Land Supply (34.8ha)

Holton Heath 8ha, Admiralty Park 5ha, Dorset Green 20ha, Prospect Business Park 1.2ha, Lytchett Matravers 0.6ha

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term employment development may 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. 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. The location of new employment in Swanage which would reduce the need to travel by car is likely to promote walking and cycling, enhancing the health and well-being of prospective residents. Holton Heath and Dorset Green may be suitable for cycling, but walking would be less appealing to potential employees.</p> <p>With specific regard to Holton Heath and Dorset Green, both long-established employment sites and have the potential to provide on-site facilities to encourage healthy lifestyles such as cycling facilities which would help enhance the health and wellbeing of employees.</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 light of the scale of development proposed, the positive and negative effects identified are not expected to be significant. The following mitigation measures could be implemented to enhance positive effects:</p> <ul style="list-style-type: none"> • Ensure that new developments incorporate facilities that encourage cycling
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	The policy is not relevant to this objective.
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>The scale of employment proposed gives additional opportunities for learning, training and skills for employees of prospective firms. Dorset Green in particular, marketed as a "Technology Park" has potential to attract new learning and training facilities</p> <p>The concentration of employment at Holton Heath and Dorset Green will increase the accessibility of training facilities and cultural events for employees and could make them more viable. This will have a positive effect in relation to this objective, especially in the medium to long term.</p> <p>Overall, this policy is expected to have a positive effect on this objective, especially in the medium to long term. 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. • Implementation of Travel Plan for all employment sites over 1ha • Consider shuttle bus between Wool Station and Dorset Green
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The reasons for this are complex. The provision of employment land 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 employment land to be provided 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 that new development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	+	+	+	<p>The generation of employment opportunities and employee income as a result of increased employment land provision may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. Services that are located near employment sites will be particularly well-placed to benefit and this in turn will have positive impact on local communities. However, most of the employment is located outside of existing settlements. In view of the scale of employment land to be provided, it is not expected that the number of jobs created will have a significant effect on this objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere. However, Dorset Green may attract people from outside Purbeck (eg from West Dorset), while Holton Heath and Admiralty Park may attract people from the Poole area, although it cannot be stated with certainty what in-commuting rates will be.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities.</p> <p>No mitigation measures have been identified.</p>
Improve employment opportunities in Purbeck?	+	++	++	<p>The SWRDA Workspace strategy (2008) identified a figure of 15,435 jobs to be created over the plan period for the Poole travel-to-work area. A small amount of this (approx 735 jobs) will be in the Purbeck area at land such as Holton Heath. Dorset Green is in a different travel-to-work area, but the intention if 5 ha of land for local uses and a further 15 ha for investment opportunities. Additional employment land supply will generate employment opportunities. Initially, opportunities related to the construction industry are expected to be only short term and relative to the number and scale of employment premises to be provided. In the medium to long term it is estimated that a number of jobs will be created related to businesses locating on new sites thereby enhancing employment rates in the District.</p> <p>The policy seeks to diversify the existing economic base by focusing predominately on B1 uses at Dorset Green, and B2 uses at Holton Heath compensate for decline in traditional industrial employment. This will help stabilise the local economy and the concentration at existing sub-regional employment sites is expected to help enhance the competitiveness of the District,</p>

				<p>attracting inward investment. It is noted that the policy identified a total potential land supply of 34.8ha to provide flexibility and choice of sites which is considered to further increase the potential to attract inward investment and enable the District to respond to current global economic uncertainties.</p> <p>With specific regard to the Dorset Green Site, there is potential for the development of prestige mixed-use employment location with capacity to accommodate local employment demand and inward investment. Successful development of the site would have a significant positive effect in relation to this objective both in relation to attracting inward investment but also generating high quality employment opportunities. However, existing uses at Winfrith Technology Centre are public sector related such that it is unclear as to whether Dorset Green will be able to attract employers in the short-term.</p> <p>Overall, the policy is expected to have a significant positive effect in relation to improving employment opportunities in Purbeck in the medium and long term with short term positive effects related to construction. Measures which may enhance these positive effects include:</p> <ul style="list-style-type: none"> • Better provision of incubator units • Actively promote the use of employment sites such as Dorset Green and Holton Heath • Monitoring of the regional and sub-regional economy including market demand.
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>Additional employment land will enable more people to obtain jobs in the area. If Dorset Green succeeds in marketing itself for high-tech business, this could attract higher wages into the area. More employment opportunities would serve to reduce inequalities.</p> <p>An increase in local employment opportunities associated with this policy will help reduce expenditure by residents on transport although given the number of opportunities to be created, it is unlikely that this effect will be significant.</p> <p>Overall, the policy is expected to have a positive effect in relation to this objective.</p>
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New employment land may also bring employment associated with the tourist industry such as holiday lettings companies. However, this would only be minor. New businesses may also be attracted into the area because of the tourism assets in the area. There is potential for employment land, 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>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 the District tourism assets to new businesses to attract them into the area
Help everyone access basic services, reduce the need to travel by car & encourage cycling,	-	-	n	<p>The majority of the employment land to be provided within the District will be located within Dorset Green, Holton Heath and Admiralty Park. These are located outside of the main urban areas of Upton, Swanage and Wareham. Consequently, it is anticipated that prospective employees will not benefit from good public transport, and it will be difficult to reduce the need to travel by car. On the other hand, concentrating employment development in Dorset Green, Holton Heath and Admiralty Park may help improve the viability of public transport provision and other key services and facilities, ultimately generating positive effects for businesses and employees. In the short and medium-term, before public transport provision or alternative</p>

walking and use of public transport?				<p>transport provision can be improved, the overall effect is likely to be negative. In the long term, as alternative forms of transport are both encouraged and become more viable, the impact may be neutral.</p> <p>Overall, it is expected that the policy will have negative effects in the short-term due to location of employment development, but in the medium to long term alternative forms of transport may become more viable as more business is attracted into the area. Measures which may mitigate these effects include:</p> <ul style="list-style-type: none"> • Travel Plans required for Dorset Green • Ensure that new developments incorporate facilities that encourage cycling
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). Employment land is not proposed in any areas at risk of flooding. There is potential for new development 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, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR will ensure 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 development incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	n	n	n	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for all forms of new development to have an impact on habitats and species. However, employment land has less impact than residential land due to the fact that domestic animals are less likely to be found in locations close to heathlands.</p> <p>The impact on biodiversity is dependent on the location of the development and mitigation measures which are incorporated into development proposals, and are assessed under other policies in this SA. The potential for the overall quantity of to have an effect on internationally important nature conservation sites has been considered in the Habitats Regulation Assessment (HRA) that accompanies the Core Strategy. Mitigation measures to reduce the potential for significant effects on the international nature conservation sites have also been considered as part of the HRA and will be delivered through the Green Infrastructure policy and strategy. Green Infrastructure has the potential to enhance biodiversity generally and is assessed under the Green Infrastructure policy as part of this SA.</p> <p>No mitigation measures have been identified.</p>
Protect & enhance Purbeck's unique landscape &	-	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 has the potential to undermine this asset in both the short term during construction and in the long term once complete. The location of Dorset Green, in a countryside location, is particularly sensitive. Nevertheless, it is expected that development will not be permitted where it would have a negative</p>

townscape, & cultural & historical assets?				<p>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, 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?	-	-	-	<p>The provision of additional employment land is expected to increase the consumption of water both in the short term during construction and in the longer term once premises are occupied. It is expected that negative effects will be mitigated to an extent by the incorporation of water efficiency measures such as metering.</p> <p>The following mitigation measures could be implemented to alleviate negative effects further:</p> <ul style="list-style-type: none"> • Inclusion of a specific requirement in the Core Strategy for new developments to incorporate water efficiency measures.
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new residential dwellings will lead to an increase in construction related waste arisings in the short term. Once dwellings are occupied, municipal waste arisings are expected to increase although the volume of waste collected per head in the District has decreased between 2000/01 and 2005/06 (Audit Commission, Best Value PI 82a) suggesting that the increase in arisings may be offset in part by waste prevention.</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 premises are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the potential for better public transport, particularly at Dorset Green. 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. The development partner for Dorset Green is exploring means of producing renewable energy on site, which would have a positive effect, as well as being an exemplar scheme which could help reduce emissions elsewhere.</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

				<ul style="list-style-type: none"> • Subject to economic viability, increase energy efficiency (BREEAM standards) • 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 employment 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 employment supply, particularly along the A351 with B2 provision at Holton Heath. Dorset Green would be less likely to be affected by HGVs. 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 employment premises 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 commuting by car to employment sites.</p> <p>The majority of new employment development is expected to be located 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 the sites. Employment uses are, however, unlikely to lead to ground contamination in themselves.</p> <p>It should be noted that one existing use at Holton Heath has a consultation zone around it (hazardous installation). Similar types of uses would be unlikely and not necessarily encouraged. This type of heavy industrial sector is not expected to increase in the near future in Purbeck, (or elsewhere).</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 businesses 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 premises are occupied, 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 developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts

Policy ELS11: Employment Land Supply

11.5ha overall for employment land supply (Removing some supply at Dorset Green and at Holton Heath, compared to Preferred Option policy ELS)

Does the option/policy /proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term employment development may 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. 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. The location of new employment in Swanage which would reduce the need to travel by car is likely to promote walking and cycling, enhancing the health and well-being of prospective residents. Holton Heath and Dorset Green may be suitable for cycling, but walking would be less appealing to potential employees.</p> <p>With specific regard to Holton Heath and Dorset Green, both long-established employment sites and have the potential to provide on-site facilities to encourage healthy lifestyles such as cycling facilities which would help enhance the health and wellbeing of employees.</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 light of the scale of development proposed, the positive and negative effects identified are not expected to be significant. The following mitigation measures could be implemented to enhance positive effects:</p> <ul style="list-style-type: none"> • Ensure that new developments incorporate facilities that encourage cycling
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	The policy is not relevant to this objective.
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>The scale of employment proposed gives additional opportunities for learning, training and skills for employees of prospective firms. Dorset Green in particular, marketed as a "Technology Park" has potential to attract new learning and training facilities</p> <p>The concentration of employment at Holton Heath and Dorset Green will increase the accessibility of training facilities and cultural events for employees and could make them more viable. This will have a positive effect in relation to this objective, especially in the medium to long term.</p> <p>Overall, this policy is expected to have a positive effect on this objective, especially in the medium to long term. 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. • Implementation of Travel Plans for all sites over 1ha • Consider shuttle bus between Wool Station and Dorset Green

Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The reasons for this are complex. The provision of employment land 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 employment land to be provided 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>The generation of employment opportunities and employee income as a result of increased employment land provision may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. Services that are located near employment sites will be particularly well-placed to benefit and this in turn will have positive impact on local communities. However, most of the employment is located outside of existing settlements. In view of the scale of employment land to be provided, it is not expected that the number of jobs created will have a significant effect on this objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere. However, Dorset Green may attract people from outside Purbeck (eg from West Dorset), while Holton Heath and Admiralty Park may attract people from the Poole area, although it cannot be stated with certainty what in-commuting rates will be.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities. No mitigation measures have been identified.</p>
Improve employment opportunities in Purbeck?	+	+	+	<p>The SWRDA Workspace strategy (2008) identified a figure of 15,435 jobs to be created over the plan period for the Poole travel-to-work area. A small amount of this (approx 735 jobs) will be in the Purbeck area at land such as Holton Heath. Dorset Green is in a different travel-to-work area, but the intention is 5 ha of land for local uses. Additional employment land supply will generate employment opportunities. Initially, opportunities related to the construction industry are expected to be only short term and relative to the number and scale of employment premises to be provided. In the medium to long term it is estimated that a number of jobs will be created related to businesses locating on new sites thereby enhancing employment rates in the District.</p> <p>The policy seeks to diversify the existing economic base by focusing predominately on B1 uses at Dorset Green, and B2 uses at Holton Heath compensate for decline in traditional industrial employment. This will help stabilise the local economy and the concentration at existing sub-regional employment sites is expected to help enhance the competitiveness of the District, attracting inward investment. It is noted that the policy identified a total potential land supply of 34.8ha to provide flexibility and choice of sites which is considered to further increase the potential to attract inward investment and enable the District to respond to current global economic uncertainties.</p>

				<p>With specific regard to the Dorset Green Site, there is potential for the development of prestige mixed-use employment location with capacity to accommodate local employment demand and inward investment. Successful development of the site would have a significant positive effect in relation to this objective both in relation to attracting inward investment but also generating high quality employment opportunities. However, existing uses at Winfrith Technology Centre are public sector related such that it is unclear as to whether Dorset Green will be able to attract employers in the short-term.</p> <p>Overall, the policy is expected to have a significant positive effect in relation to improving employment opportunities in Purbeck in the medium and long term with short term positive effects related to construction. Measures which may enhance these positive effects include:</p> <ul style="list-style-type: none"> • Better provision of incubator units • Actively promote the use of employment sites such as Dorset Green and Holton Heath • Monitoring of the regional and sub-regional economy including market demand.
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>Additional employment land will enable more people to obtain jobs in the area. If Dorset Green succeeds in marketing itself for high-tech business, this could attract higher wages into the area. More employment opportunities would serve to reduce inequalities.</p> <p>An increase in local employment opportunities associated with this policy will help reduce expenditure by residents on transport although given the number of opportunities to be created, it is unlikely that this effect will be significant.</p> <p>Overall, the policy is expected to have a positive effect in relation to this objective.</p>
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New employment land may also bring employment associated with the tourist industry such as holiday lettings companies. However, this would only be minor. New businesses may also be attracted into the area because of the tourism assets in the area. There is potential for employment land, 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>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 the District tourism assets to new businesses to attract them into the area
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	-	n	n	<p>The majority of the employment land to be provided within the District will be located within Dorset Green, Holton Heath and Admiralty Park. These are located outside of the main urban areas of Upton, Swanage and Wareham. Consequently, it is anticipated that prospective employees will not benefit from good public transport, and it will be difficult to reduce the need to travel by car. On the other hand, concentrating employment development in Dorset Green, Holton Heath and Admiralty Park may help improve the viability of public transport provision and other key services and facilities, ultimately generating positive effects for businesses and employees. In the short-term, before public transport provision or alternative transport provision can be improved, the overall effect is likely to be negative. In the medium to long term, as alternative forms of transport are both encouraged and become more viable, the impact may be neutral.</p> <p>Overall, it is expected that the policy will have negative effects in the short-term due to location of employment</p>

				<p>development, but in the medium to long term alternative forms of transport may become more viable as more business is attracted into the area. Measures which may mitigate these effects include:</p> <ul style="list-style-type: none"> • Travel Plans required for all sites above 1ha • Ensure that new developments incorporate facilities that encourage cycling
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). Employment land is not proposed in any areas at risk of flooding. There is potential for new development 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, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR will ensure 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 development incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	n	n	n	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for all forms of new development to have an impact on habitats and species. However, employment land has less impact than residential land due to the fact that domestic animals are less likely to be found in locations close to heathlands.</p> <p>The impact on biodiversity is dependent on the location of the development and mitigation measures which are incorporated into development proposals, and are assessed under other policies in this SA. The potential for the overall quantity of to have an effect on internationally important nature conservation sites has been considered in the Habitats Regulation Assessment (HRA) that accompanies the Core Strategy. Mitigation measures to reduce the potential for significant effects on the international nature conservation sites have also been considered as part of the HRA and will be delivered through the Green Infrastructure policy and strategy. Green Infrastructure has the potential to enhance biodiversity generally and is assessed under the Green Infrastructure policy as part of this SA.</p> <p>No mitigation measures have been identified.</p>
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 development has the potential to undermine this asset in both the short term during construction and in the long term once complete. The location of Dorset Green, in a countryside location, is particularly sensitive. 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. 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, 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?	-	-	-	<p>The provision of additional employment land is expected to increase the consumption of water both in the short term during construction and in the longer term once premises are occupied. It is expected that negative effects will be mitigated to an extent by the incorporation of water efficiency measures such as metering.</p> <p>The following mitigation measures could be implemented to alleviate negative effects further:</p> <ul style="list-style-type: none"> • Inclusion of a specific requirement in the Core Strategy for new developments to incorporate water efficiency measures.
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new residential dwellings will lead to an increase in construction related waste arisings in the short term. Once dwellings are occupied, municipal waste arisings are expected to increase although the volume of waste collected per head in the District has decreased between 2000/01 and 2005/06 (Audit Commission, Best Value PI 82a) suggesting that the increase in arisings may be offset in part by waste prevention.</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 premises are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the potential for better public transport, particularly at Dorset Green. 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. The development partner for Dorset Green is exploring means of producing renewable energy on site, which would have a positive effect, as well as being an exemplar scheme which could help reduce emissions elsewhere.</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 (BREEAM standards) • Ensure that all new development provides facilities for composting and recycling • Explore the potential for community heat and power facilities in larger developments • Promote new sites to green technology businesses

<p>Minimise land, water, air, light & noise pollution?</p>	-	-	-	<p>Development of new employment 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 employment supply, particularly along the A351 with B2 provision at Holton Heath. Dorset Green would be less likely to be affected by HGVs. 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 employment premises 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 commuting by car to employment sites.</p> <p>The majority of new employment development is expected to be located 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 the sites. Employment uses are, however, unlikely to lead to ground contamination in themselves.</p> <p>It should be noted that one existing use at Holton Heath has a consultation zone around it (hazardous installation). Similar types of uses would be unlikely and not necessarily encouraged. This type of heavy industrial sector is not expected to increase in the near future in Purbeck, (or elsewhere).</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 businesses 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 premises are occupied, 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 developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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Policy ELS+: Employment Land Supply

Preferred Option plus 1ha in Swanage and 1ha in Wareham

Does the option/policy	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
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<p>/proposal..</p> <p>Improve health, & promote healthy lifestyles?</p>	-	+	+	<p>In the short term employment development may 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. 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 location of new employment in Swanage which would reduce the need to travel by car is likely to promote walking and cycling, enhancing the health and well-being of prospective residents. Holton Heath and Dorset Green may be suitable for cycling, but walking would be less appealing to potential employees.</p> <p>With specific regard to Holton Heath and Dorset Green, both long-established employment sites and have the potential to provide on-site facilities to encourage healthy lifestyles such as cycling facilities which would help enhance the health and wellbeing of employees.</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 light of the scale of development proposed, the positive and negative effects identified are not expected to be significant. The following mitigation measures could be implemented to enhance positive effects:</p> <ul style="list-style-type: none"> • Ensure that new developments incorporate facilities that encourage cycling
<p>Help make suitable housing available and affordable for everyone?</p>	n/a	n/a	n/a	<p>The policy is not relevant to this objective.</p>
<p>Give everyone access to learning, training, skills & cultural events?</p>	+	+	+	<p>The scale of employment proposed gives additional opportunities for learning, training and skills for employees of prospective firms. Dorset Green in particular, marketed as a "Technology Park" has potential to attract new learning and training facilities</p> <p>The concentration of employment at Holton Heath and Dorset Green will increase the accessibility of training facilities and cultural events for employees and could make them more viable. This will have a positive effect in relation to this objective, especially in the medium to long term.</p> <p>Overall, this policy is expected to have a positive effect on this objective, especially 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. • Implementation of Travel Plans for all sites above 1ha • Consider shuttle bus between Wool Station and Dorset Green
<p>Reduce crime & fear of crime?</p>	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The reasons for this are complex. The provision of employment land may, in the short, medium and long term, help reduce crime levels further including among</p>

				<p>younger people by generating some employment, training and learning opportunities. However, given the scale of additional employment land to be provided 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>The generation of employment opportunities and employee income as a result of increased employment land provision may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. Services that are located near employment sites will be particularly well-placed to benefit and this in turn will have positive impact on local communities. However, most of the employment is located outside of existing settlements. In view of the scale of employment land to be provided, it is not expected that the number of jobs created will have a significant effect on this objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere. However, Dorset Green may attract people from outside Purbeck (eg from West Dorset), while Holton Heath and Admiralty Park may attract people from the Poole area, although it cannot be stated with certainty what in-commuting rates will be.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities.</p> <p>No mitigation measures have been identified.</p>
Improve employment opportunities in Purbeck?	+	++	++	<p>The SWRDA Workspace strategy (2008) identified a figure of 15,435 jobs to be created over the plan period for the Poole travel-to-work area. A small amount of this (approx 735 jobs) will be in the Purbeck area at land such as Holton Heath. Dorset Green is in a different travel-to-work area, but the intention is 5 ha of land for local uses and a further 15 ha for investment opportunities. Additional employment land supply will generate employment opportunities. Initially, opportunities related to the construction industry are expected to be only short term and relative to the number and scale of employment premises to be provided. In the medium to long term it is estimated that a number of jobs will be created related to businesses locating on new sites thereby enhancing employment rates in the District.</p> <p>The policy seeks to diversify the existing economic base by focusing predominately on B1 uses at Dorset Green, and B2 uses at Holton Heath compensate for decline in traditional industrial employment. This will help stabilise the local economy and the concentration at existing sub-regional employment sites is expected to help enhance the competitiveness of the District, attracting inward investment. It is noted that the policy identified a total potential land supply of 34.8ha to provide flexibility and choice of sites which is considered to further increase the potential to attract inward investment and enable the District to respond to current global economic uncertainties.</p> <p>With specific regard to the Dorset Green Site, there is potential for the development of prestige mixed-use employment</p>

				<p>location with capacity to accommodate local employment demand and inward investment. Successful development of the site would have a significant positive effect in relation to this objective both in relation to attracting inward investment but also generating high quality employment opportunities. However, existing uses at Winfrith Technology Centre are public sector related such that it is unclear as to whether Dorset Green will be able to attract employers in the short-term.</p> <p>Overall, the policy is expected to have a significant positive effect in relation to improving employment opportunities in Purbeck in the medium and long term with short term positive effects related to construction. Measures which may enhance these positive effects include:</p> <ul style="list-style-type: none"> • Better provision of incubator units • Actively promote the use of employment sites such as Dorset Green and Holton Heath • Monitoring of the regional and sub-regional economy including market demand.
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>Additional employment land will enable more people to obtain jobs in the area. If Dorset Green succeeds in marketing itself for high-tech business, this could attract higher wages into the area. More employment opportunities would serve to reduce inequalities.</p> <p>An increase in local employment opportunities associated with this policy will help reduce expenditure by residents on transport although given the number of opportunities to be created, it is unlikely that this effect will be significant.</p> <p>Overall, the policy is expected to have a positive effect in relation to this objective.</p>
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New employment land may also bring employment associated with the tourist industry such as holiday lettings companies. However, this would only be minor. New businesses may also be attracted into the area because of the tourism assets in the area. There is potential for employment land, 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>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 the District tourism assets to new businesses to attract them into the area
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	-	n	n	<p>The majority of the employment land to be provided within the District will be located within Dorset Green, Holton Heath and Admiralty Park. These are located outside of the main urban areas of Upton, Swanage and Wareham. Consequently, it is anticipated that prospective employees will not benefit from good public transport, and it will be difficult to reduce the need to travel by car. On the other hand, concentrating employment development in Dorset Green, Holton Heath and Admiralty Park may help improve the viability of public transport provision and other key services and facilities, ultimately generating positive effects for businesses and employees. In the short-term, before public transport provision or alternative transport provision can be improved, the overall effect is likely to be negative. In the medium to long term, as alternative forms of transport are both encouraged and become more viable, the impact may be neutral, particularly in employment sites in Wareham and Swanage.</p> <p>Overall, it is expected that the policy will have negative effects in the short-term due to location of employment</p>

				<p>development, but in the medium to long term alternative forms of transport may become more viable as more business is attracted into the area. Measures which may mitigate these effects include:</p> <ul style="list-style-type: none"> • Travel Plans required for Dorset Green • Ensure that new developments incorporate facilities that encourage cycling
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). Employment land is not proposed in any areas at risk of flooding. There is potential for new development 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, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR will ensure 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 development incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	n	n	n	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for all forms of new development to have an impact on habitats and species. However, employment land has less impact than residential land due to the fact that domestic animals are less likely to be found in locations close to heathlands.</p> <p>The impact on biodiversity is dependent on the location of the development and mitigation measures which are incorporated into development proposals, and are assessed under other policies in this SA. The potential for the overall quantity of to have an effect on internationally important nature conservation sites has been considered in the Habitats Regulation Assessment (HRA) that accompanies the Core Strategy. Mitigation measures to reduce the potential for significant effects on the international nature conservation sites have also been considered as part of the HRA and will be delivered through the Green Infrastructure policy and strategy. Green Infrastructure has the potential to enhance biodiversity generally and is assessed under the Green Infrastructure policy as part of this SA.</p> <p>No mitigation measures have been identified.</p>
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 development has the potential to undermine this asset in both the short term during construction and in the long term once complete. The location of Dorset Green, in a countryside location, is particularly sensitive. 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. 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, 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?	-	-	-	<p>The provision of additional employment land is expected to increase the consumption of water both in the short term during construction and in the longer term once premises are occupied. It is expected that negative effects will be mitigated to an extent by the incorporation of water efficiency measures such as metering.</p> <p>The following mitigation measures could be implemented to alleviate negative effects further:</p> <ul style="list-style-type: none"> • Inclusion of a specific requirement in the Core Strategy for new developments to incorporate water efficiency measures.
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new residential dwellings will lead to an increase in construction related waste arisings in the short term. Once dwellings are occupied, municipal waste arisings are expected to increase although the volume of waste collected per head in the District has decreased between 2000/01 and 2005/06 (Audit Commission, Best Value PI 82a) suggesting that the increase in arisings may be offset in part by waste prevention.</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 premises are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the potential for better public transport, particularly at Dorset Green. 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. The development partner for Dorset Green is exploring means of producing renewable energy on site, which would have a positive effect, as well as being an exemplar scheme which could help reduce emissions elsewhere.</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 (BREEAM standards) • Ensure that all new development provides facilities for composting and recycling • Explore the potential for community heat and power facilities in larger developments • Promote new sites to green technology businesses

<p>Minimise land, water, air, light & noise pollution?</p>	-	-	-	<p>Development of new employment 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 employment supply, particularly along the A351 with B2 provision at Holton Heath. Dorset Green would be less likely to be affected by HGVs. 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 employment premises 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 commuting by car to employment sites.</p> <p>The majority of new employment development is expected to be located 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 the sites. Employment uses are, however, unlikely to lead to ground contamination in themselves.</p> <p>It should be noted that one existing use at Holton Heath has a consultation zone around it (hazardous installation). Similar types of uses would be unlikely and not necessarily encouraged. This type of heavy industrial sector is not expected to increase in the near future in Purbeck, (or elsewhere).</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 businesses 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 premises are occupied, 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 developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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Policy E: Employment

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
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Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term employment development may 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. 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. The location of new employment in Swanage which would reduce the need to travel by car is likely to promote walking and cycling, enhancing the health and well-being of prospective residents. Holton Heath and Dorset Green may be suitable for cycling, but walking would be less appealing to potential employees.</p> <p>With specific regard to Holton Heath and Dorset Green, both long-established employment sites and have the potential to provide on-site facilities to encourage healthy lifestyles such as cycling facilities which would help enhance the health and wellbeing of employees.</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 light of the scale of development proposed, the positive and negative effects identified are not expected to be significant. The following mitigation measures could be implemented to enhance positive effects:</p> <ul style="list-style-type: none"> • Ensure that new developments incorporate facilities that encourage cycling
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	The policy is not relevant to this objective.
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>The scale of employment proposed gives additional opportunities for learning, training and skills for employees of prospective firms. Dorset Green in particular, marketed as a "Technology Park" has potential to attract new learning and training facilities</p> <p>The concentration of employment at Holton Heath and Dorset Green will increase the accessibility of training facilities and cultural events for employees and could make them more viable. This will have a positive effect in relation to this objective, especially in the medium to long term.</p> <p>Overall, this policy is expected to have a positive effect on this objective, especially in the medium to long term. 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. • Implementation of Travel Plan for Dorset Green, including shuttle bus between Wool Station and Dorset Green
Reduce crime & fear of crime?	+	+	+	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. The reasons for this are complex. The provision of employment land 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 employment land to be provided 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</p>

				<p>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>The generation of employment opportunities and employee income as a result of increased employment land provision may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. Services that are located near employment sites will be particularly well-placed to benefit and this in turn will have positive impact on local communities. However, most of the employment is located outside of existing settlements. In view of the scale of employment land to be provided, it is not expected that the number of jobs created will have a significant effect on this objective and in addition, it is envisaged that some of the income generated in the District will be spent on services elsewhere. However, Dorset Green may attract people from outside Purbeck (eg from West Dorset), while Holton Heath and Admiralty Park may attract people from the Poole area, although it cannot be stated with certainty what in-commuting rates will be.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities.</p> <p>No mitigation measures have been identified.</p>
Improve employment opportunities in Purbeck?	+	++	++	<p>The SWRDA Workspace strategy (2008) identified a figure of 15,435 jobs to be created over the plan period for the Poole travel-to-work area. A small amount of this (approx 735 jobs) will be in the Purbeck area at land such as Holton Heath. Dorset Green is in a different travel-to-work area, but the intention if 5 ha of land for local uses and a further 15 ha for investment opportunities. Additional employment land supply will generate employment opportunities. Initially, opportunities related to the construction industry are expected to be only short term and relative to the number and scale of employment premises to be provided. In the medium to long term it is estimated that a number of jobs will be created related to businesses locating on new sites thereby enhancing employment rates in the District.</p> <p>The policy seeks to diversify the existing economic base by focusing predominately on B1 uses at Dorset Green, and B2 uses at Holton Heath compensate for decline in traditional industrial employment. This will help stabilise the local economy and the concentration at existing sub-regional employment sites is expected to help enhance the competitiveness of the District, attracting inward investment. It is noted that the policy identified a total potential land supply of 34.8ha to provide flexibility and choice of sites which is considered to further increase the potential to attract inward investment and enable the District to respond to current global economic uncertainties.</p> <p>With specific regard to the Dorset Green Site, there is potential for the development of prestige mixed-use employment location with capacity to accommodate local employment demand and inward investment. Successful development of the site would have a significant positive effect in relation to this objective both in relation to attracting inward investment but also generating high quality employment opportunities. However, existing uses at Winfrith Technology Centre are public sector related such that it is unclear as to whether Dorset Green will be able to attract employers in the short-term.</p> <p>Overall, the policy is expected to have a significant positive effect in relation to improving employment opportunities in</p>

				<p>Purbeck in the medium and long term with short term positive effects related to construction. Measures which may enhance these positive effects include:</p> <ul style="list-style-type: none"> • Better provision of incubator units • Actively promote the use of employment sites such as Dorset Green and Holton Heath • Monitoring of the regional and sub-regional economy including market demand.
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>Additional employment land will enable more people to obtain jobs in the area. If Dorset Green succeeds in marketing itself for high-tech business, this could attract higher wages into the area. More employment opportunities would serve to reduce inequalities.</p> <p>An increase in local employment opportunities associated with this policy will help reduce expenditure by residents on transport although given the number of opportunities to be created, it is unlikely that this effect will be significant.</p> <p>Overall, the policy is expected to have a positive effect in relation to this objective.</p>
Harness the economic potential of tourism in a sustainable way?	n	n	n	<p>New employment land may also bring employment associated with the tourist industry such as holiday lettings companies. However, this would only be minor. New businesses may also be attracted into the area because of the tourism assets in the area. There is potential for employment land, 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>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 the District tourism assets to new businesses to attract them into the area
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 majority of the employment land provided within the District will be located within Dorset Green, Holton Heath and Admiralty Park. These are located outside of the main urban areas of Upton, Swanage and Wareham. Consequently, it is anticipated that prospective employees will not benefit from good public transport, and it will be difficult to reduce the need to travel by car. On the other hand, concentrating employment development in Dorset Green, Holton Heath and Admiralty Park may help improve the viability of public transport provision and other key services and facilities, ultimately generating positive effects for businesses and employees. In the short and medium-term, before public transport provision or alternative transport provision can be improved, the overall effect is likely to be negative. In the long term, as alternative forms of transport are both encouraged and become more viable, the impact may be neutral. Supporting new employment provision in the towns and key service villages will help counterbalance the negative effects.</p> <p>Overall, it is expected that the policy will have negative effects in the short-term due to location of employment development, but in the medium to long term alternative forms of transport may become more viable as more business is attracted into the area. Measures which may mitigate these effects include:</p> <ul style="list-style-type: none"> • Travel Plans required for Dorset Green • Ensure that new developments incorporate facilities that encourage cycling
Reduce	n	n	n	Flood risk across Purbeck is not currently prevalent and it is estimated that only 3% of properties in the District are at risk from

vulnerability to flooding and sea level rise & plan for climate change?				<p>a 1 in 100 year flood event (Dorset County Council Research and Information Team). Employment land is not proposed in any areas at risk of flooding. There is potential for new development 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, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR will ensure 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 development incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	n	n	n	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for all forms of new development to have an impact on habitats and species. However, employment land has less impact than residential land due to the fact that domestic animals are less likely to be found in locations close to heathlands.</p> <p>The impact on biodiversity is dependent on the location of the development and mitigation measures which are incorporated into development proposals, and are assessed under other policies in this SA. The potential for the overall quantity of to have an effect on internationally important nature conservation sites has been considered in the Habitats Regulation Assessment (HRA) that accompanies the Core Strategy. Mitigation measures to reduce the potential for significant effects on the international nature conservation sites have also been considered as part of the HRA and will be delivered through the Green Infrastructure policy and strategy. Green Infrastructure has the potential to enhance biodiversity generally and is assessed under the Green Infrastructure policy as part of this SA.</p> <p>No mitigation measures have been identified.</p>
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 development has the potential to undermine this asset in both the short term during construction and in the long term once complete. The location of Dorset Green, in a countryside location, is particularly sensitive. 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. 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, 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?	-	-	-	<p>The provision of additional employment land is expected to increase the consumption of water both in the short term during construction and in the longer term once premises are occupied. It is expected that negative effects will be mitigated to an extent by the incorporation of water efficiency measures such as metering.</p> <p>The following mitigation measures could be implemented to alleviate negative effects further:</p> <ul style="list-style-type: none"> • Inclusion of a specific requirement in the Core Strategy for new developments to incorporate water efficiency measures.
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new residential dwellings will lead to an increase in construction related waste arisings in the short term. Once dwellings are occupied, municipal waste arisings are expected to increase although the volume of waste collected per head in the District has decreased between 2000/01 and 2005/06 (Audit Commission, Best Value PI 82a) suggesting that the increase in arisings may be offset in part by waste prevention.</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 premises are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the potential for better public transport, particularly at Dorset Green. 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. The development partner for Dorset Green is exploring means of producing renewable energy on site, which would have a positive effect, as well as being an exemplar scheme which could help reduce emissions elsewhere.</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 (BREEAM standards) • Ensure that all new development provides facilities for composting and recycling • Explore the potential for community heat and power facilities in larger developments • Promote new sites to green technology businesses
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new employment 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 employment supply, particularly along the A351 with B2 provision at Holton Heath. Dorset Green would be less likely to be affected by HGVs. 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 employment premises 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 commuting by car to employment sites.</p> <p>The majority of new employment development is expected to be located 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 the sites. Employment uses are, however, unlikely to lead to ground contamination in themselves.</p> <p>It should be noted that one existing use at Holton Heath has a consultation zone around it (hazardous installation). Similar types of uses would be unlikely and not necessarily encouraged. This type of heavy industrial sector is not expected to increase in the near future in Purbeck, (or elsewhere).</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 businesses 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 premises are occupied, 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 developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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Policy TA: Tourist Accommodation and Attractions

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term tourist development may 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. 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>Provision of additional tourist accommodation and attractions will have the potential to provide on-site facilities to encourage</p>

				<p>healthy lifestyles such as cycling facilities which would help enhance the health and wellbeing of employees.</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 light of the scale of development proposed, the positive and negative effects identified are not expected to be significant. The following mitigation measures could be implemented to enhance positive effects:</p> <ul style="list-style-type: none"> • Ensure that new developments incorporate facilities that encourage cycling
Help make suitable housing available and affordable for everyone?	n/a	n/a	n/a	The policy is not relevant to this objective.
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>Additional tourist accommodation and tourist attractions would give additional opportunities for learning, training and skills for people wishing to work in the tourist industry.</p> <p>Overall, this policy is expected to have a positive effect on this objective, especially in the medium to long term.</p> <p>No mitigation has 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 reasons for this are complex. The provision of tourist accommodation and attractions 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 tourist providers on how to reduce crime • Include a specific requirement within the Core Strategy or in a District Design Guide(if one is being considered) that new tourism development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	+	+	+	<p>The generation of employment opportunities and employee income as a result of increased tourism development may raise expenditure on local goods and services across the District thereby enhancing their long-term viability. Services that are located near tourist accommodation and attractions will be particularly well-placed to benefit and this in turn will have positive impact on local communities.</p> <p>Overall, the policy has been assessed as having a positive effect in relation to the promotion of stronger, more vibrant communities.</p> <p>No mitigation measures have been identified.</p>
Improve employment opportunities	+	++	++	Approx 17% of people in work in Purbeck are employed in tourism, making it an important creator of jobs. Initially, opportunities related to the construction industry are expected to be only short term and relative to the number and scale of

in Purbeck?				<p>employment premises to be provided. In the medium to long term it is estimated that a number of jobs will be created related to tourist attractions and tourism will enhance employment rates in the District.</p> <p>Overall, the policy is expected to have a significant positive effect in relation to improving employment opportunities in Purbeck in the medium and long term with short term positive effects related to construction.</p> <p>No additional mitigation identified</p>
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>Additional tourism land and tourist accommodation will enable more people to obtain jobs in the area. An increase in local employment opportunities associated with this policy will help reduce expenditure by residents on transport although given the number of opportunities to be created, it is unlikely that this effect will be significant.</p> <p>Overall, the policy is expected to have a positive effect in relation to this objective.</p>
Harness the economic potential of tourism in a sustainable way?	+	+	+	<p>New tourist attractions and accommodation will bring direct employment, but also employment associated with the tourist industry such as holiday lettings companies. However, this would only be minor. There is potential for tourist attractions, if inappropriately located, to have a negative effect on 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>Taking into account the potential for both direct and indirect benefits and the low risk of negative effects associated with this policy, it has been assessed as having a positive effect with respect to the tourism economy.</p> <p>No additional mitigation measures identified</p>
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	-	-	-	<p>The majority of tourist attractions are likely to be located outside settlements, while existing accommodation is frequently in countryside areas, such as camp sites. Consequently, it is anticipated that tourists will not benefit from good public transport, and it will be difficult to reduce the need to travel by car. On the other hand, concentrating employment development in Dorset Green, Holton Heath and Admiralty Park may help improve the viability of public transport provision and other key services and facilities, ultimately generating positive effects for businesses and employees. In the short and medium-term, before public transport provision or alternative transport provision can be improved, the overall effect is likely to be negative. In the long term, as alternative forms of transport are both encouraged and become more viable, the impact may be neutral. Supporting new employment provision in the towns and key service villages will help counterbalance the negative effects.</p> <p>Overall, it is expected that the policy will have negative effects in the short-term due to location of employment development, but in the medium to long term alternative forms of transport may become more viable as more business is attracted into the area. Measures which may mitigate these effects include:</p> <ul style="list-style-type: none"> • Travel Plans for larger campsites • Ensure that new developments incorporate facilities that encourage cycling
Reduce vulnerability to flooding	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). Employment land is not proposed in any</p>

and sea level rise & plan for climate change?				<p>areas at risk of flooding. There is potential for new development 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, where appropriate, Flood Risk Assessment (FRA) will be undertaken in accordance with PPS25 and the requirements of Policy FR will ensure 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 development incorporates measures specifically designed to mitigate flood risk e.g. the incorporation of SuDS where appropriate
Protect & enhance habitats and species?	n	n	n	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for all forms of new development to have an impact on habitats and species. However, employment land has less impact than residential land due to the fact that domestic animals are less likely to be found in locations close to heathlands.</p> <p>The impact on biodiversity is dependent on the location of the development and mitigation measures which are incorporated into development proposals, and are assessed under other policies in this SA. The potential for the overall quantity of to have an effect on internationally important nature conservation sites has been considered in the Habitats Regulation Assessment (HRA) that accompanies the Core Strategy. Mitigation measures to reduce the potential for significant effects on the international nature conservation sites have also been considered as part of the HRA and will be delivered through the Green Infrastructure policy and strategy. Green Infrastructure has the potential to enhance biodiversity generally and is assessed under the Green Infrastructure policy as part of this SA.</p> <p>No mitigation measures have been identified.</p>
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 development has the potential to undermine this asset in both the short term during construction and in the long term once complete. The location of Dorset Green, in a countryside location, is particularly sensitive. 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. 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</p>

				<p>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?	-	-	-	<p>The provision of additional employment land is expected to increase the consumption of water both in the short term during construction and in the longer term once premises are occupied. It is expected that negative effects will be mitigated to an extent by the incorporation of water efficiency measures such as metering.</p> <p>The following mitigation measures could be implemented to alleviate negative effects further:</p> <ul style="list-style-type: none"> • Inclusion of a specific requirement in the Core Strategy for new developments to incorporate water efficiency measures.
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>The development of new tourist attractions and accommodation will lead to an increase in construction related waste arisings in the short term. Once dwellings are occupied, municipal waste arisings are expected to increase although the volume of waste collected per head in the District has decreased between 2000/01 and 2005/06 (Audit Commission, Best Value PI 82a) suggesting that the increase in arisings may be offset in part by waste prevention.</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 premises are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the potential for better public transport, particularly at Dorset Green. 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. The development partner for Dorset Green is exploring means of producing renewable energy on site, which would have a positive effect, as well as being an exemplar scheme which could help reduce emissions elsewhere.</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 (eg high BREEAM standards, Code for Sustainable Homes)
Minimise land, water, air, light & noise pollution?	-	-	-	<p>Development of new tourist attractions and accommodation 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. 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 tourist attractions and accommodation 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 commuting by car to employment 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 businesses 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 premises are occupied, 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 developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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Policy MOD: Military Needs

Does the option/policy/proposal..	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term MOD development over the plan period in Bovington and Lulworth is expected to generate localised negative effects with respect to the health and well-being of existing 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within South West Purbeck on which cumulative air quality effects may be felt.</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 population increases in this area. However, new development may equally support the retention and expansion of some community and health care facilities and services.</p> <p>The location of new development in Bovington may promote walking and cycling to nearby facilities, which would enhance the health and well-being of prospective residents.</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 due to the potential for new development to support existing services and facilities and promote healthier lifestyles amongst prospective residents. In light of the scale of development proposed, the positive and negative effects identified are not expected to be significant.</p> <p>No mitigation measures have been identified.</p>

Help make suitable housing available and affordable for everyone?	+	+	+	<p>The Strategy Housing Market Assessment (SHMA) produced for the Bournemouth and Poole Housing Market Area (HMA), identified a need for 409 dwellings to be provided over the period 2007-2012. However, this particular policy is to meet the specific needs of the MOD, including housing needs.</p> <p>Overall, the policy is expected to have a minor positive effect in relation to the supply of suitable and affordable housing throughout the plan period.</p> <p>No mitigation measures have been identified</p>
Give everyone access to learning, training, skills & cultural events?	n	+	+	<p>The scale of new development proposed is not expected to support the provision of new educational facilities. The concentration of development in Bovington and Lulworth will increase the accessibility of existing educational facilities and cultural events for prospective residents and could make them more viable.</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?	n	n	n	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. In light of existing low crime rates and the scale of development proposed, the policy is expected to have a neutral 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 development should be designed to reduce crime and the fear of crime.
Promote stronger, more vibrant communities?	+	+	+	<p>The majority of the dwellings to be provided by the MOD would be found in Bovington and Lulworth. In the case of Bovington, which has reasonable public transport links, it could lead to a reduction in the need to travel as prospective residents use more local services and facilities. 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 to the design and content of the development.
Improve employment opportunities in Purbeck?	+	+	+	<p>The construction of MOD development 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 dwellings to be provided. In the medium to long term, the influx of new residents may support the viability of existing, and encourage the location of new businesses such as retail.</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 measures have been identified.</p>
Reduce poverty and	+	+	+	<p>The concentration of MOD development in Bovington and Lulworth is expected to increase accessibility to services and</p>

help everyone afford a good standard of living?				<p>facilities which may in turn reduce expenditure by new residents on transport.</p> <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 minor positive 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 MOD development in Bovington and Lulworth may generate some indirect benefits in relation to the tourism economy. These benefits are likely to be primarily associated with the increase in new residents which may access tourist services although any effects are considered to be minor given the scale of new development proposed. There is potential for new development, if inappropriately located, and increased population pressure 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 on tourist assets would not be permitted or the effects appropriately mitigated.</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 the District tourism assets to new residents
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	+	+	+	<p>The majority of MOD development is likely to be located in Bovington and Lulworth. Consequently, it is anticipated that prospective residents will benefit from good accessibility to services, particularly in Bovington, including public transport thereby reducing the need to travel by car. Concentrating development in Bovington may serve to improve the viability of public transport provision and other key services and facilities generating positive effects for both prospective and existing residents although taking into account the scale of development proposed, it is not considered that the positive effects will be significant.</p> <p>Overall, it is expected that the policy will have minor positive effects through the plan period on this objective due to the potential to focus new development within Bovington in particular.</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 development 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 is 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 development incorporates measures specifically designed to mitigate flood risk e.g. the incorporation

				of SuDS where appropriate
Protect & enhance habitats and species?	n	n	n	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for new development to have an impact on habitats and species.</p> <p>The impact on biodiversity is dependent on the location of the development and mitigation measures which are incorporated into development proposals. The potential for the overall quantity of housing to have an effect on internationally important nature conservation sites has been considered in the Habitats Regulation Assessment (HRA) that accompanies the Core Strategy. Mitigation measures to reduce the potential for significant effects on the international nature conservation sites have also been considered as part of the HRA and will be delivered through Heathlands mitigation. The policy states that development on MOD land must take into account the requirement to protect internationally protected habitats.</p> <p>No mitigation measures have been identified.</p>
Protect & enhance Purbeck's unique landscape & townscape, & cultural & historical assets?	-	n	n	<p>MOD land is surrounded by high quality landscape and some of it lies within the Dorset Area of Outstanding Natural Beauty (AONB). As such, its surrounding landscape value is high, and new development 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 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, 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?	-	-	-	<p>The provision of additional development on MOD land is expected to increase the consumption of water both in the short term during construction and in the longer term once dwellings are occupied. It is expected that negative effects will be mitigated to an extent by the incorporation of water efficiency measures such as metering.</p>

				<p>The following mitigation measures could be implemented to alleviate negative effects further:</p> <ul style="list-style-type: none"> • Inclusion of a specific requirement in the Core Strategy for new developments to incorporate water efficiency measures.
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	-	-	<p>Development on MOD land will lead to an increase in construction related waste arisings in the short term. Once dwellings and premises are occupied, municipal waste arisings are expected to increase although the volume of waste collected per head in the District has decreased between 2000/01 and 2005/06 (Audit Commission, Best Value PI 82a) suggesting that the increase in arisings may be offset in part by waste prevention.</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 dwellings are occupied, energy consumption will increase as demand rises. Energy consumption and greenhouse emissions may be offset in part by the concentration of new development 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 dwellings • 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 on MOD land 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 housing supply although the impact will be alleviated to an extent by the concentration of new development 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 dwellings 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 development within key settlements.</p> <p>Some MOD development is expected to reuse of brownfield and potentially contaminated land which would have a positive</p>

				<p>effect with respect to this aspect of the objective although this is dependent on the exact location.</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 dwellings 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 dwellings are occupied, 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 developments to minimise light spill • Encourage the adoption of high quality construction techniques which minimise noise impacts
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Policy CZ: Consultation Zones

Does the option/policy/proposal.	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	+	+	+	<p>The policy ensures that housing will not be built in areas close to sewage treatment works and hazardous installations, thereby having a positive effect on this objective.</p> <p>Overall, this policy is expected to have a minor positive effect.</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?	n	+	+	<p>This policy seeks to ensure that new development does not restrict the potential for future minerals explorations. The exploration of minerals contributes to local employment opportunities, which in turn can provide access to minerals-related learning and training.</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?	n/a	n/a	n/a	
Promote stronger, more vibrant communities?	n/a	n/a	n/a	

Improve employment opportunities in Purbeck?	+	+	+	<p>Part of this policy seeks to ensure that new development does not restrict the potential for future minerals explorations. The exploration of minerals contributes to local employment opportunities, which in turn can provide access to minerals-related jobs.</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 measures have been identified.</p>
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>Part of this policy seeks to ensure that new development does not restrict the potential for future minerals explorations. The exploration of minerals contributes to local employment opportunities, which in turn can provide access to minerals-related jobs.</p> <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 minor positive effect in relation to this objective.</p> <p>No mitigation measures have been identified.</p>
Harness the economic potential of tourism in a sustainable way?	n/a	n/a	n/a	Not applicable
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n/a	n/a	n/a	Not applicable
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>Minerals land is surrounded by high quality landscape and lies within the Dorset Area of Outstanding Natural Beauty (AONB). As such, its surrounding landscape value is high, and minerals development has the potential to undermine this asset in the short term during construction and in the medium term once complete. In the long-term, however, minerals restoration plans should ensure that landscape is returned to its former setting.</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	
Reduce waste & minimise energy consumption & greenhouse gas emissions?	n/a	n/a	n/a	
Minimise land, water, air, light & noise pollution?	+	+	+	<p>A minerals consultation zone, hazardous installations and sewage treatment zones will assist in ensuring that housing will not be built in areas close to where there may be an adverse impact of all types of pollution on residents.</p> <p>Overall, the policy has been assessed as having a positive effect on this objective.</p> <p>No mitigation measures have been identified</p>

Policy IAT: Improving Accessibility and Transport

Does the option/policy/proposal	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
Improve health, & promote healthy lifestyles?	-	+	+	<p>In the short term development is expected to generate localised negative effects with respect to the health and well-being of existing 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. In view of the relatively small scale of development proposed, the effects are unlikely to be significant. With specific regard to potential air quality issues, it is noted that there are no currently designated Air Quality Management Areas (AQMAs) within North West Purbeck on which cumulative air quality effects may be felt.</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 sets out that development should be located in the most accessible location to improve access to services and facilities.</p> <p>The location of new development in areas which reduce the need to travel by car is likely to promote walking and cycling,</p>

				<p>enhancing the health and well-being of prospective residents. This policy also promotes safe access to the highway, which will assist in promoting health and well-being of residents.</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 due to the potential for new development to support existing services and facilities and promote healthier lifestyles amongst prospective residents. In light of the scale of development proposed, the positive and negative effects identified are not expected to be significant.</p> <p>No mitigation measures have been identified.</p>
Help make suitable housing available and affordable for everyone?	+	+	+	<p>The provision of housing in the most accessible locations means that it makes a positive contribution towards provision of suitable housing.</p> <p>Overall, the policy is expected to have a positive effect in relation to the supply of suitable housing throughout the plan period.</p> <p>No mitigation measures have been identified</p>
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>This policy promotes provision of housing in the most accessible locations, where local services and facilities can be accessed on foot, or by cycling and public transport.</p> <p>Overall, this policy is expected to have a 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?	n	n	n	<p>Purbeck currently benefits from low levels of crime although the fear of crime remains high. In light of existing low crime rates and the scale of development proposed, the policy is expected to have a neutral effect on this objective.</p>
Promote stronger, more vibrant communities?	+	+	+	<p>This policy promotes development in the most accessible locations, thereby reducing the need to travel as prospective residents use more local services and facilities. 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 to the design and content of the development.
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy promotes development in the most accessible locations, thereby reducing the need to travel as prospective residents use more local services and facilities. This would include opportunities for employment in such services and facilities. The increased use of local services and facilities will in turn raise expenditure, enhancing their long-term viability.</p> <p>Overall, the policy is expected to have a minor positive 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"> Provision of live/work units and promotion of home working

				<ul style="list-style-type: none"> Actively promote the use of local companies in the construction of new employment development
Reduce poverty and help everyone afford a good standard of living?	+	+	+	<p>The concentration of new development in the most accessible locations is expected to increase accessibility to services and facilities which may in turn reduce expenditure by new residents on transport for everyday facilities and services.</p> <p>Overall, the policy is expected to have a positive 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>The concentration of new development in the most accessible locations may generate some indirect benefits in relation to the tourism economy. These benefits are likely to be primarily associated with the increase in new residents which may access tourist services although any effects are considered to minor given the scale of new development proposed. There is potential for new development, if inappropriately located, and increased population pressure 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, this policy aims to steer development towards the most accessible locations and reduce dependency on the car.</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 the District tourism assets to new residents
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n	n	n	<p>This policy promotes increased accessibility within Purbeck by ensuring the development is located in the most accessible locations and reduces the need to travel by car. Concentrating development in such a key settlement may serve to improve the viability of public transport provision and other key services and facilities generating positive effects for both prospective and existing residents although taking into account the scale of development proposed, it is not considered that the positive effects will be significant.</p> <p>Overall, it is expected that the policy will have a positive effect.</p> <p>No additional mitigation measures have been identified</p>
Reduce vulnerability to flooding and sea level rise & plan for climate change?	+	+	+	<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 development 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, proposals in this policy to reduce the need to travel by car may indirectly assist in this objective as less hard-standing (which can lead to additional surface water run-off) could be taken up as car-parking, and the requirement for additional road-building could be reduced.</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 habitats and species?	+	+	+	<p>Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for new development to have an impact on</p>

				<p>habitats and species. However, proposals in this policy to reduce the need to travel by car may assist in this objective as pressure on habitat also comes from an increase in car use, in particular through use of minor rural roads.</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?	+	+	+	<p>Purbeck benefits from a high quality landscape both inside and outside the Outstanding Natural Beauty (AONB). The District also has a rich cultural and historic heritage including 1,435 listed buildings, 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. However, proposals in this policy to reduce the need to travel by car may assist in this objective as pressure on landscape and townscape can come from an increase in car use, in particular when it leads to the need for road improvements such as roundabouts and road-widening.</p> <p>Overall, the policy has been assessed as having a minor positive effect.</p> <p>No further mitigation measures have been identified.</p>
Reduce water consumption?	n/a	n/a	n/a	
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	+	+	<p>The development of new cycle and pedestrian routes and changes to roads 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 decrease in the medium to long term as a result of implementation of the PTS, in particular with the provision of new cycle routes and enhanced interchanges at stations.</p> <p>No additional mitigation measures have been identified</p>
Minimise land, water, air, light & noise pollution?	+	+	+	<p>Provision of additional cycle routes, footpaths and enhanced transport interchanges will have positive effects in relation to air quality as a result of reduced emissions.</p> <p>The construction of improvements to roads is expected to have a minor 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, however, the beneficial effects of the PTS will be felt through the reduction of traffic on the A351 and additional non-polluting travel choices.</p> <p>Overall, the policy has been assessed as having a positive effect on this objective.</p> <p>No additional mitigation measures have been identified</p>

Policy ATS: Implementing an Appropriate Transport Strategy for Purbeck

Does the option/policy	Impact: Short	Impact: Medium	Impact: Long	Supporting comments
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/proposal				
Improve health, & promote healthy lifestyles?	+	+	+	<p>The implementation of the PTS, which aims in part to reduce the need to travel by car, is likely to lead to an increase in walking and cycling, enhancing the health and well-being of prospective residents. This policy also promotes safe access to the highway, which will assist in promoting health and well-being of residents.</p> <p>Overall, in the medium to long term, the policy is expected to generate positive effects due to the potential for new development to pay contributions towards the PTS which will in turn promote cycling and walking.</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 promotes the implementation of the PTS, which assists in provision of footpaths, cycling and public transport. This will help people access learning and training without the need for private car.</p> <p>Overall, this policy is expected to have a 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?	n/a	n/a	n/a	
Promote stronger, more vibrant communities?	+	+	+	<p>This policy promotes implementation of the PTS, which reduces the need to travel through additional provision of cycle routes and improved transport interchanges. Improvements to provide relief to the A351 may assist in reducing the current division of Sandford by the main road, enabling residents to cross more easily and access the facilities and services within Sandford.</p> <p>Overall, the policy has been assessed as having a minor positive effect in relation to the promotion of stronger, more vibrant communities.</p>
Improve employment opportunities in Purbeck?	+	+	+	<p>This policy promotes development in the most accessible locations, thereby reducing the need to travel as prospective residents use more local services and facilities. This would include opportunities for employment in such services and facilities. The increased use of local services and facilities will in turn raise expenditure, enhancing their long-term viability.</p> <p>Overall, the policy is expected to have a minor positive 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"> • Provision of live/work units and promotion of home working • Actively promote the use of local companies in the construction of new employment development
Reduce poverty and help everyone afford a good	+	+	+	<p>The concentration of new development in the most accessible locations is expected to increase accessibility to services and facilities which may in turn reduce expenditure by new residents on transport for everyday facilities and services.</p>

standard of living?				Overall, the policy is expected to have a positive effect in relation to this objective. Positive effects could be enhanced through implementation of the following mitigation measures: <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	The concentration of new development in the most accessible locations may generate some indirect benefits in relation to the tourism economy. These benefits are likely to be primarily associated with the increase in new residents which may access tourist services although any effects are considered to be minor given the scale of new development proposed. There is potential for new development, if inappropriately located, and increased population pressure 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, this policy aims to steer development towards the most accessible locations and reduce dependency on the car. <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 the District tourism assets to new residents
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	n	n	n	This policy promotes increased accessibility within Purbeck by ensuring the development is located in the most accessible locations and reduces the need to travel by car. Concentrating development in such a key settlement may serve to improve the viability of public transport provision and other key services and facilities generating positive effects for both prospective and existing residents although taking into account the scale of development proposed, it is not considered that the positive effects will be significant. <p>Overall, it is expected that the policy will have a positive effect.</p> <p>No additional mitigation measures have been identified</p>
Reduce vulnerability to flooding and sea level rise & plan for climate change?	+	+	+	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 development 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, proposals in this policy to reduce the need to travel by car may indirectly assist in this objective as less hard-standing (which can lead to additional surface water run-off) could be taken up as car-parking, and the requirement for additional road-building could be reduced. <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 habitats and species?	+	+	+	Over 23% of the District is covered by national and international nature conservation designations including Sites of Special Scientific Interest (SSSI), Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SACs) (Purbeck District Council, Planning Purbeck's Future, 2009). There are also many Sites of Nature Conservation Interest (SNCIs) which have an important role to play in the protection of habitat. Consequently, there is potential for new development to have an impact on habitats and species. However, proposals in this policy to reduce the need to travel by car may assist in this objective as pressure on habitat also comes from an increase in car use, in particular through use of minor rural roads. <p>Overall, the policy is expected to have a minor positive effect with respect to this objective.</p>

				No mitigation measures have been identified.
Protect & enhance Purbeck's unique landscape & townscape, & cultural & historical assets?	+	+	+	<p>Purbeck benefits from a high quality landscape both inside and outside the Outstanding Natural Beauty (AONB). New cycle routes, transport interchanges and road improvements have 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 this development will avoid countryside locations thereby reducing potential negative effects although some development will undoubtedly take place in sensitive locations.</p> <p>The District has a rich cultural and historic heritage including 1,435 listed buildings, 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. However, proposals in this policy to reduce the need to travel by car may assist in this objective as pressure on landscape also comes from an increase in car use, in particular when it leads to road improvements such as roundabouts and road-widening.</p> <p>Overall, the policy has been assessed as having a minor positive effect.</p> <p>No further mitigation measures have been identified.</p>
Reduce water consumption?	n/a	n/a	n/a	
Reduce waste & minimise energy consumption & greenhouse gas emissions?	-	+	+	<p>The development of new cycle and pedestrian routes and changes to roads 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 decrease in the medium to long term as a result of implementation of the PTS, in particular with the provision of new cycle routes and enhanced interchanges at stations.</p> <p>No additional mitigation measures have been identified</p>
Minimise land, water, air, light & noise pollution?	+	+	+	<p>Provision of additional cycle routes, footpaths and enhanced transport interchanges will have positive effects in relation to air quality as a result of reduced emissions.</p> <p>The construction of improvements to roads is expected to have a minor 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, however, the beneficial effects of the PTS will be felt through the reduction of traffic on the A351 and additional non-polluting travel choices.</p> <p>Overall, the policy has been assessed as having a positive effect on this objective.</p> <p>No additional mitigation measures have been identified</p>

Policy DEV: Development Contributions (Also see policies ATS, AH, DH, GI)

Does the	Impact:	Impact:	Impact:	Supporting comments
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option/policy /proposal..	Short	Medium	Long	
Improve health, & promote healthy lifestyles?	+	+	++	<p>The policy sets out that contributions will be sought from development in order to provide recreation and open space contributions. It also allows for provision of SANGs, Suitable Alternative Natural Greenspace, as alternative sites for heathland. Provision of additional recreation and open space and attractions will have the potential to provide on-site facilities to encourage healthy lifestyles such as cycling facilities which would help enhance the health and wellbeing of employees.</p> <p>The implementation of the PTS, which aims in part to reduce the need to travel by car, is likely to lead to an increase in walking and cycling, enhancing the health and well-being of prospective residents. This policy also promotes safe access to the highway, which will assist in promoting health and well-being of residents.</p> <p>Overall, this policy is considered to have long term positive effect in relation to improving health as a result of additional provision of open space and recreation facilities.</p> <p>No additional mitigation measures have been identified</p>
Help make suitable housing available and affordable for everyone?	+	+	++	<p>The Strategy Housing Market Assessment (SHMA) produced for the Bournemouth and Poole Housing Market Area (HMA), identified a need for 409 dwellings to be provided over the period 2007-2012. Other policies in the Core Strategy mean that of the 2,400 dwellings proposed, it is expected that about 32%of these will be affordable (with 50% on Greenfield land), resulting in 48-60 affordable dwellings likely to be delivered each year. This falls short of the identified need (82 dwellings per annum for 2007-2012) but will make a positive contribution toward this target. This policy allows for contributions to be collected from development in order to meet some of the need, meaning that this policy will have a positive effect on this objective.</p> <p>Overall, this policy is considered to have a long-term positive effect in relation to helping to make suitable housing available and affordable for everyone.</p> <p>No additional mitigation measures have been identified</p>
Give everyone access to learning, training, skills & cultural events?	+	+	+	<p>This policy promotes the implementation of the PTS, which assists in provision of footpaths, cycling and public transport. This will help people access learning and training without the need for private car.</p> <p>Overall, this policy is expected to have a 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?	n/a	n/a	n/a	Not applicable
Promote stronger, more vibrant communities?	n/a	n/a	n/a	Not applicable
Improve employment opportunities in Purbeck?	n/a	n/a	n/a	Not applicable

Reduce poverty and help everyone afford a good standard of living?	n/a	n/a	n/a	Not applicable
Harness the economic potential of tourism in a sustainable way?	n/a	n/a	n/a	Not applicable
Help everyone access basic services, reduce the need to travel by car & encourage cycling, walking and use of public transport?	+	+	+	<p>This policy promotes increased accessibility within Purbeck by ensuring that development contributes to transport improvements.</p> <p>Overall, it is expected that the policy will have a positive effect.</p> <p>No additional mitigation measures have been identified</p>
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?	++	++	++	<p>Development contributions towards heathland mitigation is included in this policy for the provision of SANGS (Strategic Alternative Natural Green Spaces). Without this provision, sites protected by European designations could be vulnerable.</p> <p>No mitigation measures have been identified.</p>
Protect & enhance Purbeck's unique landscape & townscape, & cultural & historical assets?	n/a	n/a	n/a	Not applicable
Reduce water consumption?	n/a	n/a	n/a	Not applicable
Reduce waste & minimise energy consumption	+	+	+	<p>This policy promotes increased accessibility within Purbeck by ensuring that development contributes to transport improvements.</p>

& greenhouse gas emissions?				Overall, it is expected that the policy will have a positive effect. No additional mitigation measures have been identified
Minimise land, water, air, light & noise pollution?	+	+	+	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). Protection of heathland may assist in ensuring that this quality is maintained, while provision of the PTS transport improvements will result in reduction in the need to travel by car, thereby minimising light and noise pollution. Overall, the policy has been assessed as having a minor positive effect on this objective due to transport improvements set out in the PTS and protection of heathland. No mitigation measures have been identified