

Purbeck Local Plan

Economy background paper
October 2018



Thriving communities in balance
with the natural environment

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Introduction

1. This paper has been prepared to inform Purbeck District Council's approach to economic development within the Purbeck Local Plan. It considers relevant national planning policy and guidance; supporting evidence of the need for growth, land availability and site selection; strategic alignment with neighbouring local authorities and the Dorset Local Enterprise Partnership and evolution of the proposed approach since 2012.
2. The paper outlines the employment land requirements and supply for Purbeck based upon available economic projections of growth, an understanding of past trends and market requirements identified through site assessments. It also reviews the evidence regarding the District's town centres and assesses the needs for growth alongside the role of larger centres outside Purbeck District Council's boundaries at Poole and Bournemouth. Finally, the paper considers the available evidence supporting the role of tourism in Purbeck and approaches to managing potential impacts upon the environmental value of the area.

- i. *Employment land*

Within Purbeck the existing allocated land supply is already dispersed across the District with the two largest employment sites at Holton Heath Industrial Estate and Dorset Innovation Park located within the countryside. Other smaller employment sites in the District located adjacent to or within existing towns and villages.

The provision of adequate employment land for the current and future needs of residents, in addition to the wider sub-regional role of Purbeck's larger employment sites, is of vital importance to the overall delivery of sustainable growth in the District.

- ii. *Retail and town centres*

Towns and villages across Purbeck provide an important role in enabling residents to access the services and facilities they require. Maintenance of successful vibrant town and village centres will be important to ensuring Purbeck remains an attractive place to live and visit.

- iii. *Tourism related development and growth*

Tourism is recognised as playing an important role in the economy of Purbeck, through direct employment in local holiday parks, accommodation and facilities and wider spending of visitors to the area.

National planning policy and guidance

National Planning Policy Framework, July 2018

3. Local plan compliance with the National Planning Policy Framework (NPPF) is one of the tests of soundness considered through the examination process. Local plans not compliant with the NPPF are likely to be found unsound by a planning Inspector.

Employment land

4. The revised NPPF published in July 2018 sets out a clear framework for planning policies in chapter 6, “Building a strong, competitive economy”.
5. Planning policies should help create the conditions in which businesses can invest, expand and adapt; local authorities are encouraged to provide positive approaches that capitalise on opportunities that can support Britain as a global leader in driving innovation and in areas with high levels of productivity. Paragraph 81 and 82 of NPPF outline the key requirements for planning policies to:
 - a. set out a clear economic vision and strategy having regard to local industrial strategies and other policy;
 - b. set criteria, or identify strategic sites, to match the strategy and meet anticipated needs over the plan period;
 - c. seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment;
 - d. be flexible enough to accommodate needs not anticipated in the plan and allow for new and flexible working and to enable a rapid response to changes in economic circumstances; and
 - e. recognise and address the specific locational requirements of different sectors; including provision for knowledge and data-driven, creative or high technology industries and for storage and distribution operations.
6. In relation to supporting a prosperous rural economy, the NPPF states that planning policies should enable:
 - a. sustainable growth and expansion of business, both through conversion of existing buildings and well-designed new buildings;
 - b. diversification of agricultural and other land-based rural businesses;
 - c. sustainable rural tourism and leisure developments which respect the character of the countryside; and
 - d. retention and development of accessible local services and community facilities.

Planning policies and decisions should recognise that sites to meet such needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport.

7. Paragraph 120 of NPPF is relevant to the consideration of the identification and retention of employment land. In considering the effective use of land, the NPPF notes that where the local planning authority considers there to be no reasonable prospect of an application coming forward for the use allocated in a plan:
- they should, as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs (or, if appropriate, de-allocate a site which is undeveloped); and
 - in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.

Retail and town centres

8. Paragraph 85 of the NPPF introduces policy regarding ensuring the vitality and viability of town centres; allowing centres to grow and diversify in a way that they can respond to rapid changes in the retail and leisure industries and planning for a mix of uses that reflects their distinctive characters. This recognises that town centres are at the heart of local communities, and planning policies should take a positive approach to their growth, management and adaptation, and specifically local plan policies should:
- a. define a network and hierarchy of town centres and promote their long-term vitality and viability;
 - b. define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
 - c. retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
 - d. allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. In order to ensure site availability to meet anticipated needs for retail, leisure, office and other main town centre uses, town centre boundaries should be kept under review;
 - e. where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policy should set out how identified needs can be met in other accessible locations; and
 - f. recognise the important role that residential development often plays in ensuring the vitality of centres.
9. The NPPF also sets out that a sequential test should be applied to the consideration of proposals for main town centre uses and development outside town centres should be subject to an impact assessment if the development is over a locally set floorspace threshold.

Tourism related development

10. The NPPF makes no specific provision in relation to tourism related development beyond those noted above. This includes the inclusion of planning policies to enable sustainable rural tourism which respect the character of the countryside and identification of tourism development as a main town centre use.

Planning practice guidance

11. Planning practice guidance (PPG) provides further detailed advice and technical guidance for local authorities in the preparation of local plans. Following publication of the revised NPPF in July 2018, updates awaited to the PPG means that there is currently no up to date published guidance regarding economic needs assessments.
12. However, reference to the evidence base requirements for understanding business needs was set out in the draft PPG published in March 2018. This draft PPG proposes that local authorities should:
 - work together with Local Enterprise Partnerships (LEPs) to understand, with reference to local industrial strategies where relevant, existing business needs and likely changes in the market; and
 - engage with the business community to understand their changing needs and identify and address barriers to investment.
13. The planning practice guidance states that local authorities may use that evidence base to assess:
 - the need for land or floorspace for economic development, for all foreseeable types of economic activity over the plan period, including retail and leisure development;
 - the existing and future supply of land available for economic development and its suitability to meet the identified needs. This should be undertaken at the same time as, or combined with, Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land;
 - the role, capacity and function of town centres and the relationship between them, including any trends in the performance of centres; and
 - locations of deprivation which may benefit from planned remedial action.

14. There is a substantial range of evidence and strategies in place that have informed the approach taken to economic development within the Purbeck Local Plan. The overall timeline for evidence base preparation and plan making regarding employment land provision that has informed the final proposed allocations within the Purbeck Local Plan Pre-submission Draft is set out below:
- i. Dorset LEP Transforming Dorset: Strategic Economic Plan, 2014
 - ii. Strategic employment land availability assessment, 2016
 - iii. Bournemouth, Dorset and Poole Workspace Strategy, 2016
 - iv. Purbeck Local Plan Options Consultation, 2016
 - v. Employment projections update, 2017
 - vi. Land availability assessments update 2018
15. The following outlines each of the key evidence base documents informing planning for economic development in Purbeck.

Employment land provision

- [Purbeck Economic Projections Background Paper \(October 2017\)](#) 2017
- [Bournemouth, Dorset and Poole Workspace Strategy, 2016](#) 2016
- [Full employment projections for Purbeck](#) (as referred to in the Eastern Dorset Strategic Housing Market Assessment) 2017
- [Strategic Economic Land Availability Assessment](#) 2016
- [Additional Employment Land Background Paper](#) 2015
- [Swanage Economy Background Paper](#) 2015
- [Transforming Dorset: Strategic Economic Plan](#) 2014
- [Purbeck's Growth Agenda – Economic Development Strategy 2013 to 2027](#) 2013
- [Dorset Innovation Park Local Development Order Exhibition Boards](#) 2018
- [Purbeck Economic Development Strategy 2013](#) 2013

Retail and town centres

- [Poole and Purbeck Town Centres, Retail and Leisure Study 2015](#) 2015
- [Poole and Purbeck Town Centres, Retail and Leisure Study Volume 2 – Town Centre Health Checks](#) 2015
- [Appendices to Poole and Purbeck Town Centres, Retail and Leisure Study](#) 2015
- [Wareham Town Centre Background Paper](#) 2015
- [Swanage Town Centre Boundary Review Background Paper](#) 2015

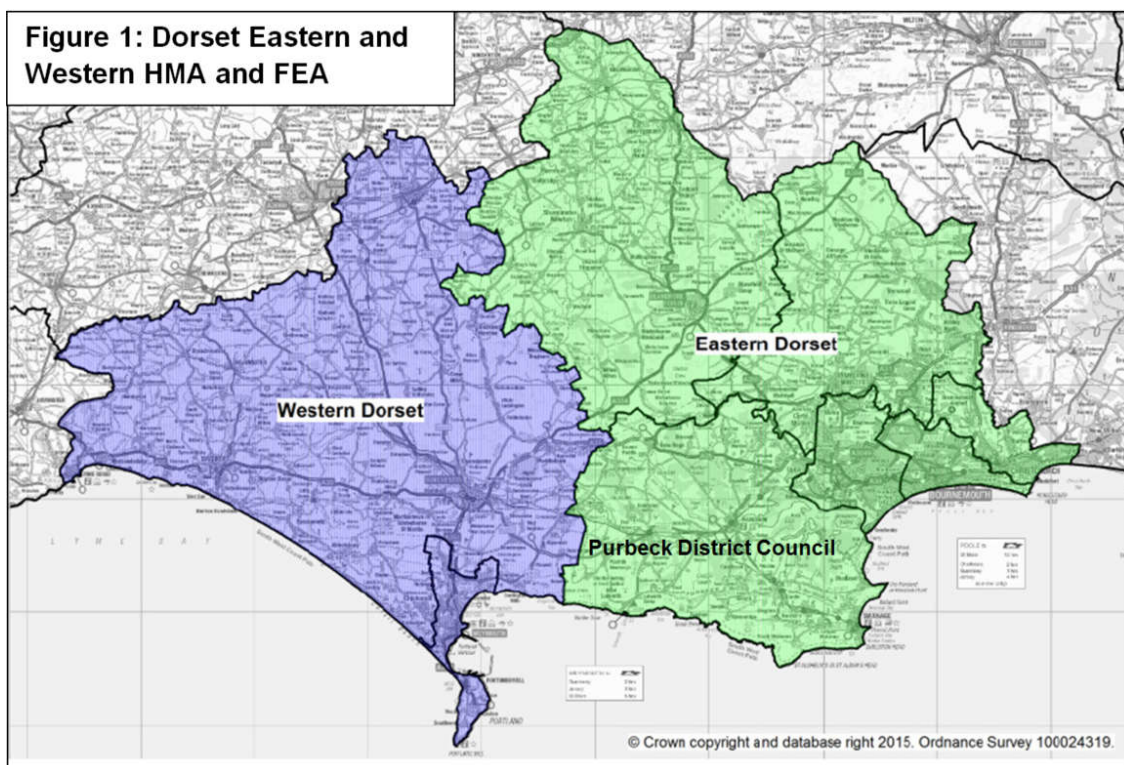
Tourism

- [Tourism Strategy](#) 2008
- [Towards 2015 - Shaping Tomorrow's Tourism](#) 2005

Employment land

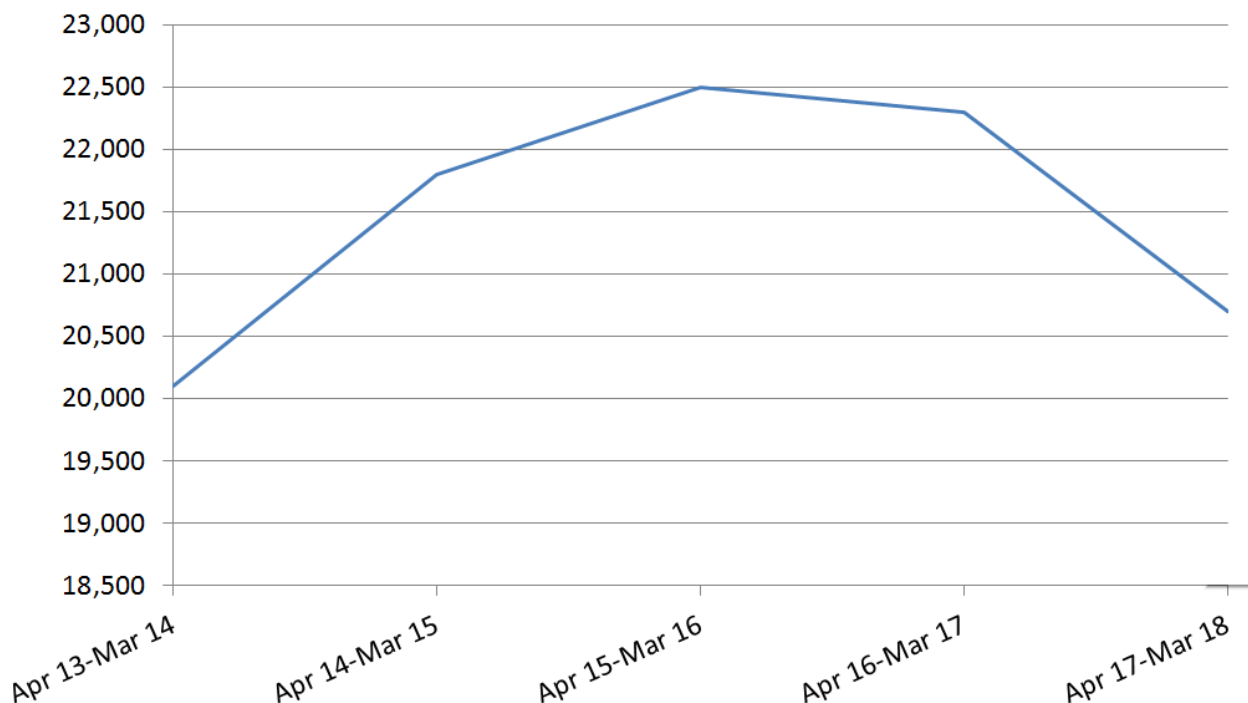
Regional and local context for growth

16. Purbeck District Council is part of the Eastern Dorset housing market area and functional economic area, and forms part of the Dorset Local Enterprise Partnership (Dorset LEP).



17. The total population of Purbeck District Council is 46,800 (ONS Mid-year population estimate, 2017) of which 26,400 are aged between 16 and 64. Of this age group, 21,200 or 78.3% are economically active, comparable to the national average of 78.4% and marginally lower than the South West as a whole at 80.9%.
18. Based upon 2011 Census data of commuting flows, overall some 8,800 residents in employment commute out of Purbeck for work and 7,600 commute-in. Overall, considering its position as a broadly rural district adjacent to a large urban area Purbeck District Council has a relatively modest net outflow of commuters. The most significant commuting relationship is with Poole Borough Council with 4,000 out-commuters working in Poole and 2,200 travelling from Poole to Purbeck each day. The next closest relationships are with West Dorset District (972 out-commuters and 1,263 in-commuters) and Bournemouth (937 out-commuters and 791 in-commuters).
19. Total figures on workplace employment in Purbeck suggest that just over 20,000 people work in the district. Of which about 3,000 are self-employed and 17,000 are employees.

Figure 2: Residents in employment, 2013 to 2017



Source: Office for National Statistics, Annual Population Survey

20. The above graph illustrates change in employment of residents in Purbeck over the five year period from April 2013 to April 2018. This indicates that following strong growth in employment to 2015/16 of almost 2,500, numbers in employment have fallen in the previous two years - resulting in overall growth in employment of 600 in the last five years. Meanwhile, ONS Jobs Density data also suggests total employment in Purbeck has been broadly flat over the previous five years at 21,000.
21. The occupations that employees in Purbeck are engaged in are summarised in the table below.

Table 1: Purbeck District Council employee jobs by industry

	Purbeck (%)	South West (%)	Great Britain (%)
I: Accommodation and food service activities	3,000 17.6	9.8	7.5
C: Manufacturing	2,000 11.8	8.6	8.2
P: Education	1,750 10.3	9.4	8.9
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	1,500 8.8	16	15.2
M: Professional, scientific and technical activities	1,500 8.8	7.3	8.4

	Purbeck (%)		South West (%)	Great Britain (%)
O: Public administration and defence; compulsory social security	1,250	7.4	4.2	4.3
Q: Human health and social work activities	1,250	7.4	13.7	13.3
F: Construction	1,000	5.9	5.3	4.8
R: Arts, entertainment and recreation	1,000	5.9	2.5	2.6
N: Administrative and support service activities	700	4.1	7.4	9.1
S: Other service activities	700	4.1	1.9	2.0
H: Transportation and storage	500	2.9	3.6	4.7
J: Information and communication	400	2.4	3.6	4.4
E: Water supply; sewerage, waste management and remediation activities	300	1.8	0.8	0.7
L: Real estate activities	225	1.3	1.5	1.7
B: Mining and quarrying	200	1.2	0.1	0.2
K: Financial and insurance activities	150	0.9	3.5	3.5
D: Electricity, gas, steam and air conditioning supply	0	0	0.5	0.5

Source: Office for National Statistics, Business Register and Employment Survey

22. The above table illustrates the particular importance of employment in accommodation and food services to Purbeck, potentially linked to the role of tourism and the visitor economy in Purbeck; and manufacturing. Both sectors representing a greater proportion of employees than the regional and national average and together almost 30% of all employment in Purbeck.
23. Levels of unemployment in Purbeck are very low. Total job seekers allowance claimants at August 2018 stood at 0.2% compared to 1% nationally, whilst overall unemployment rates modelled through the Annual Population Survey 2017-18 stood at 2.7% compared to 3.3% for the South West and 4.3% for Great Britain as a whole.
24. However, gross weekly pay for all full time workers indicates relatively lower overall incomes for workers in Purbeck at £506 per week. This can be compared to £497 per week in North Dorset but neighbouring Poole stands at £537 per week and the average gross weekly pay for the South West stands at £527 per week.

The Dorset Local Enterprise Partnership and Strategic Economic Plan 2014

25. The Dorset Local Enterprise Partnership (LEP) is a business led private and public sector partnership that aims to promote local economic growth and prosperity. The Dorset LEP area includes Dorset County Council and its districts, Poole and Bournemouth. It covers an area of 1,025 square miles and contains a population of 745,300. Over three quarters of this population lives in urban settlements. Whilst the region is often perceived to be predominantly rural in character, it is more accurate to see the Dorset economy as operating like a large conurbation wrapped in a rural envelope.
26. The Dorset Strategic Economic Plan (SEP) published in 2014 identified parts of East Dorset and eastern Purbeck District as forming part of the wider conurbation

comprised of Bournemouth, Poole and Christchurch. The SEP notes that these areas contain the majority of Dorset's employment. Meanwhile, much of Purbeck District Council and the remaining area of the Dorset LEP is rural in nature. The overarching ambition of the Dorset SEP when adopted was to:

- Provide a business environment that accommodates up to 40,000 additional jobs by 2021.
 - Prioritise key sectors and high growth companies that strengthen the knowledge based economy and provide higher paid and higher skilled jobs.
 - Exploit potential for high growth in advanced manufacturing, creative and digital, marine, and healthcare technologies with an explicit aim to boost exports.
 - Transform Dorset by leveraging its natural advantages to bring people and resources to the region.
 - Strengthen economic growth through investment in transport and services and digital infrastructure.
 - Maximise the contribution of talented people and businesses in the conurbation and rural Dorset, linking education and training systems to the needs and opportunities of a growing economy.
 - Ensure a sustainable, affordable and diverse housing market meets the needs of residents and employees relocating to the region.
27. The SEP incorporates specific strategies for two major employment sites in Purbeck, The Holton Heath Industrial Estate and Dorset Innovation Park (formerly Dorset Green, and Winfrith Technology Park) recognising their importance as part of the overall strategy for achieving the aims of the Dorset SEP. Reflecting this, continued maintenance of a positive local planning framework to support their development will be of key importance for the economic strategy of the Purbeck Local Plan.

Bournemouth, Dorset and Poole Workspace Strategy, 2016 and Economic Growth Projections Update 2017

28. The Bournemouth, Dorset and Poole Workspace Strategy was prepared in association with the Dorset LEP covering both the Eastern and Western Dorset Housing Market Areas. The Strategy was prepared to provide updated employment land projections and business sector forecasts to take account of changes in the economic context since the preparation of the 2008 and 2012.
29. The projections in the strategy were further updated in 2017, when a new set of employment projections were developed by Dorset County Council in partnership with other Dorset local authorities. These were based on the 2016/17 update of the Cambridge Econometrics model – the Local Economy Forecasting Model for Dorset. Whilst the employment projections used in the Workspace Strategy 2016 were based on projected housing development, the 2017 update is based on the previously used methodology.

30. The Workspace Strategy considers growth across the whole of the LEP area and in the Eastern and Western HMAs – in order to inform joint working and SHMA preparation for the HMAs and functional economic areas. Having established a range of growth projections the strategy also assesses employment land supply across the area.

Growth scenarios

31. The Workspace Strategy considered 4 growth scenarios and 2 employment land scenarios over the period of 2013 to 2033 whilst the 2017 update provided a further two up-to-date scenarios for growth.

Table 2: Growth scenarios for Eastern Dorset, 2017 update and 2016 workspace strategy

	Baseline	Plus 10% flexibility	Plus 20% flexibility
Trend scenario, 2017	161.1ha	-	-
Strategic interventions, 2017	216ha	-	-
Trend scenario, 2016	140.7ha	149.6ha	158.5ha
Planned growth, 2016	172.7ha	184.8ha	196.9ha
Accelerated growth, 2016	183.7ha	196.9ha	210.1ha
Step change, 2016	194.1ha	208.4ha	222.7ha

32. **Trend scenario, 2017:** This scenario is based on employment growth rates from the Cambridge Econometrics LEFM for Dorset (2017) applied with some adjustments for local knowledge. This scenario forecasts growth of approximately 44,000 full time equivalent (fte) jobs in eastern Dorset. About 1,700 of which would be in Purbeck District.
33. **Strategy scenario, 2017:** This scenario takes into account local knowledge specifically regarding opportunities for intervention over the forecast period. This increases total growth across the Eastern Dorset SHMA to 54,000 fte. However, growth in Purbeck District Council’s area remains unchanged in this scenario at 1,700 fte.
34. **Trend scenario, 2016:** This scenario is based on employment growth rates from the Cambridge Econometrics LEFM for Dorset (2015) applied with some adjustments for local knowledge, particularly in sectors showing stronger growth than would be expected. This scenario forecasts growth of approximately 25,000 full time equivalent posts (fte) and 15,000fte in B1–B8 use class employment.
35. **Planned Growth Scenario, 2016:** This scenario takes into account current adopted local plan housing trajectories until the end of the 2027. Beyond this, the scenario took the average objectively assessed needs (OAN) from the 2014 and 2015 Strategic Housing Market Assessments (SHMA) to 2033. It should be noted that the housing trajectory in the updated 2018 SHMA is lower than the 2015 SHMA. This scenario forecasts growth of approximately 30,900fte and 17,400fte in B1–B8 use class employment.

36. **Accelerated Growth Scenario, 2016:** This scenario took into account employment land projections based on the current adopted local plan housing trajectories (as of April 2016), to the point at which it was anticipated revised local plans would be in place. From this point onwards until 2033, the average objectively assessed needs from the 2015 SHMA are applied. It should be noted that the housing trajectory in the updated 2018 SHMA is lower than the 2015 SHMA. This scenario forecasts growth of approximately 33,000fte and 18,800fte in B1–B8 use class employment.
37. **Step Change Scenario, 2016:** This scenario was based on current adopted local plan housing trajectories (as of April 2016), to the point at which it was anticipated revised local plans would be in place. From this point onwards, the full OAN housing from the 2015 SHMA were applied. This scenario forecasts growth of approximately 36,400fte and 20,100 in B1-B8 use class employment.
38. **Evidence based needs for employment land:** Whilst the scenarios included in the 2016 Workplace Strategy inform employment land requirements across the functional economic area, these are effectively superseded by the 2017 trend and strategy scenarios. The 2017 scenarios are therefore most relevant to inform the approach to provision of employment land within the Purbeck Local Plan Pre-submission Draft. As noted above, both the 2017 trend and strategy scenarios result in the same volume of job growth in Purbeck – despite there being greater growth across the Eastern Dorset HMA as a whole.
39. Overall, of the total growth of 161ha or 216ha, Purbeck District Council evidence based needs for employment land is some 11.5ha from 2013 to 2033.

Employment land supply

40. The 2016 Workspace Strategy considered two broad scenarios for employment land supply. Employment land supply scenario 1 was based on an assessment of all existing available land identified in an adopted local plan. The total volume of land in this scenario was 276ha. In employment land supply scenario 2 the strategy further included the potential supply from all additional sites being considered as part of local plan reviews. The total volume of land in this scenario was 333ha.
41. Based upon scenario 1, of the 276ha available in Eastern Dorset, 83ha (30%) is projected to come forward in the short term (0-2 years), 92ha (33%) in the medium term (3-5 years) and 101 ha (37%) in the long term (5 Years +). Within the Eastern Dorset HMA and Dorset LEP area as a whole the workspace strategy identifies that demand for employment space is split 70% B1c, B2 and B8 and 30% B1 office space.
42. The strategy concluded 'there is currently adequate employment land supply in Eastern Dorset in the key market areas to meet current and projected market requirements for industrial development in relation to the step change growth scenario with 20% flexibility...providing...sufficient range and choice of sites.' (Workspace Strategy, page xii). The revised 2017 projections identify a higher level of baseline growth than the 2016 step change scenario but this remains lower than the scenario with 20% flexibility.

Purbeck Economic Development Strategy 2013

43. Covering the period 2013-2027, the strategy aims to improve the local economy and infrastructure whilst protecting the environment. Prepared to clarify Purbeck District Council's role in relation to the LEP, the strategy identified key sectors that were growing in the local area and strategic priorities:

Key sectors

- Marine
- Defence/Security
- Advanced Engineering
- Mining and Quarrying
- Environmental
- IT
- Tourism
- Agriculture and Local Food.

Strategic priorities

- Support the provision of high speed broadband across the District
- Support the development of knowledge based businesses in the District
- Support effective mentoring schemes for new businesses
- Support the development of additional work space in the District, and
- Implement the Purbeck Transport Strategy to improve the road and rail network.

Employment land supply in Purbeck

44. At adoption of the Purbeck Local Plan Part 1 (PLP1) in 2012, Purbeck had a total of 13 allocated employment sites, with a total site extent of 135.7ha and an available land supply of 30.5ha, to meet an identified need for 11.5ha. This supply was identified to meet a range of needs across the District and was considered to be a sound approach by the Inspector at that time.
45. The following table sets out a schedule of all available employment land as adopted by the PLP1 in 2012 and provides an update on the total remaining available supply as informed by monitoring to April 2017.

Table 3: Purbeck available employment land provision 2012 and update 2018

Site Name	In PLP1 2012		Estimated Remaining Availability (ha)
	Total site extent (ha)	Remaining at adoption 2012	
Axium Centre, Organford	0.5	0	0
Dorset Innovation Park, Wool / Winfrith	72	20	40.4
Factory Road Trading Estate, Upton	3.9	0	0
Freeland Business Park, Wareham Road, Lytchett Matravers	0.6	0	0

Site Name	In PLP1 2012		Estimated Remaining Availability (ha)
	Total site extent (ha)	Remaining at adoption 2012	
Holton Heath Industrial Estate, Wareham	35	8	5.7
John's Road Estate, Wareham	0.3	0	0
Old Milk Depot, Corfe Castle	0.4	0.25	0.3
Prospect Business Park, Swanage	1.2	1.2	0
Romany Works Estate, Sandford	1.6	1	0
Sandford Lane Estate, Wareham	9	0	1
Townsend Business Park, North Street, Bere Regis	0.8	0.7	0
Victoria Avenue Estate, Swanage	2.4	0	0
Westminster Road Estate, Wareham	5	0	0
Admiralty Park, Sandford	12	4	0
Total Provision	144.7	35.15	47.1

46. The figures in Table 3 suggest that overall there has been an increase in the available supply of land over the period since adoption of PLP1. A key factor behind this is an adjustment to the approach to considering available land at Dorset Innovation Park. Available employment land supply at this site now aligns with the amount of land identified as available and actively marketed following creation of an Enterprise Zone at the site in 2015.
47. Excluding Dorset Innovation Park, a range of other sites indicate steady utilisation of available employment land supply. Overall between the PLP1 figures and March 2018 available employment land supply has reduced by 8.1ha. This is an annual average of 1.6ha. Key sites indicating significant levels of take up include 4ha at Admiralty Park and 2.3ha at Holton Heath.
48. A range of relevant information regarding all of the sites identified and considered for employment land supply in Purbeck are considered through the Strategic Employment Land Availability Assessment 2016 (SELAA) with the latest update of employment land assessments at provided in a 2018 SELAA update.
49. The SELAA 2016 was published prior to the 2016 Dorset Workspace Strategy so at the time of writing it was unknown what type or amount of employment land was required in Purbeck to meet the needs over the plan period up to 2033. However, the SELAA contributed recommendations that led to the Local Plan Options consultation in 2016.
50. Given the varying roles of the smaller sites located across the District and the two large allocations, the following sections consider the two large sites individually and all other employment land supply.

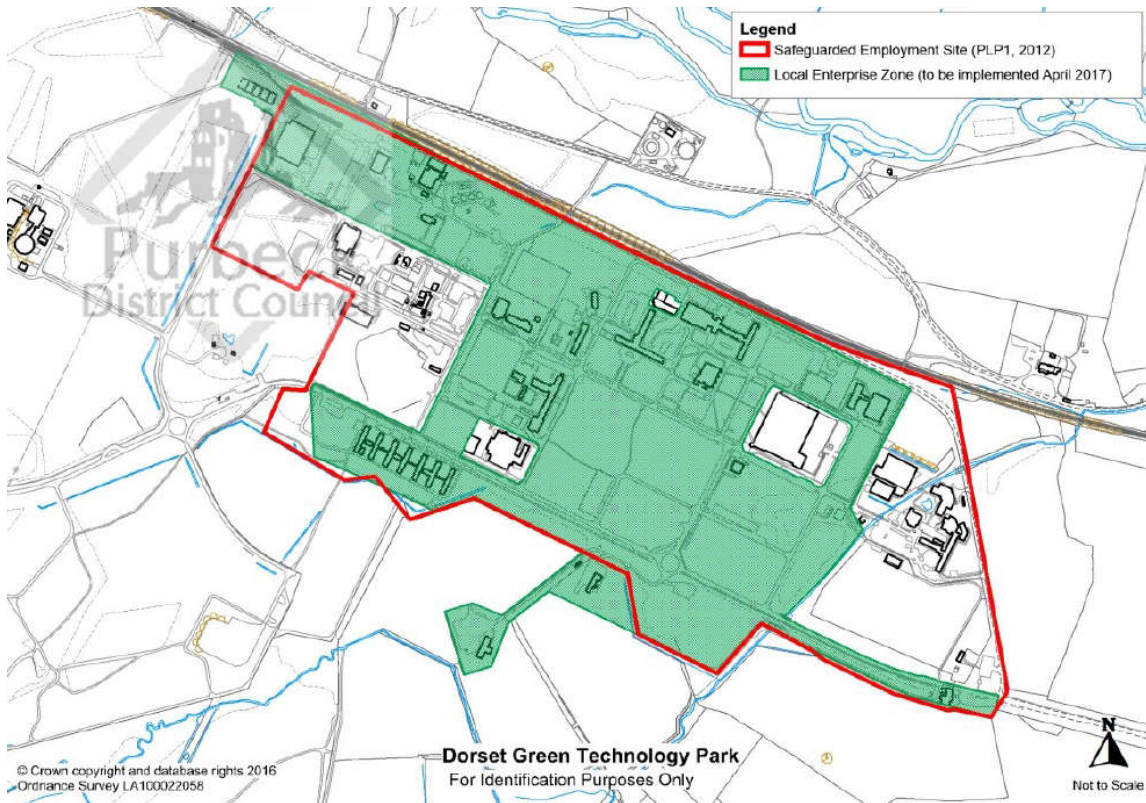
Dorset Innovation Park

51. Dorset Innovation Park as allocated in the 2012 PLP1 has a total site extent of 72ha and 35ha of available land for development. Monitoring information indicates that 50ha of employment land are currently available at the site. Individually, this employment land supply exceeds the total requirements for Purbeck District Council.
52. The Dorset Innovation Park is located just to the west of Wool, where additional residential development is proposed in the Purbeck Local Plan pre-submission draft. The site is well connected to the area's road network and lies close to the Wareham to Dorchester rail line, providing the opportunity for high quality rail access to the sub-region and beyond.
53. As already discussed regarding the Dorset SEP, the Dorset Innovation Park has been recognised as a key site in delivery of the overall ambitions for growth in the LEP area. Dorset Innovation Park was awarded Enterprise Zone (EZ) status at the end of 2015. Purbeck District Council and Dorset County Council with LEP financial support were then able to purchase the freehold and in April 2017 the EZ status came into effect.
54. Central Government approved EZ status is on the basis that the site creates a sector focus in an advanced engineering cluster of excellence; building on strengths in marine, defence and energy, facilitating 2,000 new jobs, 55 new businesses, 58,000sqm of workspace and about £30m of business rate retention that will improve the site and local surrounding infrastructure.
55. A 25 year Masterplan was approved by Purbeck District Council in June 2017, and a 5-year implementation plan approved in September 2017. During 2018 work has been underway on simplified planning for the site and a Local Development Order was submitted to the Secretary of State for consideration in September 2018.

Summary of changes to the proposed allocated site

56. The PLP1 adopted an area of some 72ha of land as safeguarded employment land in 2012. This area included a range of uses and constraints that are now considered unlikely to come forward for employment land delivery in the plan period. This includes the new Dorset police headquarters, playing fields, and areas associated with nuclear decommissioning.
57. Reflecting these constraints, the designated EZ extends to 50ha of the original 72ha site. It is this total area of 50ha that has been considered through the Workspace Strategy 2016. Going forward, it is considered reasonable for the site area to be revised to focus the allocation on the land that will potentially come forward for development over the plan period.
58. This amendment was noted and subject to consultation in the Purbeck Local Plan options consultation in 2016. The existing and proposed site areas are identified below, derived from the SELAA 2016 and 2018 update.

Figure 2: Dorset Innovation Park boundary changes



Holton Heath Industrial Estate

59. The Holton Heath Industrial Estate is a large area of employment land located to the east of Purbeck District Council's area. The site is closely related to the wider Poole and Bournemouth conurbation but also plays a key role in employment provision for the district.
60. This site is also referenced as being of importance within the Dorset SEP; noting particular opportunities in advanced manufacturing, automotive and aerospace sectors, and also in ICT and precision instruments.
61. The majority of the site is already developed with a total site area of 35ha and approximately 7ha of remaining available land.

Summary of changes to the proposed employment site

62. Through the SELAA and Purbeck Local Plan Options consultation in 2016 the potential for expansion of Holton Heath Industrial Estate was considered. This expansion would add 5.9ha to the total site area.

63. Whilst a majority of responses broadly supported this expansion when consulting on the local plan in 2016, at this time there is not considered to be any specific case for expansion of employment land provision in Purbeck.

Other employment sites

64. The remaining employment sites within Purbeck provide a very limited supply of available employment land. However, the important role each site plays in providing locations for businesses across the District should not be underestimated. The additional 11 other areas of safeguarded employment land in Purbeck have a total site extent of some 26ha with only 1ha considered to remaining as available, this being at Sandford Lane, Wareham.
65. The SELAA considered all safeguarded employment land. As show in table 4 below, for the majority of sites the assessment concluded that sites were fully built out and generally well occupied.

Table 4: Existing safeguarded other employment sites

Site Name	In PLP1 2012		Notes from site assessment
	Total site extent (ha)	Estimated Remaining Availability (ha)	
Axium Centre, Organford	0.5	0	Site is fully built out and well occupied.
Factory Road Trading Estate, Upton	3.9	0	Site is fully built out and well occupied.
Freeland Business Park, Wareham Road, Lytchett Matravers	0.6	0	Site is fully built out and well occupied.
John's Road Estate, Wareham	0.3	0	Site is fully built out and well occupied.
Old Milk Depot, Corfe Castle	0.4	0.3	Small site, under-utilised, but will require investment.
Prospect Business Park, Swanage	1.2	0	Two vacant plots
Romany Works Estate, Sandford	1.6	0	Some vacant land, although now no available supply remaining.
Sandford Lane Estate, Wareham	9	1	Several under-utilised plots, notable area of employment land in Wareham.
Townsend Business Park, North Street, Bere Regis	0.8	0	Safeguarded site area is fully built out
Victoria Avenue Estate, Swanage	2.4	0	Safeguarded site area is fully built out
Westminster Road Estate, Wareham	5	0	Safeguarded site area is fully built out
Admiralty Park, Sandford	12	0	Number of constraints limit capacity but site with role in employment portfolio.

66. Whilst predominantly built out with active business supported at each location, a few sites, (Sandford Lane, Wareham and the Old Milk Depot at Corfe Castle) are identified as being under-utilised and therefore with availability to provide valuable space in these locations for employment activities.

Consideration of extensions / additions to other employment sites

67. Through the SELAA 2016 and Local Plan Options 2016 some alternatives and expansion of employment areas were considered. This included:
- Extension of Sandford Lane Industrial Estate
 - New site at Corfe Castle Depot
 - New site at Bovington Middle School, Wool
 - New site at French's Farm, Upton
68. Whilst these potential sites were considered through the earlier plan process, and individually are assessed as potentially suitable sites for employment development, the Purbeck Local Plan Pre-submission Draft does not propose any extensions or additional small sites.
69. The existing areas of safeguarded land across the District more than provide for the evidence base needs for employment land and there is no additional evidence available to indicate that further land is required at these locations to encourage a flexible supply of land to meet market demand.

Consideration of deletion / reductions to other employment sites

70. In relation to existing employment sites the scope for continued retention of each site has been considered through the 2018 SELAA update. This has updated the Council's understanding of current occupation, accessibility and market attractiveness of each site.
71. In the main, whilst relatively small and frequently largely built up, the retention of other employment sites is considered important for the overall long term sustainability of rural communities. As such, the Purbeck Local Plan pre-submission draft retains those other employment sites safeguarded in PLP1 2012 with the following exceptions, based on the analysis undertaken:
- Westminster Road, Wareham: On the eastern edge of the town. The site is in single Council ownership (as identified in the SELAA 2016) and is a relatively large site benefitting from road access to the north and south with good accessibility to the local road network. The northern part of the site is partially occupied by the Local Waste Recycling Centre and Electricity Substation. The southern part of the site is comprised of mixed mid-20th century office and light industrial units. The latest SELAA indicates usage of the site is below full occupancy.
 - John's Road, Wareham: Located immediately north of Wareham train station. The site is in mixed ownership, and is a very small site dominated a single unit with several smaller units. The buildings are of lower order quality from the early to mid-20th century but offer an attractive location adjacent to the train station

whilst road access to the site via Carey Approach is adequate but restricted. The latest SELAA indicates usage of the site is below full occupancy.

72. Deletion of both the above sites from the overall safeguarded employment land supply in the Purbeck Local Plan pre-submission draft would not significantly impact upon total available employment land available for development in Wareham. Over the short to medium term the sites are likely to continue to provide opportunities for economic development but in the medium to longer term assessments indicate that scope for the introduction of a more flexible approach to future growth and investment, including alternative uses such as residential development, would facilitate the overall improvement in occupation and environmental quality of the sites as well as supporting wider needs for development.

Summary of the proposed employment land supply and available land to meet identified needs

73. The overall strategy for delivery of employment land to support the economic prosperity of Purbeck District reflects the characteristics of Purbeck as a rural District and its position within the Dorset LEP area – particularly its proximity to the Poole and Bournemouth conurbation in the east.
74. The retention of two strategic employment sites at Holton Heath and Dorset Innovation Park recognises the long standing experience and expertise regarding the sites’ support in specific areas of advanced manufacturing, research and development. The wider distribution of small industrial estates across the District meanwhile, is particularly tailored to supporting a range of business opportunities for residents and ultimately will be fundamental to the area’s sustainable growth.

Table 5: Recommended employment land portfolio

Site Name	Total site extent (ha)	Estimated Remaining Availability (ha)	Concluding notes
Dorset Innovation Park, Wool / Winfrith	50	40	Strategic allocation, total area reduced from 72ha to 50ha to reflect EZ area
Holton Heath Industrial Estate, Wareham	35	5.7	Strategic allocation, retained site area as unchanged from PLP1 2012
Axium Centre, Organford	0.5	0	Retained site area as unchanged from PLP1 2012
Factory Road Trading Estate, Upton	3.9	0	Retained site area as unchanged from PLP1 2012
Freeland Business Park, Lytchett Matravers	0.6	0	Retained site area as unchanged from PLP1 2012
Old Milk Depot, Corfe Castle	0.4	0.3	Retained site area as unchanged from PLP1 2012
Prospect Business Park, Swanage	1.2	0	Retained site area as unchanged from PLP1 2012
Romany Works Estate, Sandford	1.6	0	Retained site area as unchanged from PLP1 2012
Sandford Lane Estate, Wareham	9	1	Retained site area as unchanged from PLP1 2012
Townsend Business Park, North Street, Bere Regis	0.8	0	Retained site area as unchanged from PLP1 2012

Site Name	Total site extent (ha)	Estimated Remaining Availability (ha)	Concluding notes
Victoria Avenue Estate, Swanage	2.4	0	Retained site area as unchanged from PLP1 2012
Admiralty Park, Sandford	12	0	Retained site area as unchanged from PLP1 2012, but recognise site as part of District's safeguarded employment land
Total Provision	117.4	47	

Further policy to support delivery of Purbeck District Council's employment land strategy in rural areas

75. The above discussions have considered the approach to, and strategy for, identifying and safeguarding employment land in Purbeck District Council's area. More generally, the approach to employment / economic related activity should take a balanced approach reflecting the characteristics of the District. Most notably it is important to enable appropriate investment in rural areas, where opportunities for sustainable travel are limited and locations may be highly constrained by designations including green belt, AONB and designated sites of biodiversity importance.
76. The NPPF sets out that local authorities should take a positive approach to "Supporting a prosperous rural economy". Notably, the NPPF supports growth and expansion of business, both through conversion of existing buildings and well-designed new buildings; and diversification of agricultural and other land-based rural businesses. Also that planning policies and decisions should recognise that sites may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport.
77. Within Purbeck District Council where settlements are defined but potential development may take place in a range of locations in the countryside, a policy approach is therefore proposed that:
- Encourages new and expanded business and diversification of existing farms in the rural area through conversion and well-designed new buildings, where proposals avoid harm to the character of the surrounding countryside.
78. Where proposals might lead to a loss of existing employment land, the NPPF expects local authorities to take a flexible approach. Paragraph 120, in discussing the efficient use of land, notes that:
- 'Where the local planning authority considers there to be no reasonable prospect of an application coming forward for the use allocated in a plan:
- they should, as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs (or, if appropriate, de-allocate a site which is undeveloped); and

- in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.'
79. Reflecting this, proposed policy the Purbeck Local Plan pre-submission draft allows consideration to be given to permitting applications for alternative forms of development on safeguarded employment land. This is subject to the Council being satisfied that the proposal would not result in an unacceptable loss of employment land and that the impact upon neighbouring occupiers and businesses has been considered and appropriate marketing material provided to demonstrate the site is no longer required.

Retail and leisure provision

80. The provision of retail and leisure uses across Purbeck is a vital resource for the sustainability of the District. As part of the wider Eastern Dorset market area the towns and villages of Purbeck have a specific role in meeting the day to day needs of residents and are an important source of employment and economic growth for the District.

Poole and Purbeck Town Centres, Retail and Leisure Study 2014

81. The retail environment has been through a period of particular volatility in recent years. The nature of town centres has also transformed with changing shopping patterns and practices. Flexibility is therefore an important part of the Council's development strategy for our town centres to accommodate future changes.
82. Purbeck District Council and the Borough of Poole jointly commissioned Peter Brett Associates (PBA) to undertake the Poole and Purbeck Town Centres, Retail and Leisure Study, 2014. The study was commissioned to help the Councils understand and define the retail needs, qualitative requirements and overall health and character of town centres within Poole and Purbeck, assessing:
- the locally independent retail offer and the diversity of retailing and leisure provision;
 - the distribution of uses and whether different areas are characterised by distinctive retail/leisure identities;
 - ways for the towns to fulfil retail and leisure potential, including whether any additional floorspace is required; and
 - what new uses could contribute to town vibrancy and importantly increase footfall in the town centre.
83. The Council also undertakes annual monitoring of the retail environment in Purbeck and prepares a retail monitoring report which details information on retail delivery in each of the District's town and local centres.
84. Assessments of retail spending and floorspace requirements are frequently split between comparison and convenience goods. Comparison goods where spending is upon items such as clothing, technology and furniture; and convenience goods, that is predominantly grocery shopping and spending on items that meet day to day needs.

Spatial context and patterns of retail spending

85. Based upon current patterns of retail spending the study area identified by PBA encompassed a wide area encompassing all of Purbeck District Council and Poole Borough Council, as well as portions of East Dorset, North Dorset, West Dorset and Bournemouth. Figure 3 below outlines the overall extent of this study area and 14 survey zones.

Figure 3: Study area and survey zones of the 2014 retail and leisure study

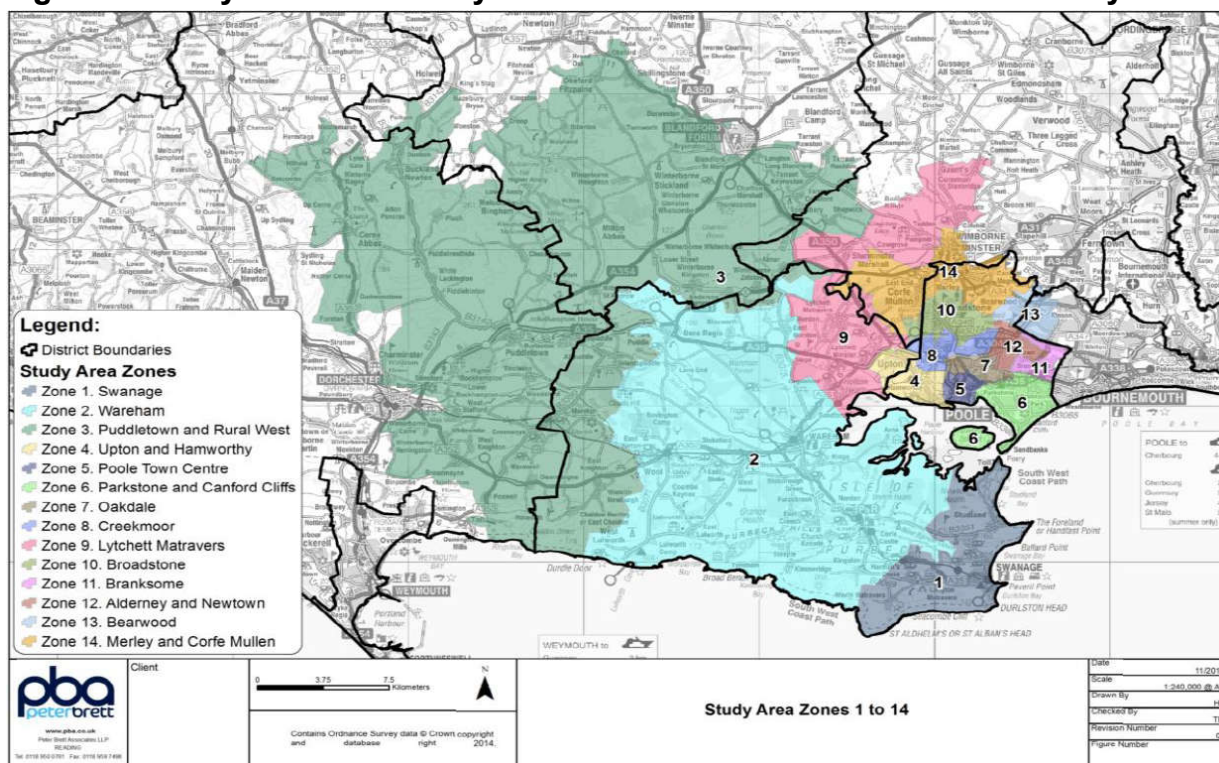


Table 6: Patterns of comparison and convenience expenditure for survey areas in Purbeck

Zone	Summary of patterns of spending	
	Comparison goods	Convenience goods
Zone 1: Swanage	<ul style="list-style-type: none"> Principal destination - Poole town centre Residents in zone 1 generate £30.8m in comparison expenditure. 24% is spent within zone 1. 2% is spent in Wareham town centre. 34% is spent in Poole town centre. 74% in total is retained within the study area and 26% is leaked to locations elsewhere. 11% to Bournemouth. 	<ul style="list-style-type: none"> Principal destination - Co-op, Swanage. Residents in zone 1 generate £23.1m in convenience expenditure. 67% is spent within zone 1. 96% is retained within the study area.
Zone 2: Wareham	<ul style="list-style-type: none"> Principal destination - Poole town centre Residents in zone 2 generate £62.2m in comparison expenditure. 5% is retained within zone 2. 1% is spent in Wareham town centre. 35% is spent in Poole town centre. 73% is retained within the study area and 27% is leaked to locations elsewhere. 9% is leaked to Dorchester. 	<ul style="list-style-type: none"> Principal destination - Sainsbury's, Wareham. Residents in zone 2 generate £41.4 m in convenience expenditure. 30% is retained within zone 2. 86% is retained within the study area.
Zone 3: Puddletown and rural west	<ul style="list-style-type: none"> Principal destination - Dorchester town centre Residents in zone 3 generate £87.5m in comparison expenditure. <1% is retained within zone 3. 19% is spent in Poole town centre. 	<ul style="list-style-type: none"> Principal destination - Tesco at Blandford Forum. Residents in zone 3 generate a total £56.3m in convenience expenditure. 36% is retained within zone 3. 53% is retained within the study area. 47% is leaked to locations outside the

Zone	Summary of patterns of spending	
	Comparison goods	Convenience goods
	<ul style="list-style-type: none"> • However, 65% is leaked to locations outside the study area. Dorchester is the most popular attracting 33% of the spending. 	<ul style="list-style-type: none"> • study area. Dorchester is the most popular attracting 10% of the spending.
Zone 4: Upton & Hamworthy	<ul style="list-style-type: none"> • Principal destination - Poole town centre • Residents in zone 4 generate £58.5m in comparison expenditure. • <1% is retained within zone 4. • 42% is spent in Poole town centre. • 89% is retained within the study area and 11% is leaked to locations outside the study area. Bournemouth is the most popular attracting 4%. 	<ul style="list-style-type: none"> • Principal destination - Tesco Extra, Fleets Corner in Poole. • Residents in zone 4 generate a total of £39.3m in convenience expenditure. • 23% is retained within zone 4. • 97% is retained within the study area.
Zone 9: Lytchett Matravers	<ul style="list-style-type: none"> • Principal destination - Poole town centre • Residents in zone 9 generate £29m in comparison expenditure. • 1% is retained within zone 1. • 44% is spent in Poole town centre. • 70% is retained within the study area and 30% is leaked to locations outside the study area. Wimborne is the most popular attracting 9%. 	<ul style="list-style-type: none"> • Principal destination - Tesco Extra, Fleets Corner in Poole. • Residents in zone 9 generate a total of £17.3m in convenience expenditure. • 16% is retained within zone 9. • 88% is retained within the study area.

Source: Taken from Poole and Purbeck Retail and Leisure Study, PBA, 2014

86. As illustrated from Figure 3 and Table 6, Zone 1: Swanage and Zone 2: Wareham are entirely within Purbeck District Council’s area. Zone 3 is largely restricted to the far western side of the District; the majority of the zone relates to West and North Dorset and whilst it does not include any notable settlements in Purbeck the major potential development at Moreton / Redbridge Pit is within this zone. Zone 9 is divided between Purbeck and East Dorset and forms an outer suburb to Poole. This zone includes Upton, located immediately adjacent to the Poole/Bournemouth conurbation and the most urban area of Purbeck.
87. A notable factor from the patterns of spending identified is the primary role of Poole Town Centre as a focus for retail activities – particularly for Upton. Whilst in terms of the study area this results in high levels of spending retention it means for Purbeck District Council itself retail spending retention is low, and reflective of the area’s rural nature and specific role of the towns of Wareham and Swanage as important but relatively small centres serving local needs and the needs of visitors and employees to the area.

Retail hierarchy

88. The retail study provides a series of recommendations concerning the hierarchy of centres in Purbeck and Poole, informed by analysis of the availability of services and facilities in each centre and overall spend. The overall retail hierarchy set out within the study identifies the following:
- Town centres:
 - Poole town centre

- Swanage town centre (Purbeck District Council)
 - Wareham town centre (Purbeck District Council)
 - Local Centres:
 - Upper Parkstone
 - Ashley Cross
 - Broadstone
 - Corfe Castle (Purbeck District Council)
 - Wool (Purbeck District Council)
89. Within the Purbeck Local Plan Part 1 (PLP1), the majority of additional retail floorspace required at that time was directed to Swanage Town Centre. No further specific allocations of retail need were directed to remaining centres in the District. Wider, more generic retail policy is then founded upon the wider role of the overall settlement hierarchy identified in PLP1. This overall hierarchy of centres, that is reflected in the Purbeck Local Plan, was as follows:
- Towns
 - Swanage, Wareham and Upton
 - Key Service Villages
 - Bere Regis, Bovington, Corfe Castle, Lytchett Matravers, Sandford and Wool
90. Upton as a potential centre is not highlighted within the 2014 retail study. However, the town is the largest urban area in Purbeck and within the PLP1 was identified as an area where further enhancement of the retail offer would be supported. The overall conditions that supported this position in PLP1 remain unchanged. As a significant town within Purbeck the delivery of retail uses within the town would be supported as a positive contribution to the overall sustainability of the locality.
91. The key service villages of Corfe Castle and Wool are identified in the Poole and Purbeck Retail and Leisure Study (2014) as local centres. Bere Regis, Bovington, Lytchett Matravers and Sandford are not highlighted within the study as potential centres. However, reflective of the settlement hierarchy for Purbeck, each of these centres play an important role in delivering services for the local communities.
92. Reflecting the value of these additional locations, the approach proposed within the Purbeck Local Plan, is to maintain identification of the larger towns of Swanage, Wareham and Upton as town centres.

93. In addition to Wool and Corfe Castle, the centres of Bere Regis and Lytchett Matravers are considered to perform as local centres. This reflects the function of these locations as focal points for their wider communities to secure basic services and facilities, and the benefits that additional, proportionate retail and service growth in these locations would bring about for overall sustainability of the communities.

Retail needs over the plan period

94. The overall quantum of need for town centre uses is considered in terms of quantitative and qualitative need. Figures for quantitative need are used to inform the overall requirements for planning for retail provision to be addressed through the Purbeck Local Plan. Qualitative retail needs further inform retail decision making and where particular issues are identified can be addressed through local policy – including within local plans, neighbourhood plans and town centre strategies.

Quantitative need

95. The most recent figures for comparison and convenience floorspace are set out in the retail study (2014). The assessment of retail requirements set out within that assessment are based upon the 2012 based sub-national population projections. The SHMA update 2018 has illustrated that for Purbeck the revised 2016 based projections have had a minimal impact upon population growth in the district. Across the study area as a whole which includes Purbeck and Poole the following floorspace needs are identified.
- Comparison goods: between 15,000 and 19,000 sq.m net additional comparison goods floorspace by 2024, increasing to between 36,000 sq.m net and 40,000 sq.m net by 2031.
 - Convenience goods: between 1,000 and 2,000 sq.m net by 2024, increasing to 3,000 – 4,000 sq.m net by 2031.
96. The retail study notes that there is limited opportunity to expand either of the main centres of Swanage and Wareham for comparison goods floorspace. However, as the majority of floorspace is currently located in Poole town centre and it is not anticipated that either Swanage or Wareham will increase their market share, only a modest level of comparison floorspace is sought.
- Comparison goods in Purbeck: Swanage and Wareham town centre 750 sq.m – 950 sq.m net
97. In respect of convenience provision, the study concluded that there is a gap in provision in both Swanage and Wareham town centres and recommends that the need identified in the study area should be met within Purbeck.
- Convenience goods in Purbeck: Swanage and Wareham town centre 1,200 sq.m – 1,800 sq.m
98. The study also notes that in areas of housing growth the requirement for retail provision to meet the needs of those larger communities should be considered.

Meeting the quantitative need

99. The town centre of Swanage, is defined within the adopted Swanage Local Plan 2017-2027. This adopted Swanage Local Plan allocates sufficient space for 1,000sqm of comparison goods and 1,100sqm of convenience goods.
100. This provision contributes to the overall needs identified above. As such, there is a residual requirement to be identified within the Local Plan for:
 - Up to 700sq.m of convenience retail floorspace.
101. This overall scale of provision is considered to be readily deliverable within the towns of Wareham and Upton and local centres of Wool, Bere Regis, Corfe Castle and Lytchett Matravers. This would include the potential for specific additional convenience floorspace expected to be delivered as part of the proposed large housing developments at Wool and Moreton / Redbridge Pit. Consequently, no specific allocated provision, over and above the provision identified through the adopted Swanage Local Plan, is considered necessary in meeting the needs for retail development over the plan period.

Town centre sequential test and local impact assessment

102. The NPPF is clear in its requirement for the sequential test to be applied and an impact assessment to be undertaken when considering applications for main town centres uses that are not in an existing centre and not consistent with an up-to-date local plan.
103. The retail and leisure study recommends that established NPPF tests for a sequential test and impact assessment should be included in policy, (as set out in paragraphs 86 and 89 in the NPPF), and that an additional local threshold for impact assessments should be defined.
104. In relation to the identification of an alternative threshold the retail study concluded that current unit sizes in the identified town centres of Swanage and Wareham average around 120 sq.m gross. Developments of floorspace above the average unit site are likely to be attractive to the market and potentially have an impact on town centres. Given this, developments of less than 2,500 sq.m could potentially cause a significant adverse impact in centres within Purbeck, depending on the occupier and location. Using the default would mean such developments would not need an impact assessment under the NPPF. Therefore, based upon the recommendation of the Poole and Purbeck Retail and Leisure Study, it is proposed that the Purbeck Local Plan includes:
 - A local retail impact assessment threshold of 200 sq.m for development of main town centres uses that fall outside defined centres.

Existing retail provision

105. The existing town centres of Wareham and Swanage in Purbeck and the other locations including Corfe Castle and Wool are generally considered to provide a diverse range of retail opportunities for residents and visitors with good quality stores

and a high proportion of independent traders helping to maintain the overall vitality and viability of the centres.

106. Key indicators such as overall levels of vacancy within the town centres help illustrate the relative strength, as illustrated in table 5.

Table 7: Vacant units in the town centres of Swanage and Wareham

	% Vacant units	Difference to UK average
Swanage	3.87%	-8.62%
Wareham	3.50%	-8.99%
UK average	12.49%	n/a

Source: Retail and Leisure Study 2014, PBA

107. The most recent retail centres health check concluded that:

Swanage – The number of convenience retailers in Swanage is marginally over the national average. In terms of comparison goods, the provision in Swanage appears considerably over the national average. Looking closer at what types of comparison retailer are prevalent in Swanage shows that clothing retailers are actually under represented (comprising of 8.3% rather than the national average of 10.2%). Instead, retailers categorized as ‘booksellers, arts/crafts, stationers’ are three times more prevalent in Swanage, with units described as ‘gifts, china, glass and leather goods’ five times more prevalent. This is linked to areas where there is a significant tourism.

Wareham – The number of convenience retailers is seen as higher than the UK average. The number of comparison units appears higher in Wareham than the national average. As with Swanage, Wareham town centre is under represented by clothing retailers, which make up only 3% of the total floorspace. Charity shops have a notable presence in the town (7.8%) which is almost twice the national average (4.27%). Aside from charity shops, the remainder of the comparison offer is described as fairly balanced. Figures for service units are almost identical to the national figure, helped by a number of restaurants in the town centre.

Corfe Castle – The study identifies the centre as a location that is particularly popular with tourists visiting the village. The range of uses within the centre reflects the clear focus towards tourism, with a number of pubs, tea rooms, hotels and other attractions such as the model village. As the centre is relatively small it is envisaged that for larger convenience or comparison requirements the residents are likely to visit larger centres of Wareham, Swanage and Poole. Similarly, given the size of the centre, and range of offer, it is unlikely that residents from other locations will use Corfe for their convenience and comparison spend.

Wool – The retail offer in Wool is split into two clusters. The majority are found on the Dorchester Road towards the west of the settlement comprised mainly of residential units interspersed with retailers. The offer includes some convenience retailers along with a number of service retailers such as hairdressers and estate agents. The second

cluster of retail units covers a smaller area including a number of smaller convenience retailers and a local pub. As the units are predominantly focussed on meeting local needs it is unlikely that the area would attract shoppers from outside the immediate area.

108. The recommended strategies for centres provided within the retail study, reflecting the overall limited needs for additional comparison or convenience provision in the area and findings of the health checks, is to focus upon supporting independent stores, both new and long established outlets, as opposed to trying to attract national multiples. This support should range from direct support for marketing, promotion and branding, as well as protection of the centre through planning policy.
109. Integral to ensuring opportunities are maintained for local independent businesses to find suitable space and operate within Purbeck's centres is providing appropriate policy to control other uses within the District's centres.
110. Reflecting this an approach to policy is advised that:
 - Would generally protect against the loss of existing retail uses in use classes A1, A2, and A3 or the loss of D1 or D2 activities that can be key to bringing shoppers and visitors to the towns.
 - Require that alternative uses demonstrate they would not harm the vitality and viability of the centres, and
 - Introduce a marketing test to ensure it is demonstrated that there is no market interest to acquire or invest in the site for retail or leisure uses

Tourism

111. Tourism and related revenue is key to the South West region's economy and an integral part of economic activity in Purbeck. The District's attractive towns, villages and designated landscapes make the area popular with visitors but also sensitive to the pressures that tourist activities can cause. National policy requires the support of a prosperous rural economy by enabling 'sustainable rural tourism and leisure developments which respect the character of the countryside' (NPPF, para 83c). It is important that tourist related development takes place in a sustainable manner so as to ensure positive benefits whilst avoiding adverse impacts on the local environment or existing infrastructure.
112. Tourism related activities form a major element of overall employment and it is estimated that tourism provides for 21% of all employment within the District and contributes approximately £230 million to the local economy. Such spending arises annually through visitor expenditure from day trips and longer stay accommodation.
113. As highlighted through the analysis of centres in the District, the role of tourism has a major impact upon the overall diversity and vitality of the area's towns and villages and as a result supports the wider sustainability of the area as a place to live and work.
114. Supporting the District's tourism economy and enabling sensitive growth in tourism are therefore key priorities for Purbeck District Council. The Purbeck Economic Development Strategy highlights tourism as a key sector for the District whilst identifying that tourism is one of seven sectors highlighted by the Dorset Local Enterprise Partnership (LEP) for engagement, which led to preparation of a Dorset Destination Management Plan (DMP) 2014-2018.
115. The DMP is a shared statement of the intention to sustainably grow the tourism market in Dorset as a means for increasing prosperity and creating new employment opportunities for residents. The DMP recognises a number of key priorities that are of relevance generally to planning for tourism development, including:
 - Regaining and increasing market share – increasing numbers of staying visitors.
 - Increasing year round visitor spending and its retention in Dorset.
 - Unleashing the potency of Dorset as a destination brand.
 - Effectively linking the urban, rural and coastal experience.
116. A key opportunity highlighted within the DMP is to strengthen awareness and links between Bournemouth and Poole, the other seaside and market towns, the Jurassic Coast and the wider countryside. Within this area, as a rural District immediately west of Bournemouth and Poole, Purbeck is particularly well placed. The District has its own unique identity providing the setting for the market town of Wareham, seaside town of Swanage and the World Heritage Site Jurassic Coastline.

117. The District is therefore in a strong position to further build on its already successful tourism sector but it will be important over the Plan period to ensure any growth is sustainable and sensitive to the District's outstanding natural landscape and biodiversity value.
118. As such, a positive framework for additional tourist accommodation is advocated, whilst existing tourist accommodation should be protected from loss where it is reasonable to do so.