

7. South Eastern Dorset Functional Area

7.1. Introduction

7.1.1. The large built-up area of Bournemouth, Christchurch and Poole lies at the heart of the South East Dorset conurbation, but largely outside the Dorset Council area. Towns and other main settlements within (but inset from) the South East Dorset Green Belt include Ferndown/West Parley, St Leonards & St Ives, Verwood, West Moors and Wimborne Minster/Colehill. The towns of Blandford, Swanage and Wareham lie within the functional housing and economic area, but beyond (or in the case of Wareham on the edge of) the Green Belt.

Function and issues

7.1.2. The function of each of the main settlements is described in Figure 7.1 below, which also highlights some of their key issues. Many of the settlements have a high proportion of elderly residents and suffer from a lack of affordable housing. The larger and more historic settlements generally have a good range of services and facilities, but these tend to be more limited in settlements that have grown rapidly in recent times.

Figure 7.1 – The function and issues associated with the main settlements in the South Eastern Dorset Functional Area

Large built up areas

Bournemouth, Christchurch and Poole – The large built-up area of Bournemouth, Christchurch and Poole lies at the heart of the South East Dorset conurbation. The Bournemouth, Christchurch and Poole Council area, which has a population of nearly 400,000, covers the vast majority of this large built-up area. Bournemouth is a major resort; Poole is an important port; and Christchurch is an historic market town. The conurbation is important for its major shopping centres, employment opportunities and its cultural and tourism offer. It hosts two universities, a successful football club and an international airport, and has a frequent train service to London.

Corfe Mullen and Upton are the only parts of this large built-up area within the Dorset Council area. Corfe Mullen is a largely suburban residential area served by a local centre and other local facilities, including schools. The town of Upton is also largely suburban in character, but is served by a town centre and other local facilities, including schools.

Towns and other main settlements

Blandford – Blandford, comprising the main town of Blandford Forum and the smaller built-up area of Blandford St Mary, have a combined population of about 11,000. Blandford acts

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as a retail, employment and service centre for much of central Dorset and has a secondary school. Blandford Camp, a large military base to the north-east of the town, is a major employer.

Ferndown and West Parley – The town of Ferndown and suburban West Parley form a single urban area with a combined population of over 20,200. Both settlements have grown significantly over the last 100 years with Ferndown becoming a town with a range of shops, facilities, an upper school and employment opportunities. West Parley is more suburban in character, although it has a local centre. Ferndown and West Parley have a high proportion of elderly residents and a lack of affordable housing.

St. Leonards and St. Ives – St Leonards and St Ives are two largely suburban areas of development with a combined population of over 7,200. Over 90% of properties are detached, 60% being bungalows. There is a first school, but few other facilities and no recognised centre. There is no dedicated employment area and no middle or secondary school, although the towns of Ferndown and Ringwood (in Hampshire) are close by. There is a particularly high proportion of elderly residents and very little affordable housing.

Swanage – The seaside resort of Swanage has a population of just over 9,800 and is the main retail and service centre for the Isle of Purbeck including secondary school provision. Employment in the town is limited with some out-commuting, via the heavily congested A351 or the Sandbanks Ferry, which has limited capacity. Swanage has a large elderly population and nearly 19% of properties are second homes.

Verwood – The town of Verwood has grown rapidly over the last 30 years and now has a population of over 14,800. Although the town has some services and other facilities, the town centre is of limited size with fewer than 40 shops and there is no secondary school.

Wareham – Wareham comprises the historic town south of the River Piddle and Northern Wareham to the north, with a combined population of over 6,000. The town centre serves both residents and summer tourists and there is a good range of services including a secondary school. The town also has rail links to London and Weymouth. There are some employment opportunities, although there is significant out-commuting, mainly to Bournemouth and Poole, resulting in congestion on the A351.

West Moors – West Moors, with a population of over 7,400, is largely suburban in character and more than 45% of the dwellings are bungalows. It has a district centre with over 40 shops, first and middle schools and some employment opportunities. There is a high proportion of elderly residents and only a limited amount of affordable housing.

Wimborne Minster and Colehill – The historic market town of Wimborne Minster and the suburban settlement of Colehill form a single urban area with a combined population of about 13,300. Wimborne offers a wide range of services, facilities, an upper school and

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employment opportunities. The town centre has over 160 shops, including two major food stores.

Environmental constraints

- 7.1.3. The proximity of the internationally important Dorset Heathlands is a constraint affecting many of the settlements (as certain types of development are not permissible within a 400 metre buffer of the protected sites), particularly those close to the large built-up area of Bournemouth, Christchurch and Poole. Other internationally important wildlife sites within the area include the whole of Poole Harbour and part of the Avon Valley. Nitrate emissions and recreational activity connected with new development has an adverse impact on the harbour. Beyond the Green Belt, Swanage lies entirely within the Dorset AONB, which also adjoins the western edge of Blandford and the southern and eastern edges of Wareham. The Cranborne Chase and West Wiltshire Downs AONB also adjoins the northern edge of Blandford. Fluvial flooding is an issue in many of the settlements, with coastal erosion also an issue at Swanage.

Figure 7.2 – Key environmental constraints in the South Eastern Dorset Functional Area

Large built up areas

Bournemouth, Christchurch and Poole – Corfe Mullen and Upton are the only parts of the main built-up area of Bournemouth, Christchurch and Poole in the local plan area. Much of the land to the south and east of Corfe Mullen lies within 400 metres of the Dorset Heathlands. Nearly all the land around Upton is within 400 metres of the Dorset Heathlands. Land to the south of Upton adjoining Poole Harbour is also at risk of flooding.

Towns and other main settlements

Blandford – The Dorset AONB wraps around the west and south of Blandford, with the Cranborne Chase AONB adjoining the northern and eastern edges. The floodplain of the River Stour runs between the two built-up areas of Blandford Forum and Blandford St Mary.

Ferndown and West Parley – Nearly all of the land around Ferndown and land to the east and west of West Parley lies within 400 metres of the Dorset Heathlands. The floodplain of the River Stour and the Dudsbury Hill Fort archaeological site lie close to the southern edge of West Parley.

St. Leonards and St. Ives – Land to the west and south of St. Leonards and St. Ives lies within 400 metres of the Dorset Heathlands. Parts of Avon Castle adjoin the floodplain of the River Avon.

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Swanage – Swanage lies entirely within the Dorset AONB and the coastal landscapes north and south of the town fall within the Purbeck Heritage Coast. The coastline either side of the town lies within the Jurassic Coast World Heritage Site, some of which is at risk from coastal erosion. The floodplain of the Swan Brook runs through the town.

Verwood – Nearly all of the land around Verwood lies within 400 metres of the Dorset Heathlands. The floodplain of the River Crane adjoins the southern and western edges of the town.

Wareham – The Dorset AONB wraps around the southern and eastern sides of Wareham and much of the land to the east of the Old Town lies within the Purbeck Heritage Coast. Land around the town within the floodplains of the Rivers Frome and Piddle, at Morden Bog and to the east of the town adjoining Poole Harbour is at risk of flooding. Much of this land is also internationally important for its wildlife interest. The Walls surrounding the Old Town are an important archaeological site and parts of Northern Wareham are within 400 metres of the Dorset Heathlands. The town is positioned close to the western edge of Poole Harbour, inside its hydrological catchment.

West Moors – Much of the land around West Moors lies within 400 metres of the Dorset Heathlands. The Moors River and its floodplain, which are nationally important for their wildlife interest, lie to the east of the settlement and the floodplain of Uddens Water adjoins West Moors to the south and west.

Wimborne Minster and Colehill – The Cranborne Chase and West Wiltshire Downs AONB comes close to the north-eastern edge of Wimborne. The floodplain of the River Allen runs through the town and the floodplain of the River Stour runs to the south of Wimborne and Colehill.

7.2. Changes to the Green Belt

- 7.2.1. The need for new homes and employment land in Dorset as a whole is pressing, but there is also a specific need for both homes and employment land to be provided close to where people work and where they can meet their everyday needs, reducing the need to travel. Significant economic activity takes place within the south-eastern part of Dorset and hence there is significant demand for new homes and employment space.
- 7.2.2. The council has defined this area as the South Eastern Dorset functional area. Within this functional area there are strong interconnections between the places where people live, work and access services and facilities. It includes the edges of the large built-up area, inset towns and villages within the Green Belt and land around the outer edges of the Green Belt.

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- 7.2.3. To provide the quantities of homes where they are needed and to support economic growth within the South Eastern Dorset functional area, the council is satisfied that there are no other reasonable options for meeting these development needs, other than through changes to Green Belt boundaries. The council's development strategy for meeting the area's housing needs:
- makes as much use as possible of suitable brownfield sites and underutilised land;
 - optimises densities on development sites in town centres and other locations well served by public transport;
 - includes allowances for windfall development within those settlements that have a development boundary; and
 - has been prepared in cooperation with neighbouring authorities.
- 7.2.4. For these reasons the council is justified in considering whether there are exceptional circumstances for changes to Green Belt boundaries.
- 7.2.5. In the course of developing its strategies to meet Dorset's needs for dwellings and employment land, the council has considered the need to promote sustainable patterns of growth within and around the edges of the Green Belt. As part of this process it has considered the opportunities and implications of focusing growth around:
- the edges of the large built-up area (including around Upton and Corfe Mullen);
 - towns, other main settlements and larger villages that are inset within the Green Belt (including around Ferndown and West Parley, Lytchett Matravers, St Leonards and St Ives, Sturminster Marshall, Verwood, Wareham, West Moors and Wimborne Minster); and
 - towns, other main settlements and larger villages beyond the Green Belt's outer boundaries that are also within, or on the edge of, the South Eastern Dorset functional area (including around Alderholt, Bere Regis, Blandford, Crossways/Moreton Station and Swanage).
- 7.2.6. Taking account of these implications, the council has selected a series of suitable sites for residential and employment uses within the Green Belt whilst also noting constraints, sustainability considerations and the findings from the first stage of a strategic review of the Green Belt.
- 7.2.7. This process has led the council to identify a series of suitable sites of different sizes to accommodate some of the necessary growth within the Green Belt and specifically around Corfe Mullen, Upton, Ferndown/West Parley, Sturminster Marshall, Verwood, Wareham, West Moors, Wimborne Minster/Colehill and Lytchett Matravers.

Exceptional circumstances

- 7.2.8. The council has found that there are the necessary exceptional circumstances for changes to Green Belt boundaries for these sites and it proposes that land should be released from the Green Belt for residential and employment development. In summary, these exceptional circumstances include:
- the contribution that development will make to meeting Dorset’s housing need as a whole, and more specifically the housing needs of the South Eastern Dorset functional area;
 - the constraints in supply of suitable sites within and adjacent to settlements in the South Eastern Dorset functional area outside the Green Belt;
 - the limited supply of sites (both brownfield and for intensification) within settlements inset within the Green Belt;
 - the implications for delivering sustainable development without considering release of Green Belt around settlements inset within the Green Belt;
 - the potential for adverse impacts on the purposes of the Green Belt to be ameliorated or reduced to the lowest practical level; and
 - the potential for the impacts of releasing land from the Green Belt to be offset through compensatory improvements to environmental quality and accessibility.
- 7.2.9. When determining whether there are exceptional circumstances the council has also considered the nature and extent of harm to the Green Belt that would arise from changes to its boundaries. The second stage of the strategic Green Belt review includes the detailed assessments of harm to the Green Belt arising from development. The harm related to changes to Green Belt boundaries varies according to the contribution that the land makes to the Green Belt’s purposes and the impacts on adjacent Green Belt.
- 7.2.10. For each of the sites around the settlements listed above, the council has concluded that some or all of those considerations outweigh the specific harm arising from changes to Green Belt boundaries and amount to exceptional circumstances.

SED1: The South East Dorset Green Belt

- I. Development proposals in the Green Belt will be determined in accordance with national planning policy.
- II. In order to deliver sustainable patterns of development, the council has concluded that there are exceptional circumstances to make changes to Green Belt boundaries (as shown on the policies map and detailed in the corresponding settlement chapters) around the following settlements:
 - Corfe Mullen;
 - Lytchett Matravers;
 - Ferndown/West Parley;
 - Sturminster Marshall;
 - Verwood;
 - Upton;
 - Wareham;
 - West Moors; and
 - Wimborne Minster/Colehill.

Q: Green Belt

1. Do you agree that there is a need to amend the green belt to enable development?

7.3. Housing and employment allocations in the South Eastern Dorset Functional Area

- 7.3.1. The spatial strategy for this area is set out in Policy DEV2, which sets out how growth can be accommodated both within and beyond the South East Dorset Green Belt.
- 7.3.2. Scope for the growth of the large built-up area of Bournemouth, Christchurch and Poole largely lies within the Bournemouth, Christchurch and Poole Council area. However, some limited housing growth has been proposed at Corfe Mullen and

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- Upton. There is greater scope at the towns and other main settlements inset within the Green Belt. Limited growth at two of the larger villages inset within the Green Belt (Lytchett Matravers and Sturminster Marshall) is also proposed.
- 7.3.3. Beyond the Green Belt significant growth is proposed at the town of Blandford, with more limited growth at Swanage, which lies entirely within the Dorset AONB. Growth is proposed at the larger villages of Wool and Bere Regis. Crossways/Moreton Station, which sits on the far western edge of the South Eastern Dorset functional area has significant growth proposed that will contribute to meeting both the Central and South Eastern Dorset functional area needs.
- 7.3.4. At Alderholt, which lies on the outer edge of the Green Belt, options are being considered for major transformatory growth. The level of growth that may be appropriate at Alderholt is not fully understood but it would need to deliver significant employment and facilities to improve the self-containment of the settlement. It is likely that this level of growth would require development within New Forest District. More detail on this is included in the Alderholt chapter.
- 7.3.5. The main employment allocation is at Dorset Innovation Park (formerly the Winfrith Atomic Energy Establishment near Wool), where a local development order (LDO) covers 40 ha of the undeveloped enterprise zone. A significant area of undeveloped employment land remains at Holton Heath to the north-east of Wareham, with other smaller allocations elsewhere. The employment needs of the South East Dorset conurbation will also be met through significant areas of employment land at Bournemouth Airport in the Bournemouth, Christchurch and Poole Council area.
- 7.3.6. Funding has recently been secured through the Transforming Cities Fund to implement a package of measures to improve the travel environment around the inner South Eastern Dorset area – the Transforming Travel Programme. These measures, including 78 km of new cycling and walking routes, smart technology to provide improved bus travel options and green travel hubs, are all aimed at offering environmentally friendly, safer and quicker journeys to work, education and leisure in the area.
- 7.3.7. The Transforming Travel Programme measures will make better connections between the towns of Upton, Ferndown, Wimborne and Colehill and the Bournemouth/Christchurch and Poole centres. Delivery of the improvements will help in the delivery of housing and employment sites and the development sites will also deliver improvements to complement the Transforming Travel Programme.

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Figure 7.3 – Housing and employment land allocations in the South Eastern Dorset Functional Area

Allocation	Number of homes	With consent	Employment land (HA)	With consent
Large built-up area (edge of the built-up area of Bournemouth, Christchurch and Poole)				
CORM2: Land north of Corfe Mullen	112	112	0	0
CORM3: Land west of Pardy's Hill	50	0	0	0
CORM4: Land to the east of Haywards Lane	150	0	0	0
CORM5: Land to the west of Haywards Lane	200	0	0	0
UPTN1 – French's Farm, Policeman's Lane	92	0	0	0
Towns and other main settlements				
BLAN2: The Brewery, Blandford St. Mary	180	180	0	0
BLAN3: St Mary's Hill	350	350	0	0
BLAN4: Lower Bryanston Farm	75	0	0	0
BLAN5: Land off Shaftesbury Lane	0	0	2.0	0
BLAN6: Land adjacent to Ward's Drove	220	0	0	0
BLAN7: Land north-east of Blandford Forum	680	0	4.7	0
FERN3: Green Worlds	70	0	0	0
FERN4: East of New Road, West Parley	320	0	0	0
FERN5: West of New Road, West Parley	150	0	0	0
FERN6: Land at Dudsbury Golf Course	700	0	0	0
FERN7: Land off Angel Lane North of Ham Lane	400	0	0	0
FERN8: Blunts Farm employment allocation			9.0 to 30.0	0
FERN9: East of Cobham Road, Ferndown Industrial Estate			6.5	0

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Allocation	Number of homes	With consent	Employment land (HA)	With consent
FERN10: Land west and south of Longham Roundabouts			2.0	0
SWAN2: Northbrook Road East	90	52	0	0
SWAN3: Land west of Prospect Allotments	150	0	0	0
VER2: North west Verwood new neighbourhood	230	230	0	0
VER3: Land south of Manor Road	100	0	0	0
Woolsbridge Industrial Estate			12.9	0
WMO1: Land north of Azalea Roundabout	170	0	0	0
WMC3: Cuthbury Allotments and St Margaret's Close	183	183	0	0
WMC4: Cranborne Road New Neighbourhood	488	488	0	0
WMC5: South of Leigh Road & Sports Village	298	298	0	0
Wimborne Brook Road (north)	0	0	2.0	0
WMC6: Land at Leigh Farm	65	0	0	0
WMC7: Land at Northleigh Lane	100	0	0	0
WMC8: Land north of Wimborne Road	140	0	0	0
WMC9: Land south of Wimborne Road West	190	0	0	0
LYMT1: Huntick Road	46	46	0	0
LYMT2: Land to the east of Wareham Road	95	0	0	0
LYMT3: Land at Blaney's Corner	25	0	0	0
LYMT4: Land to the east of Flowers Drove	30	0	0	0
LYMT5: Eastern extension at Blaney's Corner	40	0	0	0
LYMT6: Land between Wareham Road and Foxhills Road	120	0	0	0

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Allocation	Number of homes	With consent	Employment land (HA)	With consent
LYMT7: Land to the west of Wareham Road	40	0	0	0
STMR1: Bailie Gate and extension	0	0	3.3	0
STMR2: Land at Station Road	225	0	0	0
STMR3: Springfield Farm	60	0	0	0
STMR4: Sturminster Marshall Golf Course	140	0	0	0
Holton Heath Trading Park			5.7	0
WOOL1: Land west of Wool	470	0	0	0
WOOL2: Land to the west of East Burton	300	0	0	0
Dorset Innovation Park			38.4	0
Bere Regis			0.7	0
Totals¹	7,544	1,939	87.9	0

¹ The totals do not include the optional areas being considered at Alderholt and Wool.

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Figure 7.4: South Eastern Dorset Functional Area key diagram showing local plan allocations



8. Corfe Mullen

8.1. Introduction

- 8.1.1. The majority of the settlement of Corfe Mullen is located on the edge of Broadstone and forms part of the outer suburbs of the main Poole and Bournemouth conurbation. The parish has a population of around 10,175². The settlement has two distinct parts, with the old village in the north lying in the Stour Valley near the junction of the Blandford Road with the A31 (T). The larger, more recent part of the village lies to the south along either side of the Wareham Road on a higher plateau.
- 8.1.2. There are internationally protected heathlands within and on the border of the village. Additionally, some of the fields in the Waterloo Valley have important unimproved grasslands as well as being noted for their landscape value. The village is inset within the South East Dorset Green Belt, which largely contains the settlement on top of the plateau.
- 8.1.3. The large majority of working residents leave the parish to work in Poole and the Wimborne area as there are no major employment areas in the parish. There is however a small industrial estate at Cogdean Elms and a few businesses along Wareham Road. There is a doctors' surgery in the parish along with a middle school and first schools, otherwise main health facilities are to be found in Poole.

8.2. Vision

- 8.2.1. In 2038 Corfe Mullen will have:
- increased housing provision to help meet the needs of the area;
 - an increased range of local facilities and a vibrant local centre; and
 - a positive out-facing edge within the Green Belt.

8.3. Development strategy

- 8.3.1. Corfe Mullen is located on the north-western fringes of the conurbation. Parts of the built area are closely related to Broadstone however the outer edges to the north have an identity more closely matching that of rural Dorset. Future development, located primarily to the west of the larger built-up area through the

² Based on Office of National Statistics' Mid-Year Estimate (2018)

release of Green Belt, presents opportunities to address housing need whilst providing increased local services and increasing economic prosperity.

8.3.2. Opportunities for development at Corfe Mullen include:

- Land south of Blandford Road, for the expansion of the village's existing offer of retail and local facilities;
- Land to the north of Corfe Mullen, with capacity to provide for 112 homes;
- Land west of Pardy's Hill, with capacity for around 50 homes;
- Land to the east of Haywards Lane, Pardy's Hill, with capacity to provide for around 150 homes;
- Land to the west of Haywards Lane, Pardy's Hill, with capacity to provide for around 200 homes;

8.3.3. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and the community's access to green spaces a coordinated master planning approach is required between developers and involving Dorset Council and Natural England.

8.4. Town centre strategy

8.4.1. The village itself has limited facilities, but those required to support the community which are not in the village are near at hand in Broadstone and Poole. Shopping facilities are found in small clusters at the northern and southern ends of Wareham Road. The area has the capacity to accommodate another convenience (food) retail store of approximately 2,000 m² gross floorspace³, and there is an opportunity to increase the village's offer of local facilities through the development of land south of Blandford Road.

Land south of Blandford Road

8.4.2. The land south of Blandford Road (adjacent to Newtown Lane) is allocated to deliver the expansion of the existing offer of retail and local facilities. The site is adjacent to a petrol filling station and other community uses to the south, and well located relative to the existing residential areas. It is considered that the site, once developed, could act as a local centre for the surrounding catchment, comprising retail and community uses.

³ Nathaniel Lichfield and Partners (on behalf of East Dorset District Council) (2008), Potential For New Retail Floorspace Associated with Proposed Urban Extensions - Corfe Mullen and West Parley.

- 8.4.3. The site currently has tree and hedgerow screening at the boundaries: some of these trees are protected by TPOs. Development will therefore need to ensure that existing trees and hedgerow are retained and preserved.
- 8.4.4. The site is largely within 400 m of the internationally protected Dorset Heathlands and development will need to demonstrate provision to avoid, or secure effective mitigation of, potential adverse impacts on the integrity of the heathlands. For this reason, it is unlikely that residential development would be acceptable.
- 8.4.5. Vehicular access could be provided via Blandford Road. A limited provision of car parking may be permitted, but the development should primarily be focused on meeting local needs that are accessed on foot.

CORM1: Land south of Blandford Road

- I. Land south of Blandford Road, as shown on the policies map, is allocated for development comprising retail and community uses.
- II. The site will be focused on meeting local needs and hence good cycle and pedestrian accessibility to the development is essential.
- III. Limited parking provision may be permitted.
- IV. The development should look to retain existing trees and hedges.

Q: Land south of Blandford Road

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

8.5. Main development opportunities

Land north of Corfe Mullen

- 8.5.1. Land to the north of Wimborne Road provides the opportunity to deliver much-needed housing in the local area and was allocated⁴ for development in 2014. The site has subsequently been granted outline planning consent for 112 new homes.
- 8.5.2. The adopted core strategy (Policy CM₁) allocated land at Lockyer's School and land north of Corfe Mullen for 250 homes. As part of the new Dorset Council Local Plan this allocation has been amended to exclude the Lockyer's School site. The Lockyer's School now has academy status and will be receiving investment: as such it is now excluded from the allocation as there is no certainty that development will come forward during the plan period. As a result, there is also now no requirement to identify land for a replacement school north of Wimborne Road.
- 8.5.3. The core strategy had identified potential for further retail development to come forward as part of the allocation. Due to the removal of the Lockyer's School site the opportunity for further retail development as part of this allocation has fallen away. However, it is envisaged (as set out in policy CORM₁) that further retail development will come forward elsewhere in the area over the plan period.

CORM₂: Land north of Corfe Mullen

- I. Land to the North of Corfe Mullen, as shown on the proposal map, is allocated for residential development.
- II. New replacement allotments are to be provided in an easily accessible location within the parish, and established before development can commence on the current allotment site.

Land west of Pardy's Hill (proposed allocation)

- 8.5.4. Land west of Pardy's Hill is within the Green Belt and considered suitable for release for residential development, comprising around 50 new homes. The site slopes from north to south and as such development should be concentrated on the lower slopes either side of Sleight Lane and to the south of Pardy's Copse. The northernmost part of the site may be suitable for informal green space or community space such as allotments.

⁴ Allocated through the Christchurch and East Dorset Local Plan Part 1 Core Strategy, 2014

- 8.5.5. The Brog Street/Sleight Lane Conservation Area boundary is adjacent to the site to the west and development proposals should be appropriately designed so as to preserve the sensitive character of the area. Pardy's Copse and roadside trees are subject to blanket TPOs and therefore development would need to ensure their protection and retention.
- 8.5.6. Development of the site should deliver easy cycle and pedestrian access to the current and new facilities within the area. Vehicular access to the site could be achieved off Sleight Lane or Blandford Road.

CORM₃: Land west of Pardy's Hill

- I. Land West of Pardy's Hill, as shown on the policies map, is allocated for housing development along with public open space and community uses.
- II. Development should be concentrated to lower slopes either side of Sleight Lane, south of Pardy's Copse.
- III. The site will be required to provide easy cycle and pedestrian access to facilities and services in the village.
- IV. Development should retain existing trees and hedges within the public realm of the development.

Q: Land west of Pardy's Hill

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Land to the east of Haywards Lane (proposed allocation)

- 8.5.7. Land to the east of Haywards Lane is within the Green Belt and considered suitable for release for residential development of around 150 new homes. The site is well enclosed by residential development to the north and south, and Haywards Lane to the east. The site has a sloping topography and this should be reflected within the design of the development to minimise visual impacts.

- 8.5.8. The site has established tree and hedgerow screening throughout, much of which is protected by TPOs. Joiner's Copse on the north-eastern section is also protected. Development of the site should accommodate these features within the layout with mature trees and hedgerows retained within the public realm of the development.
- 8.5.9. Development should include provision of cycle and pedestrian routes running through the site from east to west, linking to existing routes and beyond into the village. Where possible, cycle and pedestrian routes should follow gently sloping routes to make their use easy and attractive. Vehicular access to the site could be achieved via Haywards Lane.
- 8.5.10. There is a small watercourse that runs across the site and surface water flooding is likely in the vicinity of it. An effective drainage strategy will need to be delivered, incorporating appropriate SuDS features, to manage this and ensure that the flood risk is not increased as a result of development.

CORM₄: Land to the east of Haywards Lane

- I. Land to the east of Haywards Lane, as shown on the policies map, is allocated for residential development.
- II. The site will be required to provide pedestrian and cycle access to link to existing routes and to enable residents to access nearby facilities and services as well as other development areas in the vicinity.
- III. Development should incorporate the existing trees and hedges, including Joiner's Copse, within the public domain of the development.
- IV. Development will need to adequately mitigate against surface water flooding issues on the site.

Q: Land to the east of Hayward's Lane

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Land to the west of Haywards Lane (proposed allocation)

- 8.5.11. Land to the west of Haywards Lane is within the Green Belt and considered suitable for release as a site for residential development comprising around 200 new homes. The site is a large elongated area of open land enclosed to the west by Broadmoor Road and to the east by existing residential development.
- 8.5.12. The area between Brook Lane and Chapel Lane is considered to have a sensitive landscape character and as such this area, whilst unsuitable for residential development, may be appropriate for use as an area of Suitable Alternative Natural Greenspace (SANG). This would result in the mitigation of recreational impacts from the residential development on nearby protected heathlands.
- 8.5.13. The site contains several areas of protected trees, particularly at its boundaries, with other significant tree and hedgerow screening located at the eastern boundary. These trees and hedgerows should be incorporated into the design of the scheme within the public areas. This will secure their longer-term retention and preserve the visual character of the area.
- 8.5.14. The development of the site should deliver improved pedestrian and cycle access to nearby facilities. These should connect to existing routes as well as provide convenient and level routes through the site. Vehicular access to the site could be achieved from both Broadmoor Road and Haywards Lane.
- 8.5.15. A watercourse runs along the western edge of Broadmoor Road and flooding is possible along its length. In addition, surface water flooding is likely along Brook Road and across parts of the site. The development should look to minimise the risk from flooding through the delivery of an appropriate drainage strategy incorporating SuDS features.

CORM5: Land to the west of Haywards Lane

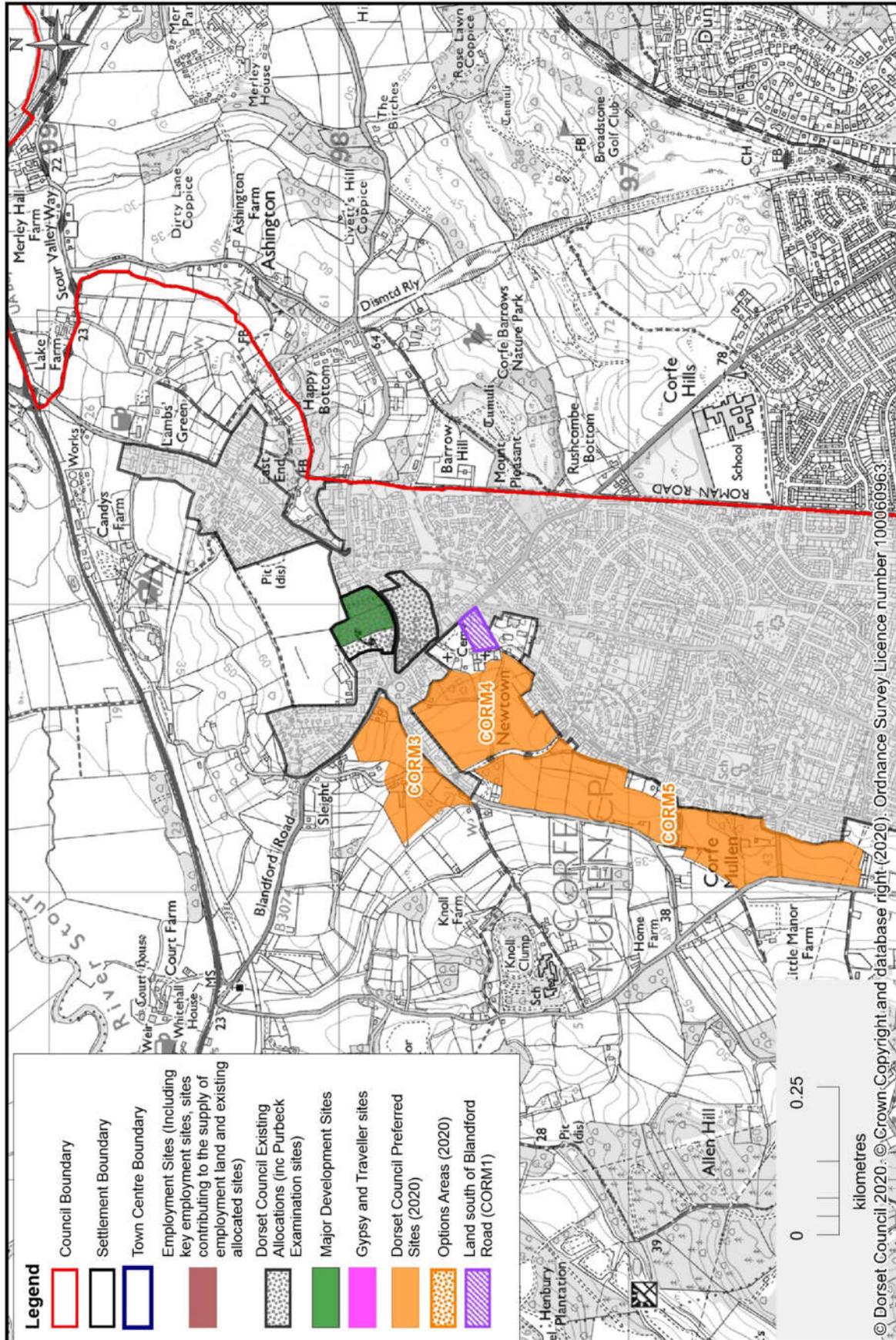
- I. Land to the west of Haywards Lane, as shown on the policies map, is allocated for residential development.
- II. The development will be required to mitigate any adverse effects upon internationally designated heathlands with a SANG provided between Brook Lane and Chapel Lane.
- III. The site will be required to provide pedestrian and cycle routes to enable easy access to nearby facilities and services as well as providing connections to other adjacent development sites.
- IV. Development should be designed to incorporate existing trees and hedges within the public realm of the development.
- V. Development will need to adequately mitigate against flood risk and surface water flooding issues on the site through the provision of SuDS features.

Q: Land to the west of Hayward's Lane

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Section 8: Corfe Mullen

Figure 8.1: Map of proposed development sites at Corfe Mullen



9. Upton

9.1. Introduction

- 9.1.1. Upton is a town on the western edge of the Poole and Bournemouth conurbation adjoining the suburb of Hamworthy. The town has a population of around 8,200 and is bounded by the A35 to the north, Lytchett Bay to the south and Holes Bay to the east, with both bays forming part of the wider Poole Harbour. Upton Country Park along with Upton Woods separate the town from the Holes Bay shoreline.
- 9.1.2. Facilities in the town include a primary school, industrial estate, library, doctors' surgery, community centre and a number of shops. The Town Plan seeks to attract additional services and create a new town square or other focal point for Upton.
- 9.1.3. Upton has developed as the westernmost suburb of the Poole and Bournemouth conurbation, rather than as a more self-contained town. It therefore has a suburban character, dominated by post-war, medium density housing estates. The town would greatly benefit from the comprehensive improvement and enhancement of the central area in order to create a focus for the community. Its outward expansion is restricted by Green Belt and internationally protected wildlife sites.

9.2. Vision

- 9.2.1. In 2038 Upton will:
 - develop its own identity and character as a town, whilst retaining strong links with Poole;
 - provide a focal point for future development at Upton Cross, offering a vibrant mix of community facilities, retail, office and residential uses;
 - be connected by public transport from Upton Cross to Poole town centre to ensure that wider service, employment and retail opportunities are easily accessible to local residents;
 - have new family housing and in particular affordable housing, to allow local people the opportunity to continue to live in Upton; and
 - have improved pedestrian and cycle links from Upton to the countryside, including access to Upton Country Park and Upton Woods, through the provision of green infrastructure that can help reduce visitor pressure to surrounding heaths.

9.3. Development strategy

- 9.3.1. Upton is considered to have its own identity and is not simply a suburb of Poole. In recent years, development has taken place along Policeman's Lane on land between the A35 and the west of the Upton urban area. Further residential development in this direction presents an opportunity to maintain local services and increase economic prosperity without impacting on the sensitive Dorset Heathlands.
- 9.3.2. Opportunities for development at Upton include:
- Extension to French's Farm, Policeman's Lane – a planning application has been submitted for 90 homes as an extension to the recently completed development at Policeman's Lane.
- 9.3.3. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and the community's access to green spaces a coordinated approach is required between developers, Dorset Council and Natural England.
- 9.3.4. All sites are located within the Poole Harbour catchment area as identified by the Poole Harbour Nitrogen Reduction Supplementary Planning Document (SPD) 2017. Any development in this area will be required to be nitrogen neutral.

9.4. Town centre strategy

- 9.4.1. Upton currently lacks any defined centre. The main facilities of the library, health centre, church, community centre and post office are however grouped around the central crossways junction of Dorchester Road/Poole Road and Blandford Road. An enhancement scheme is therefore planned for this central location, forming a new civic space and providing a new central focus to Upton.
- 9.4.2. The desire to create a town centre for Upton has been difficult to bring about due to lack of available land. The possible rationalisation of public/community buildings could free up space to create a public square in the town centre but would require public funding that is not currently available. Alternatively, the long term ambition of realising a town square fronting 15–33 Poole Road will be investigated further. Complex land ownership issues have to date stalled any delivery of a scheme. Creation of a centre for Upton is supported and developments that take place adjacent to Poole Road within the vicinity of the crossways junction should seek to provide for this.

9.5. Main development opportunities

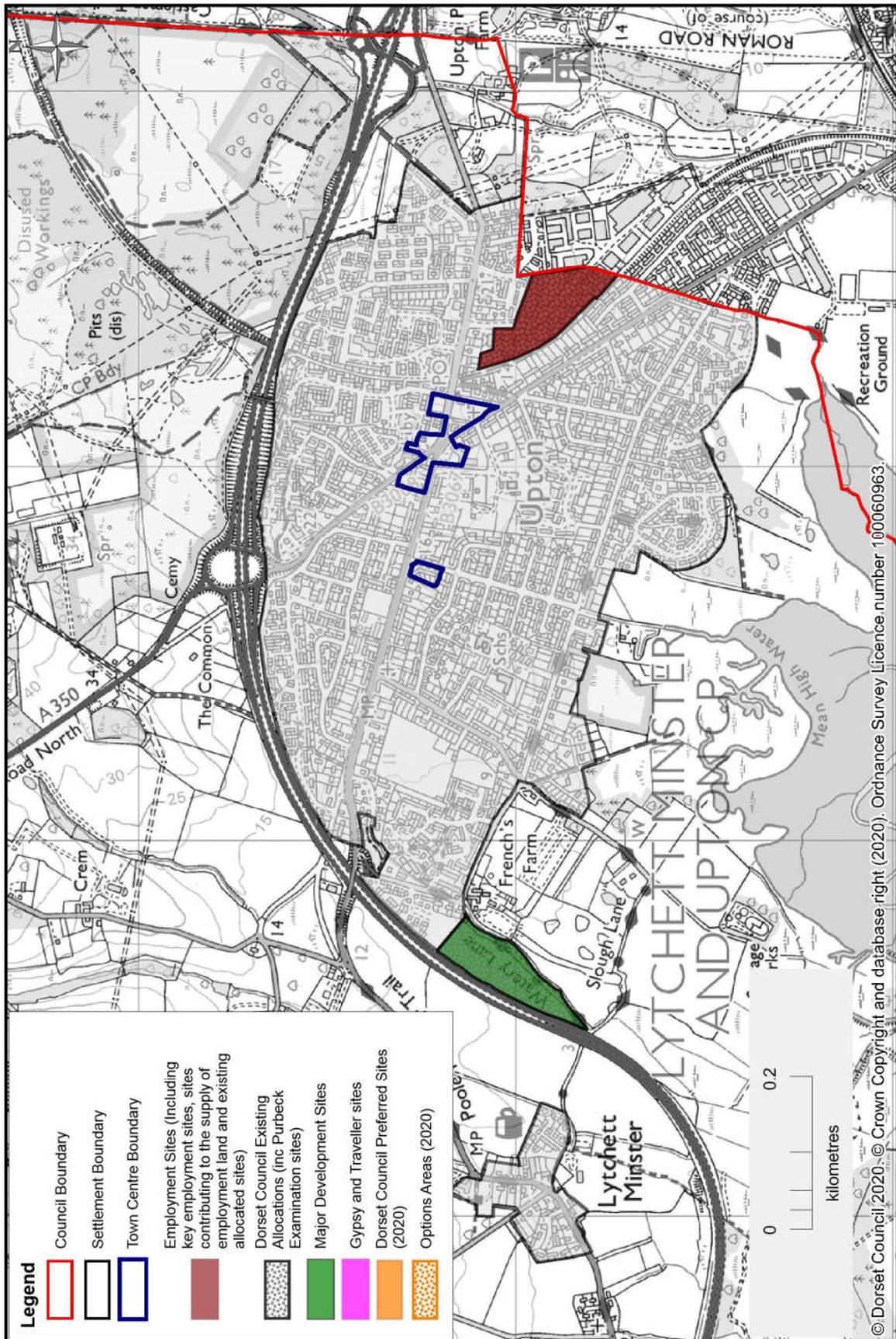
Land at French's Farm, Policeman's Lane

- 9.5.1. Land that forms an extension to the south of French's Farm, Policeman's Lane is considered a suitable site for residential development. The site is included for allocation in the emerging Purbeck Local Plan and an application has been submitted on the site for the erection of 92 homes with access via Osprey Close.
- 9.5.2. New homes were allocated in Upton through the Purbeck Local Plan (Part 1) in 2012. As a result a SANG of sufficient capacity has already been provided to the east of the site to mitigate for recreational impact on heathlands
- 9.5.3. The closest doctor's surgery will require expansion to enable it to deliver services to the increased population. In addition, there is a need for nearby schools to be expanded to cater for the increased population. Contributions will be taken from the development to support the expansion of schooling and health facilities.

UPTN₁: Land at French's Farm, Policeman's Lane

- I. Land at French's Farm, Policeman's Lane, as shown on the policies map, is allocated for residential development.
- II. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access nearby facilities and services.

Figure 9.1: Map of proposed development sites in Upton



10. Blandford

10.1. Introduction

- 10.1.1. Blandford comprises the main town of Blandford Forum to the north of the River Stour and the smaller built-up area of Blandford St Mary to the south. Effectively they function as a single settlement and have a combined population of around 12,500. Blandford is the main service centre for the central part of Dorset in which it is located, serving a large rural hinterland.
- 10.1.2. The town lies in the 'Blandford Gap', where the River Stour cuts through the chalk downland in the central part of Dorset and two important roads, the A350 and A354, intersect at the town. The town is enclosed almost completely by the Cranborne Chase and West Wiltshire Downs AONB to the north and east, and the Dorset AONB to the west.
- 10.1.3. The Blandford+ Neighbourhood Plan 2011 – 2033⁵ is at an advanced stage. The Examiner's Report for the plan recommends that it should proceed to referendum subject to a modification relating to Policy B8 (Blandford Forum Town Centre).
- 10.1.4. Dorset Council has consulted on a draft Decision Statement recommending that the plan proceeds to referendum. However, it should be noted that legal advice has been submitted by Pimperne Parish Council (PPC), Cranborne Chase AONB Partnership and Dorset CPRE which sets out that the proposed allocation in the plan relating to the land north-east of Blandford would be unlawful. Dorset Council is seeking its own legal advice regarding this matter.
- 10.1.5. The plan contains a number of policies and allocates sites to the north and east of the town. The allocation would deliver approximately 400 dwellings, a new primary school and an extension of Sunrise Business Park.

10.2. Vision

- 10.2.1. The vision for Blandford takes account of the vision in the neighbourhood plan. In 2038 Blandford will:
 - have a good balance between housing and jobs and a vibrant town centre providing shopping, cultural and other facilities to its rural hinterland;
 - focus development on meeting local needs including needs for jobs, housing and infrastructure, providing opportunities for young people to stay in the area;

⁵ The 'Blandford+ Neighbourhood Plan covers the administrative areas of Blandford Forum Town Council, Blandford St Mary Parish Council and Bryanston Parish Council,

- have protected the surrounding AONB landscapes and the floodplain of the River Stour, along with the countryside views and green spaces that contribute significantly to the town's character;
- have preserved and enhanced the town's heritage including the heritage relating to the Blandford Forum, Blandford St Mary & Bryanston Conservation Area ensuring that development recognises the key features that make Blandford special, such as the Georgian architecture in the town centre;
- have protected the rural nature and distinctive character of the surrounding parishes; and
- have sought to mitigate negative impacts arising from climate change including seeking to reduce the risk of flooding in the town.

10.3. Development strategy

10.3.1. Development at Blandford will respect the town's heritage and special landscape setting whilst enabling growth to meet local and more strategic needs. Sites that will help achieve the vision for the town include:

- The Brewery – The site has capacity for approximately 180 dwellings with outline consent granted. Detailed consent has also been granted for 63 dwellings.
- St Mary's Hill – The site has outline consent for up to 350 dwellings with detailed consent for 89 dwellings.
- Lower Bryanston Farm – The site has capacity for 75 dwellings and a planning application is currently being processed.
- Land off Shaftesbury Lane – Approximately 2.1 ha of land off Shaftesbury Lane is allocated for employment uses.
- Land adjacent to Ward's Drove – The site has capacity for approximately 220 dwellings.
- Land to the north-east of Blandford Forum – A large part of this site is allocated for development in the Blandford+ Neighbourhood Plan. The extended site proposed in this plan has capacity for approximately 680 dwellings, 4.7 ha of employment land (including about 2 ha for a waste facility), a two-form entry primary school, a community hub and green infrastructure.

10.4. Town centre strategy

10.4.1. Blandford Forum is a market town and its centre is classified as a 'town centre' within the retail hierarchy for the plan area. It provides a wide range of shops, services and facilities for the central part of Dorset.

10.4.2. Blandford Forum town centre is said to be one of the most complete Georgian town centres in the country with the whole town centre being within a

conservation area. There are a significant number of important listed buildings. The town centre area stretches from just south of Whitecliff Gardens in the north, along Salisbury Street and Langton Road to the east, to the River Stour in the south, and along River Mews and White Cliff Mill Street to the west.

- 10.4.3. The Blandford+ Neighbourhood Plan identifies a town centre boundary and a primary shopping area. However, it does not identify shopping frontages. Further consideration will be given to whether shopping frontages should be identified at Blandford.
- 10.4.4. Blandford Forum has an outdoor weekly market which takes place in the Market Place on Thursdays and Saturdays. The retention and enhancement of the market is supported. Any proposals (for example town centre enhancements) for the Market Place should therefore not prejudice the future operation of the market. In addition to the outdoor weekly market there is an indoor market held in in the Corn Exchange and the Shambles every Thursday.
- 10.4.5. Evidence suggests that there is limited need for additional food (convenience) floorspace, at around 230 m² in the period to 2036. However there is an estimated need for around 2,700 m² of non-food (comparison) floorspace over the same period. There is a need to refresh the evidence for retail need across the whole plan area to take into account the impact of changes in shopping patterns and the impact of Covid-19 pandemic. This will be undertaken to inform the next stage of the plan's production.
- 10.4.6. The development opportunities that could potentially meet the needs are Land off Langton Road and West Street.
- 10.4.7. However, land ownership and the associated loss of parking that is currently provided on the site may reduce capacity and the area's ability to meet the total need. The area in West Street lends itself to a mixed-use development with retail, commercial leisure and/or community uses at ground floor level.

BLAN1: Future town centre expansion

- I. Land off Langton Road, as shown on the policies map, is a suitable site for the future expansion of the town centre area. Development of the site will need to:
 - retain an appropriate amount of car parking;
 - preserve or enhance the character and appearance of the conservation area and other heritage assets;
 - adequately address flood risk especially related to Pimperne Brook that runs along the western edge of the site; and
 - provide for pedestrian access to East Street and Stour Meadows.
- II. Land at West Street, as shown on the policies map, is a suitable site for town centre related development. The site should be developed for a mixed-use scheme comprising commercial, business and/or service uses at ground floor level with upper floor levels being appropriate for a wider range of uses including potentially residential. Development must:
 - preserve or enhance the character and appearance of the conservation area and other heritage assets including the listed building adjacent to the site;
 - maintain the existing dominant building line on West Street and should be three storeys in height to be in keeping with the appearance of this part of the conservation area; and
 - adequately address flood risk on site appropriate to the range of uses proposed.

Q: Future town centre expansion

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

10.5. Main development opportunities

The Brewery

- 10.5.1. Land at The Brewery, as identified on the policies map, is allocated for residential development. The site has outline consent for residential development with detailed permission granted for 63 dwellings as Phase 1 of the proposed redevelopment.
- 10.5.2. The site is situated within the conservation area and there are a number of listed buildings and non-designated heritage assets close to the site. The redevelopment of the site will need to be designed to reflect the character of the area and minimise any impact on these heritage assets. High-quality materials should be used.
- 10.5.3. As part of the development of this site safe, attractive and convenient cycle and pedestrian links should be provided. Of particular importance is a link between the development site and the town centre via the bridge (known locally as 'The Blue Bridge') over the River Stour.
- 10.5.4. Due to the proximity of the site to the River Stour and the flood zones associated with it, flood risk will need to be managed within the development with a viable drainage and flood defence scheme being delivered. A buffer will need to be provided adjacent to the River Stour to allow for maintenance of the river bank.

BLAN2: The Brewery, Blandford St. Mary

- I. The Brewery, Blandford St Mary, as shown on the policies map, is allocated for residential development. Development of the site must:
 - preserve or enhance the character and appearance of the conservation area and other heritage assets including the listed buildings in proximity to the site;
 - provide pedestrian and cycle links to the surrounding area including via The Blue Bridge over the River Stour linking to the town centre;
 - deliver an appropriate flood management strategy to address surface water and fluvial flood risk.

St Mary's Hill

- 10.5.5. Land at St Mary's Hill, as identified on the policies map, is allocated for residential development. The site has outline consent for up to 350 homes with detailed consent granted for 89 homes as Phase 1 of the proposed development. Development on the site commenced in 2020.

- 10.5.6. The site is on the southern side of the town's bypass and therefore separated from the main facilities within the town. As part of the development pedestrian and cycle links across the bypass will need to be improved. This improvement could be provided as a toucan crossing with the proposals being agreed with the council. Furthermore, the development will need to provide a high quality route for the North Dorset Trailway within the site, linking towards Blandford town centre and to the neighbouring development sites at Ward's Drove (BLAN6). Links to the surrounding countryside should also be made.
- 10.5.7. The site includes land that is safeguarded for part of the route for the Charlton Marshall and Spetisbury bypass. Currently the only potential source of funding would be as part of a wider package to improve road connectivity between the Dorset coast and the M4 and this is something Highways England is exploring as part of a strategic study announced in the Road Investment Strategy, published March 2020. Provision will therefore need to be made to safeguard land for this route.
- 10.5.8. There is a need locally for a new neighbourhood hall to serve the expanded community in the Blandford St Mary area. This site is an appropriate location for a hall and should therefore be delivered as part of the development of this site.
- 10.5.9. The development site slopes upwards away from the A350. On the northern side of the A350 is the boundary of the Cranborne Chase and West Wiltshire Downs AONB and therefore development on the higher slopes of the site is likely to have an impact on views into and out of the AONB. Similarly, the conservation area lies just within the town's bypass. Development on the higher ground is therefore unlikely to be considered appropriate without significant landscape mitigation. As development progresses towards the higher ground, the scale and massing will need be reduced. Landscape planting will also have an important role in softening the impact of development on its surroundings.

BLAN3: St Mary's Hill

- I. St Mary's Hill, as shown on the policies map, is allocated for residential development. The development of the site will:
 - deliver highway improvements to the A350 and A354 including to the existing crossing point across the A354;
 - provide a route for the North Dorset Trailway within the site and links to the surrounding area including towards Blandford town centre;
 - safeguard land for the Charlton Marshall and Spetisbury bypass;
 - provide a community hall on site;
 - include mitigation to minimise impacts on the nearby AONB and impact on the setting of the conservation area.

Lower Bryanston Farm

- 10.5.10. Land at Lower Bryanston Farm, as identified on the policies map, is allocated for residential development. There is currently a planning application for up to 75 dwellings associated with this site with a Section 106 agreement being finalised.
- 10.5.11. The site is located in the Dorset AONB. Given its steep slope, the northern edge of the site is visually prominent. In order to minimise landscape and visual harm development should not be located on the northern part of the site. Furthermore, any development on the western edge of the site should be of a low density and incorporate appropriate landscape planting to soften the built form within the landscape.
- 10.5.12. Existing hedgerows and trees within the site and on its boundaries will need to be retained within the public realm of the development. A green corridor should be provided on the central part of the site to soften the impact of development and provide a break to the built form, further softening the impact on the AONB and enabling an attractive route for the existing bridleway and footpath to be retained.

BLAN4: Lower Bryanston Farm

- I. Lower Bryanston Farm, as shown on the policies map, is allocated for residential development.
- II. To minimise the impact on the designated landscape, development should not be located on the steeply sloping northern part of the site and any development on the western edge of the site should be of a lower density.
- III. Existing hedgerows will be retained and enhanced and a green corridor will be provided on the central part of the site.
- IV. Significant and effective landscape planting will be required across the whole of the site including along parts of the site's boundary.

Land Off Shaftesbury Lane

- 10.5.13. Approximately 2.0 ha of land off Shaftesbury Lane, as identified on the policies map, is allocated⁶ as a key employment site. The area shown reflects the residual amount of land that remains undeveloped.
- 10.5.14. Although the site is located within the bypass it falls within the Cranborne Chase and West Wiltshire Downs AONB. Development of the remainder of this site will need to include measures to satisfactorily mitigate any adverse impacts on the AONB. Careful consideration will need to be given to, amongst other things, design, layout landscape treatment and materials. Significant external lighting is unlikely to be acceptable on the site in order to minimise impact on the AONB.
- 10.5.15. Safe cycle and pedestrian routes will need to be provided along Shaftesbury Lane to enable residents of Blandford to access the site without reliance on car travel. This should be delivered through contributions from the development of the site

⁶ The land forms part of an existing allocation in the North Dorset District-Wide Local Plan (2003) and is identified as an employment growth area in the North Dorset Local Plan Part 1 (2016)

BLAN5: Land off Shaftesbury Lane

- I. Land off Shaftesbury Lane, as shown on the policies map, is allocated as a key employment site for employment use.
- II. Development on the site will need to include measures to satisfactorily mitigate any adverse impacts on the AONB including in respect of the design, layout, landscape treatment and materials. It will also be necessary for new development to minimise light pollution within the AONB.
- III. Proposals on the site will need to make a contribution towards the provision of cycle lanes along Shaftesbury Lane between the junction with Salisbury Road and the site.

Land adjacent to Ward's Drove (proposed allocation)

- 10.5.16. Land adjacent to Ward's Drove, as identified on the policies map, is allocated for residential development. It is considered that the site has capacity for approximately 220 homes.
- 10.5.17. The development will need to provide a high-quality route for the North Dorset Trailway and links to the surrounding area including the adjacent development site at St Mary's Hill (BLAN3). Linking to the North Dorset Trailway as a high-quality cycle and pedestrian route will provide an attractive route towards Blandford town centre.
- 10.5.18. Lower Blandford St Mary, located on the opposite side of the A350 within close proximity to the site, has a number of heritage assets including St Mary's Church, a Grade II* listed building. The design and layout of development should minimise adverse impacts on views of the church and its setting.
- 10.5.19. The proposed site is close to the boundary of the Cranborne Chase and West Wiltshire Downs AONB and therefore has the potential to impact upon its setting. Careful consideration will need to be given to the scale and massing of development on the higher slopes of the site and it is unlikely that built form will be appropriate above the 60 metre contour. This design approach, along with landscape planting, will help minimise any impact on the landscape.

BLAN6: Land adjacent to Ward's Drove

- I. Land adjacent to Ward's Drove, as shown on the policies map, is allocated for residential development.
- II. The development will provide a route for the North Dorset Trailway within the site and links to the surrounding countryside.
- III. Development of the site will need to consider the potential for impact on the heritage assets in Lower Blandford St Mary including the listed buildings. Parts of the site that contribute towards the setting of the heritage assets should be avoided.
- IV. To minimise landscape impacts resulting from development, the extent, scale and massing of development on parts of the site may need to be reduced. Significant and effective landscape planting will also be required across the whole of the site including along parts of the site's boundary.

Q: Land adjacent to Ward's Drove

1: Do you agree with the allocation of this site?

2: Is there anything not covered within the policy that should be considered in relation to the site?

3: Are there any community infrastructure needs within the area that should be considered?

Land to the north-east of Blandford Forum (proposed allocation)

10.5.20. Land to the north-east of Blandford Forum, as identified on the policies map, is allocated for a mixed-use development including approximately 680 dwellings, 4.7 ha of employment land (with the potential to deliver a waste facility as allocated within the Waste Plan⁷), a two-form entry primary school, community hub, green infrastructure including allotments and open space. A large part of this site is also

⁷ The site is allocated for a waste management centre within the Bournemouth, Christchurch, Poole and Dorset Waste Plan (2019) and would take up approximately 2.0 hectares of the site once built.

allocated for development in the Blandford+ Neighbourhood Plan and the relevant policies will need to be considered when deciding on planning applications on the site.

10.5.21. The site comprises two main parcels of land:

- land to the north-west of the Salisbury Road is allocated for a mix of uses including residential, employment, a primary school, a local centre, sports pitches allotments and other green infrastructure.
- land to the south-east of Salisbury Road is allocated primarily for residential development.

10.5.22. Development of the land to the north-west of Salisbury Road would result in development of a local centre and housing on the existing allotments at Lamperd's Field with new allotments provided elsewhere within the scheme to an equivalent standard. The sports pitches, primary school and other play facilities should be located centrally on the site adjacent to the existing pedestrian bridge (Yellow Bridge) over the bypass.

10.5.23. Adjacent to Sunrise Business Park is an area of land allocated⁸ for a waste management centre (WMC). The area reserved for the WMC along with the remainder of the field (totalling about 4.7 ha) is allocated for employment uses as a key employment site. A single access point to this land should be provided off the A350 bypass.

10.5.24. The land to the south-east of Salisbury Road, south of Letton Park and north of Black Lane, will primarily deliver new homes. The area will be accessed from the bypass via a new junction and via Black Lane. There are opportunities to build in safe and convenient pedestrian and cycle links to connect the new development with the existing residential areas of Blandford. Routes should include a safe crossing of Salisbury Road to enable access to the new local centre and primary school, across the bypass and on to Preetz Way, and also along Black Lane to give a more direct route into the town centre.

10.5.25. In addition to the above pedestrian and cycle links which should be delivered as part of the development, contributions should be made towards the delivery of safe cycle and pedestrian routes along Shaftesbury Lane and across the bypass to connect to Sunrise Business Park.

10.5.26. The development should contribute towards enhancing existing bus services connecting the development to the town centre, Blandford School, Sunrise Business Park and the industrial areas off Shaftesbury Lane.

⁸ Allocated in the Bournemouth, Christchurch, Poole and Dorset Waste Plan (2019)

- 10.5.27. Several parts of the proposed site are within the Cranborne Chase and West Wiltshire Downs AONB. The remainder of the site is close to the AONB boundary and therefore has the potential to impact on its setting. It will be essential therefore that the development of the site responds positively to this highly sensitive location. Development proposals will need to consider impacts on both the AONB and its setting.
- 10.5.28. Development should take place in accordance with an agreed design and landscaping scheme that incorporates a strategic approach to the provision of green infrastructure. The design and landscape scheme will need to consider impacts on the AONB and the Grade II listed Langbourne House and include measures to mitigate adverse impacts on them. The green infrastructure strategy for the site will need to show how existing environmental assets will be protected and enhanced. This will need to include the retention and strengthening of existing hedgerows and tree belts to break up the built form in the wider landscape and in views from the AONB.
- 10.5.29. Part of the proposed allocation falls within Pimperne Parish. The Pimperne Neighbourhood Plan identifies land between Blandford and Pimperne as an important gap, making reference to the character of Letton Park within this gap. Detailed proposals for the part of the site within Pimperne Parish will need to respond to the policies within the Pimperne Neighbourhood Plan.
- 10.5.30. Within the part of the site to the east of Salisbury Road and north of Black Lane is Pimperne Brook. This tributary of the River Stour runs from the site through the eastern end of Blandford town centre through a culverted route which has historically flooded. Proposals for the development of the site will need to incorporate a drainage strategy that looks to reduce the instances of flooding along the Pimperne Brook and effectively manage surface water flows from the development site as a whole. Attenuation of flows will be essential to achieving this reduction in flood risk.
- 10.5.31. To ensure a comprehensive, well-integrated and high-quality development an illustrative masterplan will be required. This masterplan will need to define the different land uses across the site, the principles for access, and development layout. All of these need to be established through a thorough consideration of the site's existing characteristics and should be landscape led. The masterplan should establish design principles for the site and include details of phasing and implementation including delivery of the school and other community facilities.
- 10.5.32. Provision should be made on the site for self-build and/or custom-build housing to help meet local need as set out in the Blandford+ Neighbourhood Plan. Where serviced plots have been made available and marketed appropriately for at least 12

months and have not sold, the plot may either remain on the open market for self-build/custom-build housing or be built out by the developer.

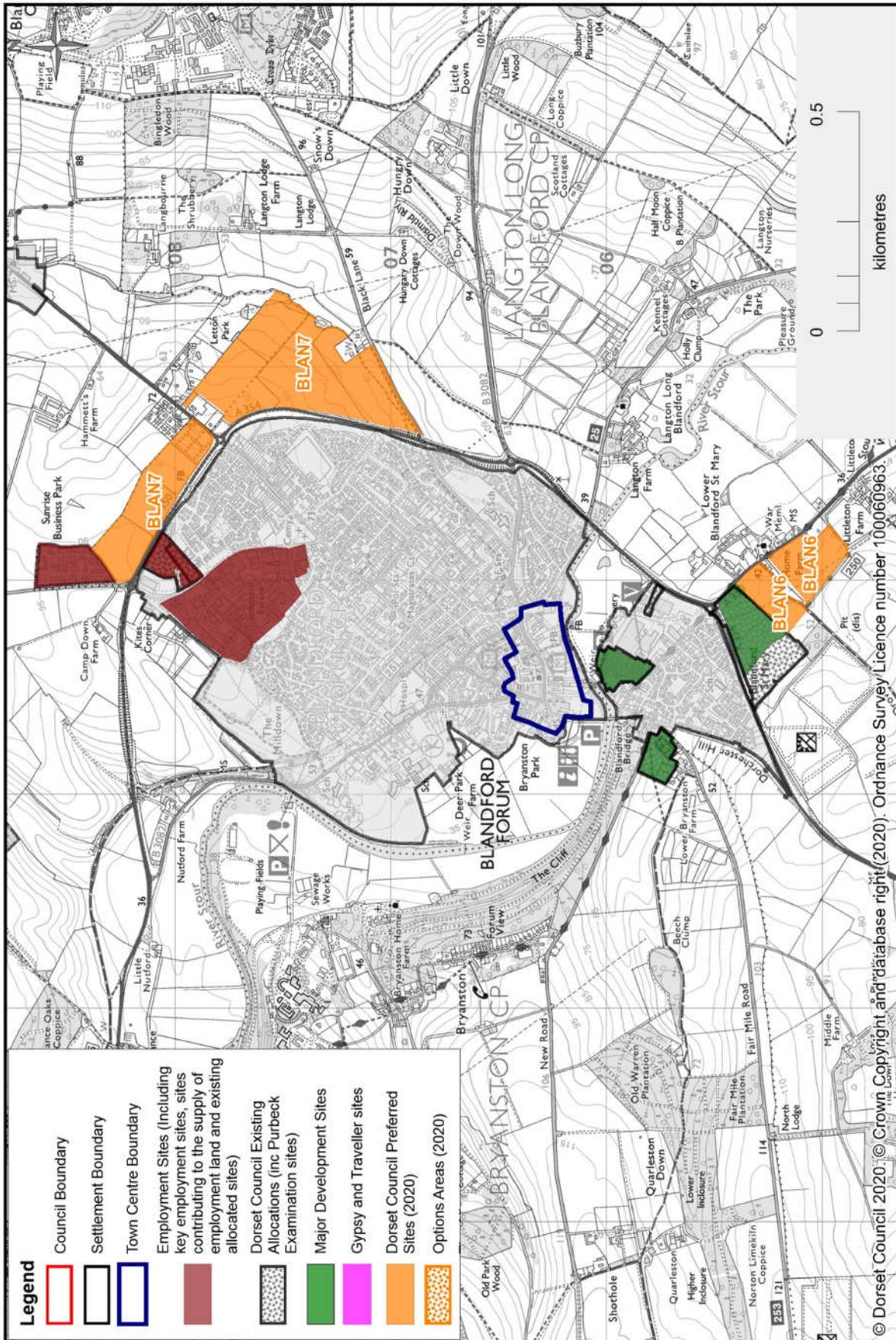
BLAN7: Land north-east of Blandford Forum

- I. Land north-east of Blandford Forum, as shown on the policies map, is allocated for a mix of uses including residential, employment, education and community uses.
- II. The residential part of the proposal should include a mix of open market homes of which around 5% should be self-build/custom-build housing.
- III. The employment part of the site will be designated as a key employment site and incorporate the area allocated for a waste management centre.
- IV. The development will deliver a new two-form entry primary school with integrated early years' provision. The school should also be sited in a location that will facilitate the use of the existing pedestrian bridge over the A350.
- V. The development will deliver a local centre including a community centre and a small convenience store to serve the immediate area. The local centre will be located on land to the north-west of Salisbury Road.
- VI. New allotments will be provided in a single location to the north-west of the current allotments comprising approximately 2.5 hectares of land.
- VII. The development will include measures to mitigate its impact on the road network and to encourage walking and cycling to community facilities. Cycle and pedestrian routes that are safe and convenient to use will be required through the development as a whole and connecting into the existing town. Contributions will also be sought to deliver off-site improvements for cyclists and pedestrians.
- VIII. The development shall provide for improvements to the existing bus services to serve the development, and connect to the existing town and surrounding area.
- IX. Development will take place in accordance with a masterplan that will include measures to satisfactorily mitigate any adverse impacts on the Cranborne Chase and West Wiltshire Downs AONB and nearby heritage assets This masterplan will be founded on a thorough analysis of the site and its surroundings and be landscape led.
- X. Development proposals will deliver a viable drainage strategy that effectively manages surface water flows from the site and reduces flood risk along the Pimperne Brook especially in Blandford Forum town centre.

Q: Land north-east of Blandford Forum

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Figure 10.1: Map of proposed development sites at Blandford



11. Ferndown and West Parley

11.1. Introduction

- 11.1.1. Ferndown lies in the south-east of the council area separated from Bournemouth by the River Stour and its floodplain. The parish includes the historic villages of Longham and Hampreston and has a population of around 18,600 with a significant proportion of these (36.9%) being over the age of 65. West Parley has a population of about 3,500 with a similar age profile to Ferndown Parish.
- 11.1.2. Ferndown and West Parley Commons are the only remaining parts of heathland adjacent to Ferndown and hence a large proportion of the area lies within the 400m protected heathland buffer. The settlements are also constrained by the surrounding Green Belt.
- 11.1.3. There is a scattering of scheduled barrows adjacent to and within the built-up area of Ferndown and a large hillfort at Dudsbury Camp on higher ground overlooking the River Stour.
- 11.1.4. There is very little social housing in the area, with over 80% of housing in Ferndown, and over 90% in West Parley, being owner-occupied. There is a high proportion of detached properties including bungalows.
- 11.1.5. The Ferndown Industrial Estate (along with Uddens Trading Estate and East Dorset Trade Park) is the largest single employment site in Dorset. Adjacent to the boundary but within the BCP Council area are the business parks at Bournemouth Airport which offer further large-scale employment opportunities.
- 11.1.6. Ferndown town centre has a wide range of shopping facilities as well as less accessible out-of-town stores to the north-east of the town at Trickett's Cross. West Parley village centre is a large parade of shops at the crossroads.

11.2. Vision

- 11.2.1. In 2038 Ferndown and West Parley will:
 - retain their own distinct identity from each other and from Bournemouth and Poole;
 - retain strong links with Bournemouth and Poole through improved cycle and pedestrian links and improved public transport links;
 - have improved links to the surrounding countryside and nearby towns through the provision of cycle and pedestrian routes and public transport; and
 - see an increase in housing and in particular family housing, to allow people to live in the area;

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- West Parley will have enhanced retail and local service provision;
- Ferndown will be a place where people and businesses want to locate and grow.

11.3. Development strategy

- 11.3.1. Ferndown is one of the largest settlements in the east of Dorset and sits in the top tier of the retail hierarchy as a town centre. Proposed development at West Parley will expand the existing retail provision so that it becomes a district centre within the retail hierarchy.
- 11.3.2. There are several key employment sites at Ferndown which provide locations for businesses across the wider area. Other sites are also allocated but to date have not been fully implemented and these will continue to provide space for employment development. These sites are:
- Blunts Farm, Ferndown (approximately 30 ha); and
 - East of Cobham Road, Ferndown (approximately 8.5 ha).
- 11.3.3. A further new site is being proposed for smallscale employment uses between the A348 Ringwood Road and B3073 Christchurch Road at Longham.
- 11.3.4. A number of residential sites were allocated⁹ prior to the formation of Dorset Council and as yet remain undeveloped. These are:
- Green Worlds, Ringwood Road, as a redevelopment opportunity on the northern edge of the town with the potential for around 70 new homes;
 - East of New Road, West Parley, which will deliver around 320 new homes and a link road between the B3073 and New Road; and
 - West of New Road, West Parley, which will deliver around 150 new homes and a link road between the B3073 and New Road.
- 11.3.5. Further housing sites are also being proposed to help meet the longer-term housing needs of the area. These are:
- Dudsbury Golf Course, Longham, which will deliver around 700 homes along with land for a new first school and community facilities; and
 - Angel Lane, Longham, which will deliver around 400 homes.
- 11.3.6. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and

⁹ Allocated through the Christchurch and East Dorset Local Plan Part 1 Core Strategy, 2014 or its predecessor

the community's access to green spaces, a coordinated approach is required between developers, Dorset Council and Natural England.

11.4. Town centre strategy

Ferndown town centre

- 11.4.1. Ferndown is allocated as a own centre within the top tier of the retail hierarchy. It provides an important shopping, service and employment function. Ferndown has a reasonable selection of retail and service uses and its key roles include the provision of convenience (food) retail, with a large Tesco store which is supported by smaller convenience units. There is also a large out-of-centre Sainsbury's and a Marks & Spencer Foodhall. The town has a relatively small range of comparison shops, primarily comprising small independent specialist traders and charity shops, and a range of service uses including a post office, betting shops, banks, estate agents, hairdressers, travel agents and a dry cleaner. There are some national multiples present, including Boots, Wilko and Holland and Barrett.
- 11.4.2. There is an estimated need for around 500 m² of convenience retail within the Ferndown area over the next 15 years and an estimated need for around 2,700 m² of additional comparison retail. The additional retail space planned as part of the existing allocations is likely to meet the needs of Ferndown over the coming years. The retail projections will however need to be refreshed to reflect the levels of population growth expected in each area, to respond to recent changes in shopping patterns and the impact of the Covid-19 pandemic.
- 11.4.3. There is potential to make improvements to the public realm and pedestrian environment to increase visitors to the centre. The large Tesco store is a key anchor to the centre that may help to attract more national multiple retailers to complement the existing retail offer. There is also potential to extend the retail/leisure offer on sites within the town centre.
- 11.4.4. The town centre and primary shopping area boundaries of Ferndown are centred on Victoria Road, Spinneys Lane and Ringwood Road. The primary shopping frontage runs along Penny's Walk, the Ferndown Centre and part of Victoria Road with the secondary shopping frontage running along the upper and lower parts of Victoria Road and along Ringwood Road. These boundaries are shown on the policies map.

Section 11: Ferndown and West Parley

FERN₁: Ferndown town centre

- I. Ferndown will continue to act as a town centre serving the east of Dorset and will remain a focus for retail development.
- II. The town centre environment will be improved to provide a more pleasant and pedestrian friendly area including through residential development at higher densities with commercial space at ground floor level in order to provide for a balanced, mixed use environment. This development should look to:
 - enhance the town centre environment to achieve a safe, high quality and attractive environment that will give the centre a distinct character and enhance its sense of identity;
 - improve road safety and the public realm to reduce conflict between pedestrians and vehicles, improve opportunities for walking and cycling and improve air quality.

Q: Ferndown town centre

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

West Parley

- 11.4.5. The centre of West Parley and the Parley Cross junction currently suffer from congestion and a poor urban environment dominated by roads and hardstanding. Consequently, the centre of West Parley is not attractive, particularly for pedestrians and cyclists. There is a need to deliver environmental enhancement to the public realm and to provide a strategic solution to address congestion issues.
- 11.4.6. The existing West of New Road (Policy FERN₅) and East of New Road (Policy FERN₄) housing allocations include the provision of link roads either side of the Parley Cross junction. These form part of the overall strategic transport mitigation package to address congestion in the area. The link roads for these allocations

Section 11: Ferndown and West Parley

will be delivered in step with these new developments which are anticipated to come forward in the short term. An improvement to the Parley Cross junction itself is also required.

- 11.4.7. The delivery of the link roads and other highway improvement will facilitate a much improved pedestrian environment with wider paved areas, landscaping and crossing points as well as an improved cycling environment.
- 11.4.8. The package of transport improvements for West Parley links into a wider Dorset Local Enterprise Partnership (DLEP) package of improvements along the A338/B3073 corridor. These improvements will address current congestion issues and also help facilitate housing growth in the area and employment development at the Bournemouth Airport.
- 11.4.9. In addition to the consideration of transport and environmental enhancements, the proposed improvements in the Parley Cross area have the opportunity to enhance the centre. An improved retail offer, located on the existing New Road retail frontage and through the provision of new retail units on the existing East of New Road housing allocation, will help to achieve this, potentially elevating the area from its current local centre status within the retail hierarchy to a district centre.

FERN2: West Parley enhancement scheme

- I. Environmental enhancement of the West Parley local centre will be delivered to improve its vitality and viability. New public spaces, retail development, services and facilities will be provided as part of the improvements to the Parley Cross junction area. These improvements will also make provision for improved pedestrian and cycling infrastructure.

Q: West Parley enhancement scheme

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

11.5. Main development opportunities

Green Worlds, Ringwood Road, Ferndown

- 11.5.1. This site at Green Worlds, as shown on the policies map, was previously allocated in the 2002 East Dorset Local Plan and remains capable of delivering residential development. The site is enclosed within the built-up area and part has been developed as 'Amberwood'. It is proposed that the remainder should also be developed for housing.
- 11.5.2. The site is well-treed (with those on the boundaries being protected) and forms an important local landmark on the main approach into Ferndown from the north-east. It is essential that development retains its wooded appearance within views from the nearby main roads and is screened from the housing to the west.
- 11.5.3. Development should be for a mixture of flats and houses, at a density appropriate to its location within the built-up area and close to nearby facilities. This would also allow a relatively large proportion of the land to be retained for necessary landscaping.
- 11.5.4. Access could be gained via the roundabout at the junction of Ringwood Road and Turbary Road or from Wimborne Road East and through Amberwood.
- 11.5.5. Because of the need to integrate the new housing with the important trees on the site, no development will be permitted except as part of a comprehensive scheme for the whole of the site embracing the siting and massing of buildings, the spaces between them, pedestrian and vehicular circulation and the protection of trees and landscaping.

FERN₃: Green Worlds

- I. Land at Green Worlds, as shown on the policies map, is allocated for residential development. The development of the site should:
 - deliver high-density development appropriate to its location with a range of dwelling types and sizes;
 - retain the wooded nature of the site by including a tree-belt around its edges through the retention of the protected trees and additional tree planting where appropriate.

Land to the East of New Road, West Parley

- 11.5.6. The area to the east of New Road, West Parley was previously allocated¹⁰ for residential development and to deliver transport improvements to the Parley Cross junction. The site has the capacity to deliver around 320 homes and additions to the local centre at West Parley including a convenience (food) store of around 900 m². The greenfield areas allocated in the adopted core strategy, including this site, were identified through a rigorous process, as set out within the Key Strategy Background Paper and associated Masterplan Reports¹¹.
- 11.5.7. The site offers the opportunity to provide much needed new housing, traffic alleviation, community, retail and commercial services and facilities, as well as significant areas of publicly accessible Suitable Alternative Natural Greenspace (SANG), alongside more formal open space. It creates a chance to provide a more welcoming village centre for West Parley with an attractive sense of place.
- 11.5.8. The development must provide traffic alleviation through provision of a new link road and pedestrian and cycle links through the development to the existing highway network. The development will include parkland to both the east and west of Church Lane as well as to the south of the new housing, extending to around 25 ha. Additionally, a more formal park is to be provided adjacent to an extension to the village centre, which can provide a village square and additional shops and services.

¹⁰ Allocated through the Christchurch and East Dorset Core Strategy, 2014

¹¹ Included in the Christchurch and East Dorset Core Strategy, 2014

FERN₄: East of New Road, West Parley

Land east of New Road, West Parley will be developed for a mix of uses including residential and expanded retail provision.

- I. Layout and design
 - The site will be set out according to the principles of the Masterplan Reports.
 - A design code will be agreed by the council, setting out the required standards.
- II. Green Infrastructure
 - A Suitable Alternative Natural Greenspace strategy is to be implemented, incorporating very significant areas of open space to the east of Church Lane, to the south of the allocated housing area and between the allocated development area and housing on Church Lane. The SANG will be part of the proposed Stour Valley Park.
 - A park is to be provided adjacent to the village centre.
- III. Transport and access
 - Vehicular access is to be provided via a new link road that will join Christchurch Road and New Road to the south of the existing urban area. This road is also to divert traffic from the Parley Crossroads.
 - Vehicular access to the village centre extension is to come from the link road.
 - Dedicated pedestrian and cycling links are to be provided throughout the housing area with connections into the existing networks to the north, east, west and south towards Bournemouth.
 - Improvements to public transport services will be required.
- IV. Phasing
 - The link road must be fully operational prior to the opening of a convenience foodstore, or the occupation of 50% of the new homes.
 - The SANG must be operational before first occupation of the housing.

Land To The West Of New Road, West Parley

- 11.5.9. Land to the West of New Road, West Parley was previously allocated¹² for residential development with capacity to deliver around 150 homes, Suitable Alternative Natural Greenspaces (SANG) and the delivery of a link road between Christchurch Road and New Road.
- 11.5.10. The area is more attractive in terms of landscape quality than land to the east of New Road. The site rises to the west towards the Dudsbury Hillfort and has a mature treed framework to the south and west which contains it from long-distance views in these directions. To the east and north the land adjoins the urban area. It is important that the nature of development in this location respects the form of the land and landscaping is used to break up the built area.
- 11.5.11. The Hillfort is a scheduled monument, so development must take into account the need to avoid or minimise harm to its setting.
- 11.5.12. In addition to the areas allocated around Parley Cross junction that are yet to be implemented, sites in the Longham area south of Ferndown town are proposed for development.

¹² Allocated through the Christchurch and East Dorset Core Strategy, 2014

FERN5: West of New Road, West Parley

Land west of New Road, West Parley is allocated for residential development and the delivery of a link road between Christchurch Road and New Road.

- V. Layout and design
 - The development will be set out according to the principles of the Masterplan Reports.
 - A design code will be agreed by the council, setting out the required standards.
 - A heritage strategy is to be agreed by the council, demonstrating that harm to the significance of the scheduled monument, taking into account any contribution made by its setting, has been avoided or minimised, and including an access strategy for the area. The land between the hillfort and the residential development is to be set out as parkland.
 - The design and setting of the road will need to comply with the requirements of the historic landscape quality assessment by means of bunding and planting or setting the road in a cutting with appropriate planting.
- VI. Green Infrastructure
 - A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing as required by Policy ENV2. This will significantly extend and enhance public access, providing green links along the southern fringe of the urban area.
 - The SANG will be part of the proposed Stour Valley Park.
- VII. Transport and access
 - Vehicular access is to be provided via a new link road that will join Christchurch Road and New Road to the south of the existing urban area. This road is to divert traffic from the Parley Crossroads, enabling environmental enhancement to the village centre.
- VIII. Phasing
 - The link road must be operational prior to the occupation of 50% of the new homes.
 - The SANG must be operational before first occupation of the housing.

Land at Dudsbury Golf Course, Longham (proposed allocation)

- 11.5.13. Due to its location close to Ferndown town and within easy reach of Bournemouth, the land at Dudsbury Golf Course is proposed for a mixed-use development delivering around 700 homes with significant open space connecting to the Stour Valley Park.
- 11.5.14. Access to the site will be primarily off Christchurch Road with a connecting route through the development linking onto Ringwood Road. This primary access should also form the focus for community facilities including land for a new school. A secondary access off of Christchurch Road will provide for the majority of the development.
- 11.5.15. Associated with the development will be significant areas of formal and informal open space including SANG provision. The area should be laid out in a parkland setting and connected to the Stour Valley Park providing cycle and pedestrian links to the wider area for both recreation and for commuting. A dedicated 'greenway' will provide an alternative route for pedestrians and cyclists, creating connections between the suburbs of Bournemouth, the adjoining neighbourhoods of Ferndown and Longham and the river frontage.
- 11.5.16. Dudsbury Hillfort Scheduled Monument lies directly to the east of the site. The development will need to respond positively to this heritage asset and consider the relationship of the built form to its setting. The hillfort is heavily treed and views between it and the site are therefore restricted. The siting and form of development must however ensure an appropriate relationship to the hillfort to ensure that its significance is protected. Development in the eastern section of the site is therefore unlikely to be supported. The built form should be restricted to avoid occupying the raised area between the 'valleys' in this part of the site and therefore encroaching too far into the open hillside adjacent to the scheduled monument.
- 11.5.17. To the north-west of the site is the Grade II listed Longham United Reformed Church. To respect this heritage asset and minimise any potential harm to its setting, the layout of the roads on the north western part of the site should be aligned with the church, making it a visual focus within the new development.
- 11.5.18. In addition to Dudsbury Hillfort and Longham Church, there is a cluster of heritage assets at Longham Farm as well as others along Ringwood Road. The approach to development in relation to all nearby heritage assets will need to be informed through an objective and comprehensive assessment of their significance including the contribution made by their setting. The heritage assets around the site should not be seen as a constraint but should help to inform the character and layout of the development to give it a local connection.

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- 11.5.19. The development will also contribute to the multifunctional green infrastructure network through landscape and biodiversity mitigation measures and the inclusion of formal and informal open spaces. The development will provide opportunities for recreation and active travel, including pedestrian and cycle routes throughout the development connected to the wider area, and offer improved access to the wider Green Belt. The site will deliver community sports pitches, imaginative play areas and allotments.
- 11.5.20. Although Longham Reservoir sits close to the western boundary of the site, the risk of flooding from the reservoir is negligible due to the inspection regime that is in place. Areas close to the River Stour are at greater risk of flooding and should be avoided. Surface water flood risk should be managed through appropriate SuDS (sustainable urban drainage scheme) features.

FERN6: Land at Dudsbury Golf Course

- I. Land at Dudsbury Golf Course, as shown on the policies map, is allocated as a residential development site incorporating land for a first school, other community facilities and significant green infrastructure.
- II. The site should be developed in accordance with a masterplan prepared by the developer/landowner in conjunction with the local community, and agreed by Dorset Council.
- III. Built development will generally be denser towards the north and west of the site away from the River Stour and away from Dudsbury Hillfort.
- IV. The primary vehicular access will be provided by a link road between Christchurch Road and Ringwood Road to ease traffic at the Longham roundabouts. A secondary point will be created further east on Christchurch Road towards Dudsbury Hillfort whilst avoiding any impact on the hillfort.
- V. Safe and convenient pedestrian and cycle routes to Ferndown, West Parley and to Bournemouth will be delivered as part of the development. Links will also be made to the Stour Valley Park.
- VI. Contributions will be sought to secure public transport links to the site and surrounding towns.
- VII. The development will provide for adequate community facilities including space a two-form entry primary school.
- VIII. The development will need to respond positively to the nearby heritage assets and demonstrate that harm to the significance of any designated heritage asset (including its setting) has been avoided or where unavoidable, minimised. This will include, but is not limited to:
 - setting development back from the eastern edge of the site near Dudsbury Hillfort;
 - establishing parkland between the built area and the hillfort;
 - providing materials to interpret and enhance understanding and appreciation of the hillfort; and
 - laying out the roads in the north-west of the site to provide clear views of Longham Church.
- IX. Development should relate positively to the surrounding area and not have an adverse impact on the surrounding landscape.
- X. The development will deliver a range of green infrastructure including:
 - A site of Suitable Alternative Natural Greenspace towards the south of the site connected to the Stour Valley Park;
 - parkland to preserve the setting of Dudsbury Hillfort;
 - formal sports and play facilities along with informal open space;

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- formal sports and play facilities along with informal open space;
- community allotments/orchard and
- greenways to provide through routes for pedestrians and cyclists and corridors for wildlife.

Q: Land at Dudsbury Golf Course

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Land off Angel Lane/ north of Ham Lane (proposed allocation)

- 11.5.21. Land off Angel Lane/Land to the north of Ham Lane is considered a suitable site for the development of around 400 homes. The site is located to the west of Ringwood Road and extends along Ham Lane in Ferndown, to the south of the town centre and north-west of the Longham roundabouts.
- 11.5.22. The northern part of the site lies within 400 m of the Ferndown Common protected heathland and therefore is not suitable for development. The remaining part of the site lies within 5 km of protected heathlands, and therefore provision of a Suitable Alternative Natural Greenspace (SANG) will be necessary. Due to the proximity of the site to protected habitats and other complexities of the site including public rights of way, a detailed biodiversity assessment and mitigation strategy, including SANG layout will be required.
- 11.5.23. The hamlet of Hampreston, comprising a conservation area and listed buildings, is situated 700 m to the south-west of the site. However, due to the low-lying nature of the area south of Ham Lane, the site is not visible from this location and there are unlikely to be detrimental impacts on designated heritage assets. However, the Grade II listed Longham United Reformed Church and The Manse adjacent to the south-east of the site have the potential to be harmed as a result of development

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in close proximity to them. The design of the site should therefore be informed by a comprehensive heritage assessment which considers the significance of nearby heritage assets. Any harm to heritage assets should be avoided.

- 11.5.24. Accesses should be provided off Ham Lane and Ringwood Road with a link through the site being provided. Pedestrian and cycle routes will also be required, creating safe and convenient connections through the site and to the local network, as well as onto the Stour Valley Nature Park.

FERN7: Land off Angel Lane/ north of Ham Lane

- I. Land off Angel Lane, as shown on the policies map, is allocated for residential development and public open space including SANG provision.
- II. The site will be accessed off Ham Lane and Ringwood Road providing a link through the site.
- III. Pedestrian and cycle routes should be included to link the site with Ferndown town and the existing network of pedestrian and cycle routes and on to the Stour Valley Park.
- IV. Due to the proximity of the site to Ferndown Common heathland site, the development must deliver an appropriately designed SANG that reduces recreational pressure on Ferndown Common.

Q: Land off Angel Lane/ north of Ham Lane

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Blunts Farm, Ferndown Industrial Estate

- 11.5.25. Blunts Farm is an existing 30 ha strategic employment allocation that performs a key role in meeting future employment land needs.

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- 11.5.26. The site is owned by the Forestry Commission and is well related to the existing Ferndown and Uddens Industrial Estates. Along with Ferndown and Uddens Industrial Estates, Blunts Farm will be designated as a key employment site under policy ECON1. The site is well connected due to its proximity to the A31 (T). It is also close to regular bus services. A travel plan is however required to be agreed for development on the site.
- 11.5.27. A small part of the land is identified as a site of nature conservation interest which will need to be retained and enhanced as the site is developed.
- 11.5.28. Part of the allocation is being proposed as a site to accommodate Gypsies and Travellers under Policy HOUS11.

FERN8: Blunts Farm employment allocation, Ferndown

- I. Land at Blunts Farm, as shown on the policies map, is allocated for employment development as a key employment site. Development of the site will include:
- the provision of regular bus services and cycle links towards Wimborne and Ferndown centres;
 - a strategy to be agreed with the council that ensures that there is no harm to the nearby Moors River System SSSI. Particular regard to the water environment will be needed, including the use of SuDS to minimise the risk of pollution to the surrounding area;
 - retention, protection and enhancement of the site of nature conservation interest on the site;
 - retention of significant landscape buffers within the northern and western parts of the site. This buffer should include heathland which will go towards protecting, enhancing and expanding the habitats of protected species which are known to be present nearby; and
 - retention of a buffer around the proposed Traveller site to protect the amenity of future occupants.

East of Cobham Road, Ferndown Industrial Estate

- 11.5.29. This site forms part of the larger Ferndown Industrial Estate and is located off Cobham Road, via Vulcan Way. It is ideally located for access to the strategic road network as Cobham Lane links directly onto the Ferndown Bypass. The site is designated as a key employment site under policy ECON1.
- 11.5.30. The tree belt on the southern side of the site ensures a permanent boundary to the development and provides an adequate screen between it and the housing and traffic on Wimborne Road. Further reinforcement of this tree belt, particularly to the east, will be expected as part of any development proposal.

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- 11.5.31. Compatible building design and proper access arrangements need to be dealt with strategically to avoid sporadic and piecemeal development leading to the detriment of the final appearance and functionality of the whole development. Therefore the coordination of these aspects within a comprehensive scheme which would include details of parking areas, structural landscaping and materials is important to ensure a reasonable standard of environment. The intention is not to enforce a rigid conformity of design, but to ensure that individual buildings are compatible with each other and can be adequately serviced.

FERN9: East of Cobham Road, Ferndown Industrial Estate

- I. Land east of Cobham Road, as shown on the policies map, is allocated as a key employment site. Development should:
- be accessed from Cobham Road only;
 - provide and make provision for the maintenance of a substantial tree belt along the southern and eastern boundaries of the site;
 - only be permitted as part of a comprehensive design which must include the details of parking areas and structural landscaping within the site.

Land west and south of Longham Roundabouts (proposed allocation)

- 11.5.32. Land to the west and south of Haskins Garden Centre at Longham is proposed for employment uses appropriate to a residential area without detriment to the amenity of residents. In addition light industrial uses (B2) in keeping with adjacent existing land uses would be appropriate.
- 11.5.33. A buffer around existing residential areas should be incorporated into any development of the site and conditions may be placed on the uses to restrict times of operation and the types of activity that can take place.
- 11.5.34. The western edge of the site would form the boundary to Longham on the south side of Ham Lane with the potential to be visually intrusive on the approach from Hampreston. In addition, the southern edge of the site would form a boundary with Longham Lakes, a much appreciated local recreational resource. For this reason, the boundaries of the site will require significant landscaping to screen the development in views from the surrounding area.

FERN10: Land west and south of Longham Roundabouts

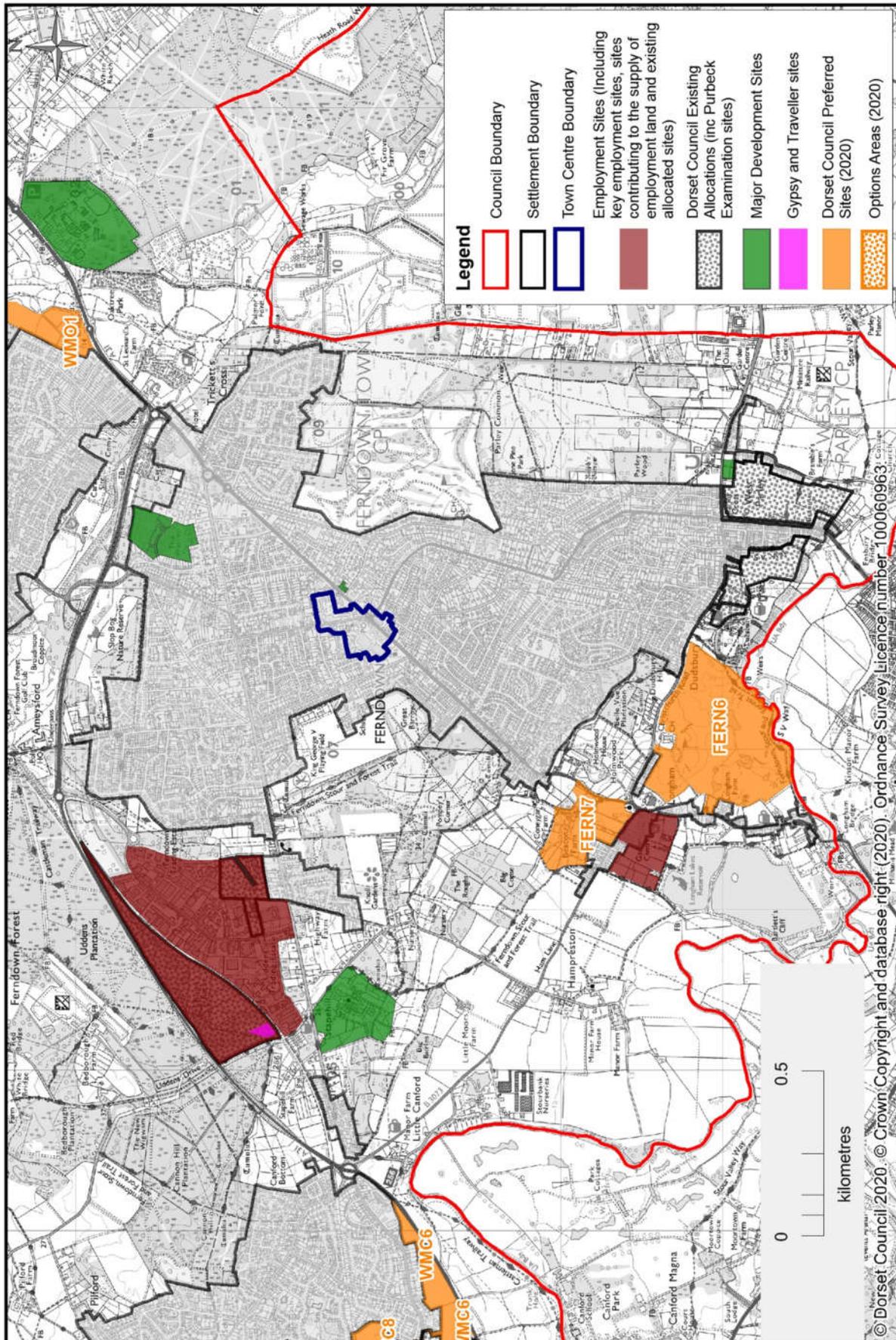
- I. Land to the south and west of the Longham mini-roundabouts, as shown on the policies map, is allocated for employment uses which can be carried out in a residential area without detriment to its amenity, and B2 [light industrial] uses;
- II. The site's boundaries will require appropriate landscaping;
- III. the amenity of existing uses on the site should be safeguarded through the design and location of any development.

Q: Land west and south of Longham Roundabouts

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

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Figure 11.1: Map of proposed development sites in Ferndown and West Parley



12. St. Leonards and St. Ives

12.1. Introduction

- 12.1.1. St Leonards and St Ives are two closely related urban areas located on the eastern edge of the Dorset Council area. The population of St Leonards and St Ives is around 7,200 across the two settlements. St Leonards and St Ives are linear in nature and defined by the surrounding road network with the A31 (T) running through the centre of St Leonards and the A338 separating St Leonards and St Ives. The River Avon separates the area from the New Forest and Ringwood to the east.
- 12.1.2. The character of the two settlements is fairly similar with low density, larger modern properties making up the majority of the housing stock. The urban area has very few facilities and services, however the parish lies adjacent to the border with Hampshire and residents make use of good facilities in nearby Ringwood. The A31(T) provides very good east-west access and the A338 provides a dual carriageway link to Bournemouth. This does however result in a high dependency on car use for accessing everyday facilities.
- 12.1.3. St Leonards and St Ives are constrained by the surrounding heathland, greenbelt and woodland which have limited recent growth in the area. The entire area of St Leonards and St Ives is within the 5 km heathland buffer with large parts of both settlements falling within the restricted 400 m heathland buffer.
- 12.1.4. Moors Valley Country Park, one of the most popular tourist attractions in Dorset, is within the parish. To the south of St Leonards is the MOD testing centre and Matchams race track, both of which are within 400 m of the protected heathlands.

12.2. Vision

- 12.2.1. In 2038 St Leonards and St Ives will:
 - continue to be a place where people want to live and enjoy accessible green spaces;
 - sit within an area of important biodiversity where the surrounding environmental; designations are maintained at high quality; and
 - have an increased range of local facilities to serve the local population.

12.3. Development strategy

- 12.3.1. Due to the environmentally sensitive surroundings of the St. Leonards and St. Ives area, there are no significant expansions planned. Development will be restricted

to infilling and redevelopment within the existing urban area to increase density and provide new facilities to support the population.

- 12.3.2. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Mitigation of the impact on heathlands and the community's access to green spaces should be informed by early discussions with Dorset Council and Natural England.

12.4. Town centre strategy

- 12.4.1. St Leonards and St Ives are considered in the settlement hierarchy as a suburban centre and do not have a town centre or primary shopping area. Given the importance of reducing car-based trips, the provision of convenience (food) retail floorspace would be supported in the St. Leonards and St. Ives area to promote walking and cycling.

12.5. Other policies

Matchams Stadium, St Leonards

- 12.5.1. Matchams Stadium and its associated land provides a unique mixture of facilities for motor sports and related existing uses. However, conflicts exist between these uses, the amenity of adjoining residents, and the need to conserve sensitive habitats of national and international importance.
- 12.5.2. The site is also within the Green Belt and further intensification of the land use of this site beyond that already permitted, is unlikely to be acceptable. Potentially, redevelopment of the site could offer a significant opportunity for environmental and ecological improvements including heathland restoration, without impacting on the openness of the Green Belt.

STSL1: Matchams Stadium and House

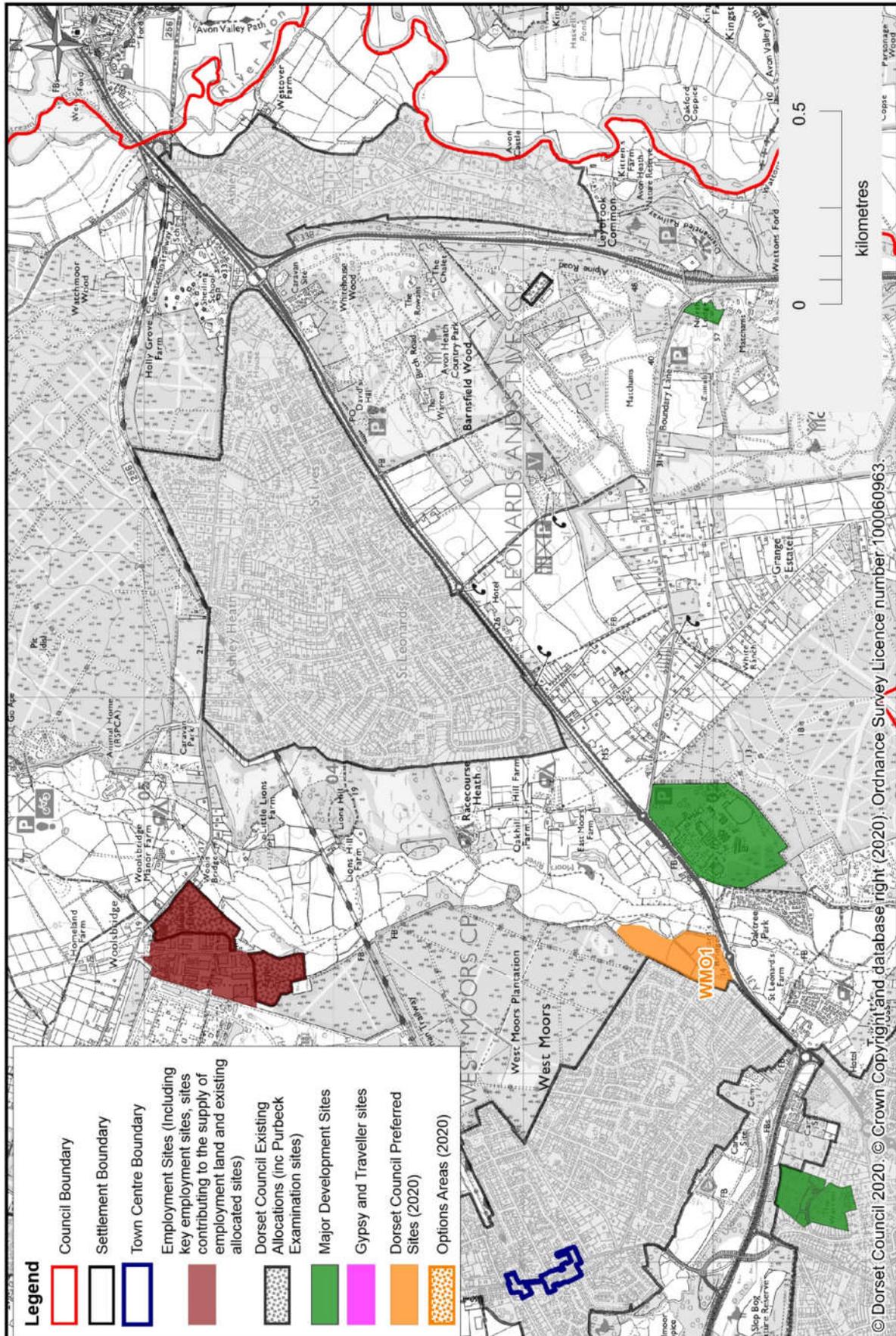
- I. The council will continue to support improvements to facilities at Matchams Stadium that will help to resolve the conflict between the existing uses and the sensitive environment within which the facility is located, provided that:
 - they do not result in an increase in vehicular traffic;
 - adjacent heathlands are not adversely affected by any new uses; and
 - the openness of the Green Belt is not diminished.
- II. Any proposal for alternative use or redevelopment would be subject to national Green Belt policy and the prior submission of plans for the restoration and management of the heathland, prepared in conjunction with Natural England and other appropriate bodies.
- III. Any proposals must deliver appropriate pedestrian and cycle links to the existing urban area of St Leonards.

Q: Matchams Stadium and House

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Section 12: St. Leonards and St. Ives

Figure 12.1: Map of proposed development sites in St. Leonards and St. Ives



13. Swanage

13.1. Introduction

- 13.1.1. Swanage is the largest town in the Isle of Purbeck area. The population of the town is just under 10,000 with a considerable proportion (34%) over 65 years of age. The area has a particular need for housing for older people.
- 13.1.2. Swanage is located on the Jurassic Coast World Heritage Site and within the Dorset AONB and hence the landscape around it is sensitive to change. Throughout the town are numerous heritage assets and a large proportion of the town is designated as a conservation area. There are important biodiversity sites around the town including several that form part of the 'Natura 2000' network.
- 13.1.3. Swanage is a popular tourist destination, attracting a significant number of staying visitors, boosting the population during peak holiday season. Its attractions include Durlston Country Park (a national nature reserve with spectacular walks, stunning views along the coast and wide variety of wildlife) and the Swanage steam railway.
- 13.1.4. The attractiveness of the area has resulted in a significant proportion (at around 17.8%) of second homes and holiday rentals, both of which support the important tourist sector in the town. Like much of Dorset, housing affordability is an issue with average house prices being considerably higher than the national average.
- 13.1.5. The main challenge for the Swanage area is to ensure its sustainability is maintained and enhanced by reducing the need for residents to travel out of the town for work, shopping and leisure. This all needs to be achieved whilst protecting the outstanding natural environment that makes it popular.

13.2. Vision

- 13.2.1. In 2038, Swanage will:
 - be a vibrant friendly and welcoming community with the special character of the area being respected and enhanced;
 - have a thriving economy in a safe environment.

13.3. Development strategy

- 13.3.1. The Swanage Local Plan¹³ made provision for 200 homes over three housing allocations. Two of these allocations, Prospect Farm and Northbrook Road West,

¹³ A separate local plan was produced for the Swanage area and was adopted in in 2017

have secured planning permission. Prospect Farm housing development is complete and Northbrook Road West is under construction. The remaining allocation at Northbrook Road East remains undeveloped but will be completed in the short term. Further land has been identified for development to the west of the town.

- 13.3.2. The employment sites that serve the town are both vibrant but have little space available for further development. Future employment space could be met through regeneration of the town providing office and starter units.
- 13.3.3. Development opportunities at Swanage include:
 - Land at Northbrook Road East which will be developed in the short term delivering around 90 homes;
 - Land west of Swanage Allotments, which is proposed as a development site to deliver around 150 new homes; and
 - Regeneration of the town centre.
- 13.3.4. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and the community's access to green spaces a coordinated approach is required between developers, Dorset Council and Natural England.

13.4. Town centre strategy

- 13.4.1. Swanage is identified as a town centre within the retail hierarchy for the plan area. It forms an important service centre for the remote parts of the Isle of Purbeck and also serves as the main centre for the tourist population in this area during the peak summer months.
- 13.4.2. The main town centre uses are concentrated along Station Road, Commercial Road and High Street. The town centre boundary shown on the policies map includes the main retail centre and many of the community facilities in the town.
- 13.4.3. The primary shopping frontages are located along Station Road and Institute Road where the main retail uses are located. The secondary shopping frontages are located along the High Street, Commercial Road and between the north-western end of Station Road and Co-op store (situated off Kings Road West). The secondary shopping frontages offer potential for the accommodation of a wider range of town centre uses.

- 13.4.4. Within the Purbeck area there is limited need for additional comparison (non-food) floorspace, however there is a need for additional convenience (food) floorspace to serve both Wareham and Swanage. The need should be split between the two towns with a convenience store of around 700 m² being provided within the Swanage town centre either as a new stand-alone store or as an extension to an existing unit.
- 13.4.5. The town centre is entirely within the Swanage Conservation Area where there are also a number of listed buildings. Development will therefore need to have regard to these heritage assets.
- 13.4.6. The Swanage Local Plan focused on town centre redevelopment opportunities to improve the quality of the street scene, with particular opportunities identified in three main locations. Two of these opportunities would be suitable for town centre uses subject to the relocation of the existing uses, which could be moved to the third, the former depot site off Kings Road West.
- 13.4.7. Land between Kings Road West and the railway station has the potential to accommodate the majority of the retail needs for Swanage and is sequentially preferable. This site includes the existing Co-op store, the adjacent car park, the health centre, bus depot and fire station. The area should be enhanced as a result of any development, recognising the importance of the railway station and associated Grade II listed goods shed to the town centre.
- 13.4.8. The Post Office sorting office could be relocated out of the town centre to a more appropriate location freeing up a prime town centre site for redevelopment.
- 13.4.9. The former depot site at the junction of Court Road and Kings Road West is also suitable for redevelopment and could provide for the relocation of existing uses from the two sequentially preferable town centre redevelopment sites.

SWAN1: Swanage town centre

- I. The boundary of Swanage Town Centre is shown on the policies map along with the primary and secondary retail frontages.
- II. The preferred locations for additional town centre uses to serve Swanage, as shown on the policies map, are:
 - between the railway station and Kings Road West;
 - the former depot site at the junction of Court Road and Kings Road West; and
 - the Post Office sorting office on Kings Road East.
- III. Development of these sites must respect the character of the conservation area and other heritage assets, and be integrated into the existing town centre through enhancements to the public realm.

13.5. Main development opportunities

Northbrook Road East

- 13.5.1. This site encompasses two areas, the former Grammar School and the adjacent area of former playing fields.
- 13.5.2. The playing fields to the north of the former school buildings have consent for 52 new homes, with SANG provision being made on the western side of Northbrook Road. The former school buildings offer a further development opportunity, subject to additional SANG provision that should be connected with that already agreed. It is therefore likely that the layout of the consented scheme will need to be reconfigured to provide a more comprehensive development of the two separate areas east of Northbrook Road.
- 13.5.3. Due to the site's location on the edge of the town, within the AONB and highly visible from the Purbeck Ridge to the north, the scheme would need to be of high design quality. In order to enable ease of access from the site to the town centre and to the adjacent St Mary's School, pedestrian and cycle links will be required along Northbrook Road and adjacent streets.

SWAN2: Northbrook Road East

- I. Land to the east of Northbrook Road, as shown on the policies map, is allocated for residential development.
- II. The development should:
 - be designed to offer a comprehensive scheme that maximises the benefits of development whilst respecting the sensitivities of the site in the landscape;
 - deliver a SANG that makes the most of the opportunities to connect with the SANG provided to the west of Northbrook Road; and
 - deliver enhancements to cycle and pedestrian routes to and from the site and into the town centre.

Land to the west of Prospect Allotments (proposed allocation)

- 13.5.4. Land to the west of the allotments behind Prospect Crescent is within a short walk of Swanage town centre and many of the town's facilities. The area is proposed for residential development delivering around 150 homes to meet the needs of Swanage and the surrounding area. A care facility should also be considered on the site to meet the needs of the town's increasing elderly population.

- 13.5.5. Some of the development around and within the site is prominent within the landscape and leaves a hard edge to the existing built form. In addition, there are a number of public rights of way that cross the site and provide access to the surrounding countryside. Given its location within the AONB, the design of any development on this site will need to fully explore opportunities to improve this edge of the town. The rights of way should be enhanced as part of the green infrastructure network, and existing hedgerows and trees should be retained and strengthened with additional planting to further soften the built form within the landscape.
- 13.5.6. Within the site, there will be a need to include a SANG to divert recreational pressure away from the nearby heathland sites in accordance with Policy ENV2. The northern edge of the site is particularly sensitive in views from the Purbeck Ridge to the north as it is elevated above the southern parts of the site. Built development is therefore unlikely to be acceptable in this location. The northern and western parts of the site would however be appropriate locations for SANG provision and would help to soften these edges in views from the surrounding AONB.
- 13.5.7. The existing network of footpaths that cross the site should be used to further improve connections for pedestrians and cyclists into the town centre and to nearby facilities. Wherever possible, new footpath and cycle connections should be made to make non-car travel as attractive and convenient as possible.
- 13.5.8. The density of development should decrease towards the western and northern boundaries.

SWAN₃: Land to the west of Prospect Allotments

- I. Land to the west of Prospect Allotments, as shown on the policies map, is proposed for residential development including the provision of a care facility.
- II. Development of the site should be of high-quality design and incorporate significant tree planting to soften the edge of the town within the AONB landscape. Planting within the site should further break up the built form.
- III. The northern part of the site should deliver an appropriately sized SANG to minimise impact on nearby heathlands and to soften the development in views from the Purbeck Ridge.
- IV. Development should make best use of existing footpath connections to enable convenient, safe and attractive pedestrian and cycle routes into the town centre and to nearby facilities.

Q: Land to the west of Prospect Allotments

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

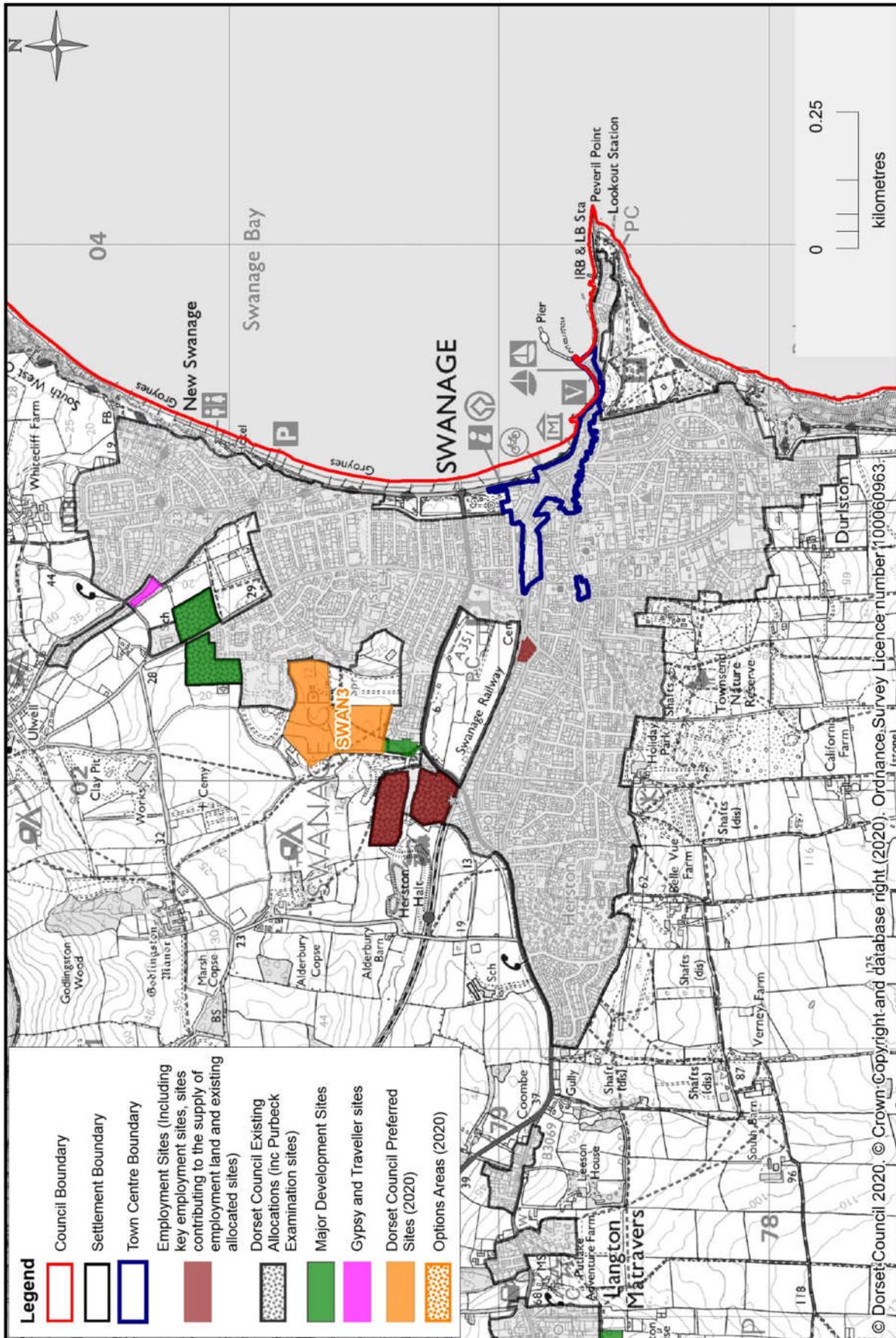
Swanage's townscape

13.5.9. The townscape character assessment for Swanage (2012) identified 19 separate areas of distinctive character within the urban environment. This assessment reviewed the key characteristics of each area and identified the main areas of value for the urban environment. The areas are categorised according to their ability to make a positive, negative or neutral contribution to the appearance of the town. There is also a close relationship between the character areas and the historic environment within the town, as the historic development of the town has played an important part in the creation of the urban environment.

SWAN4: Swanage townscape character and development

- I. In order to conserve and enhance the existing townscape character of Swanage, new development should take account of the Swanage Townscape Character Assessment (2012).

Figure 13.1: Map of proposed development sites in Swanage



14. Verwood

14.1. Introduction

- 14.1.1. Verwood is situated on the eastern border of Dorset, to the north of the main urban areas of East Dorset and the main built up area of the Bournemouth/Poole conurbation. The population has grown rapidly from 2,820 in 1961 to 15,170 in 2014.
- 14.1.2. Despite the presence of a scattering of traditional thatch and cob cottages, and some nineteenth and early twentieth century brick villas and workers' cottages, the vast majority of Verwood is modern with most of the housing in the area built since the Second World War. The town has expanded quickly over the past thirty years, although this has significantly slowed since the completion of the strategic growth planned in the 1980s.
- 14.1.3. Much of the area was formerly covered by heaths, with farmed land and woodlands along the river valley. There are still some significant areas of protected heathland adjacent to the town, and new housing will therefore need to incorporate measures to mitigate impact on these protected sites in accordance with Policy ENV2.
- 14.1.4. The River Crane flows along the southern boundary of the town and its surrounds are subject to flooding but parts are also designated as a site of special scientific interest (SSSI). Its relative freedom from pollution and the unusual chemistry of its waters support a wide range of plants and invertebrates, including a number of rare species. Additionally, Bugden's Copse which lies within the urban area is an SSSI.

14.2. Vision for Verwood

- 14.2.1. In 2038 Verwood will:
- be a key town centre serving the eastern part of Dorset, with a thriving busy centre, attractive townscape, range of facilities and services, and public transport connections;
 - encourage and support a range of employment opportunities;
 - benefit from additional areas of housing development that will help meet the local need for housing;
 - continue to maintain and enhance its natural environment and access to the countryside for all groups of the community;
 - have maintained and enhanced recreational facilities, including sport and open space facilities available for all the community;

- have suitable educational and social provision for children and young people including its own upper school;
- be a low-impact sustainable town with improved accessibility to public transport, cycling and walking.

14.3. Development strategy

- 14.3.1. There are a number of development sites, which are planned to help fulfil housing needs. These are:
- North-Western New Neighbourhood – where an outline planning consent has been granted for up to 230 dwellings, public open space and SANG;
 - Land south of Manor Road – proposed to deliver around 100 homes on the northern parcel with SANG being provided on land to the south and south-west.
- 14.3.2. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and the community's access to green spaces a coordinated approach is required between developers, Dorset Council and Natural England.

14.4. Town centre strategy

- 14.4.1. Verwood is designated as a town centre, within the top tier of the retail hierarchy and, alongside Ferndown and Wimborne, one of the main centres serving the eastern part of Dorset. It is the smallest town centre in this part of the plan area in terms of number of shop units but is a focal point for other important services and serves an important employment function.
- 14.4.2. There are two shopping areas in the town. The main centre, including the primary shopping area, is based around Ferrett Green and offers a variety of shops, services and community facilities. The other shopping area is located out of the town centre, off Pennine Way, and is made up of a large supermarket and associated smaller shops and facilities. This area had been planned as a new town centre for the growing town, but the designation of Bugden's Copse as an SSSI prevented this.
- 14.4.3. Verwood has a reasonably large catchment population for convenience (food) shopping and there is potential for additional convenience floorspace to be provided over the plan period. A Lidl foodstore is proposed to the south of Ringwood Road (B3081), outside the defined town centre.

- 14.4.4. The centre has a limited comparison (non-food) offer, attracting a low market share of comparison (non-food) retail. The retail offer is complemented by a popular indoor market which is held weekly.
- 14.4.5. In eastern Dorset there is a projected requirement for in the region of 5,200 m² net additional comparison floorspace and 4,000 m² additional convenience floorspace to 2031. Verwood will be one of the main locations for comparison retail floorspace provision in the area and applications that enhance the town centre offer and are located within or adjoining the existing town centre will be supported in line with Policy ECONxx.
- 14.4.6. There is a lack of leisure uses and evening economy uses. Improving Verwood's leisure offer may increase the number of visitors to the centre, which in turn would offer an opportunity for an increased range of food and beverage uses. Pedestrian connectivity and car parking are both considered to be good.

VER1: Town centre expansion

- I. Retail uses will be supported to provide more comparison and convenience goods shopping within the existing town centre.
- II. Community services and cultural facilities in the town centre, such as the Hub, the Memorial Hall and the Library will be retained, and where possible enhanced.
- III. Evening economy uses such as restaurants, cafés and pubs will be supported in the town centre to enhance the vibrancy of the afternoon and evening economy of the town.

Q: Town centre expansion

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

14.5. Main development opportunities

The North-Western New Neighbourhood

- 14.5.1. This allocated¹⁴ site is located on two areas set within a substantial green framework. The sites that form part of the allocation are close to the town centre with good opportunities for cycle and pedestrian access. Vehicular access can be provided from Edmondsham Road. Outline consent has been granted for up to 230 dwellings, public open space and SANG, with associated access and landscaping. Subsequently detailed consent has been granted for phase 1 of the development delivering 43 dwellings out of the total on the site.
- 14.5.2. The masterplan produced to support the allocation of this area focuses on two areas set within a substantial green framework. These areas are sheltered within the wider landscape. Nevertheless, a strong landscape structure will be needed. This is to be provided in conjunction with a strategy for the implementation of Suitable Alternative Natural Greenspaces. It is expected that a large informal parkland area will be provided to the north of Edmondsham Road.

VER2: North-west Verwood new neighbourhood

- I. North-West Verwood New Neighbourhood, as shown on the policies map, is allocated for residential development.
- II. The new neighbourhood will be set out according to the principles of the masterplan and a design code will be agreed with the council, setting out the required high standards.
- III. A Suitable Alternative Natural Greenspace (SANG) will be provided to the north of the site.
- IV. Vehicular access is to be provided from Edmondsham Road.
- V. Dedicated pedestrian and cycling routes are to be provided throughout the housing area, linking into the existing networks and on to the town centre.

Ebblake Industrial Estate

- 14.5.3. Ebblake Industrial Estate is a well-established employment site of approximately 13 ha located to the south-east of Verwood. The site is well related to the existing highway network and benefits from a regular bus service.

¹⁴ Allocated through the Christchurch and East Dorset Core Strategy, 2014

- 14.5.4. The site should be retained for employment use as a key employment site in accordance with Policy ECON1. The intensification of existing uses will be supported provided that suitable surface water drainage arrangements can be secured to mitigate any potential impacts on the adjacent Ebblake stream.

Land south of Manor Road (proposed allocation)

- 14.5.5. In order to continue to deliver homes to meet local need and the needs of the wider area, a small site to the south of Verwood is proposed for residential development. The site would be accessed via Manor Road and has the potential to deliver around 100 homes subject to open space and SANG requirements and avoidance of areas that are at risk of flooding.
- 14.5.6. Nearby Potterne Park provides a suitable opportunity for improved recreation provision which may be appropriate as an alternative to SANG provision. This is especially the case as the site is relatively small in size.

VER3: Land south of Manor Road

- I. Land south of Manor Road, as shown on the policies map, is allocated for housing.
- II. The site will need to provide for adequate mitigation of recreational impacts on heathlands through the provision of SANG and potentially through enhanced recreation provision at Potterne Park.
- III. The setting of St Michael's Cottage listed building will need to be respected within the design of the development.

Q: Land south of Manor Road

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

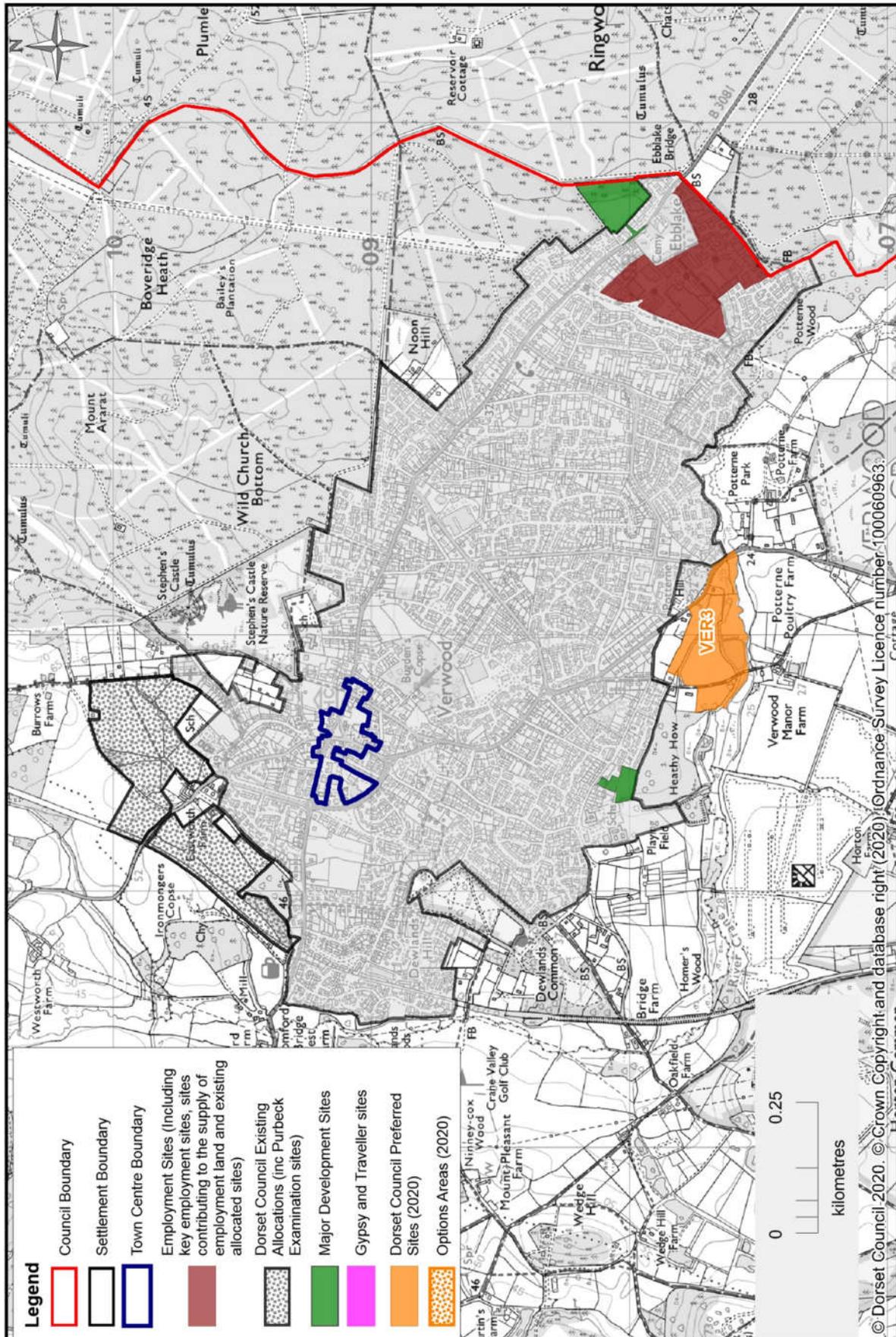
Verwood Schools

14.5.7. Verwood is the largest town in Dorset without upper school provision. Older school children currently have to be bussed to Wimborne and Ferndown which is a significant inconvenience. Increased numbers of school children throughout the area means that the existing upper schools are unlikely to be able to accommodate them. Dorset Council is therefore looking to build an upper school at Verwood to overcome this problem and provide a more convenient service for children in the Verwood and surrounding area.

VER4: South of Howe Lane education allocation

- I. Land south of Howe Lane is identified for educational use to enable the provision of upper school accommodation.

Figure 14.1: Map of proposed development sites at Verwood



15. Wareham

15.1. Introduction

- 15.1.1. Wareham comprises the historic 'old town' south of the River Piddle and 'north Wareham', including Carey, Northmoor Park and Northport to the north. The town centre serves both residents and summer tourists and there is a good range of services including a secondary school. There are some employment opportunities, although there is significant out-commuting, mainly to the Bournemouth/Poole conurbation via the heavily congested A351. The town also has rail links to London via Poole and Bournemouth and Weymouth.
- 15.1.2. The Dorset AONB wraps around the eastern, southern and western sides of Wareham's old town and much of the land to the east lies within the Purbeck Heritage Coast. North Wareham is bounded by the Green Belt which also abuts the northern and eastern edges of the old town and the AONB.
- 15.1.3. The floodplains of the Rivers Frome and Piddle further restrict the growth options of the town as does Poole Harbour to the east. Much of the area surrounding the town is protected for its wildlife interest with much of the area in the north falling within heathland buffers and the whole town falling within the Poole Harbour hydrological catchment.
- 15.1.4. The Walls on the west, north and east edges of the old town were built in 900AD in response to Viking raids and are scheduled monuments. The area within these walls is designated as a conservation area and there are many listed buildings within this part of the town.
- 15.1.5. The constraints outlined here highlight the lack of opportunities for additional growth in the area other than within the existing town. However this existing built area is also highly sensitive to development due to its protected heritage.
- 15.1.6. A neighbourhood plan is being produced for Wareham. The plan provides a comprehensive discussion of the environmental constraints and allocates a number of sites within the existing built-up area. It is expected to be submitted to the council for consultation prior to examination in the coming months.

15.2. Vision

- 15.2.1. In 2038 Wareham will:
 - have additional housing within the existing built-up area to meet local needs;
 - have a thriving and diverse town centre with accessible car parking;

- be a pedestrian and cycling-friendly town with key routes linking with the town centre;
- have protected and enhanced green spaces and community facilities for local residents; and
- be a locally distinctive and sustainable place where any development respects and complements local character, traditions and materials.

15.3. Development strategy

- 15.3.1. The strategy for Wareham focuses on maximising opportunities for development within the existing urban area, recognising the highly-constrained nature of the land around the town. It is considered that there are no exceptional circumstances to justify the release of Green Belt land around Wareham in part due to the constrained nature of this land and the preferable opportunities that exist elsewhere.
- 15.3.2. Allocations within the existing urban area identified through the neighbourhood plan are likely to deliver around 207 new homes. Opportunities for development at Wareham include:
- the redevelopment of underused employment land on Westminster Road and John's Road Industrial Estates;
 - the redevelopment of public land following the rationalisation of education and health facilities including the town's former middle school, the health centre, the community hospital and the Social Services site in Bonnet's Lane; and
 - the redevelopment of commercial sites on the northern edge of the old town, which have the potential to create an attractive gateway into the urban area.
- 15.3.3. All of these sites are within the wider 5 km heathland buffer, where it is essential that any adverse impacts from additional recreational pressure on the heathland sites are avoided. The neighbourhood plan group has worked closely with Natural England and Dorset Council to develop an approach that enables the development to take place. For sites in the 'old town' an extension to the existing Suitable Alternative Natural Greenspace (SANG) at Bog Lane is proposed and for sites at north Wareham a financial contribution towards Heathland Infrastructure Provision (HIP) will be secured.

15.4. Town centre strategy

- 15.4.1. Wareham is identified as a town centre in the retail hierarchy for the plan area. The town centre performs an important role as the retail and service centre for the Purbeck area, although the town's proximity to Poole, Bournemouth and Dorchester results in some leakage to these competing centres.

- 15.4.2. Town centre uses are concentrated along North, South and West Streets and extend to the south-east to include The Rempstone Centre, St John's Hill and The Quay, where a weekly market is held. The town has a varied mix of retail and service outlets, including many independent traders that meet the needs of the local community and attract many visitors.
- 15.4.3. The need for additional retail floorspace in this area is limited and focused on the existing centres of Wareham and Swanage. It is estimated that around 900 m² of additional convenience (food) retail space will be needed at Wareham over the plan period. There is not expected to be any additional comparison (non-food) retail need however the evidence of need will be refreshed to inform the production of the next stage of the local plan and take into account changes in shopping patterns and the impact of the Covid-19 pandemic.
- 15.4.4. The town centre strategy focuses on retaining existing retail uses, whilst also providing some flexibility and seeking to ensure that the historic character of the centre is retained

WAR₁: Wareham town centre strategy

- i. Development within Wareham town centre boundary, as shown on the policies map, will be supported if:
- the proposed use and associated works would not harm the historic interest and character of the conservation area and listed buildings; and
 - the proposed use and any associated physical alterations would maintain an active and publicly-accessible ground floor use that enlivens the street scene.

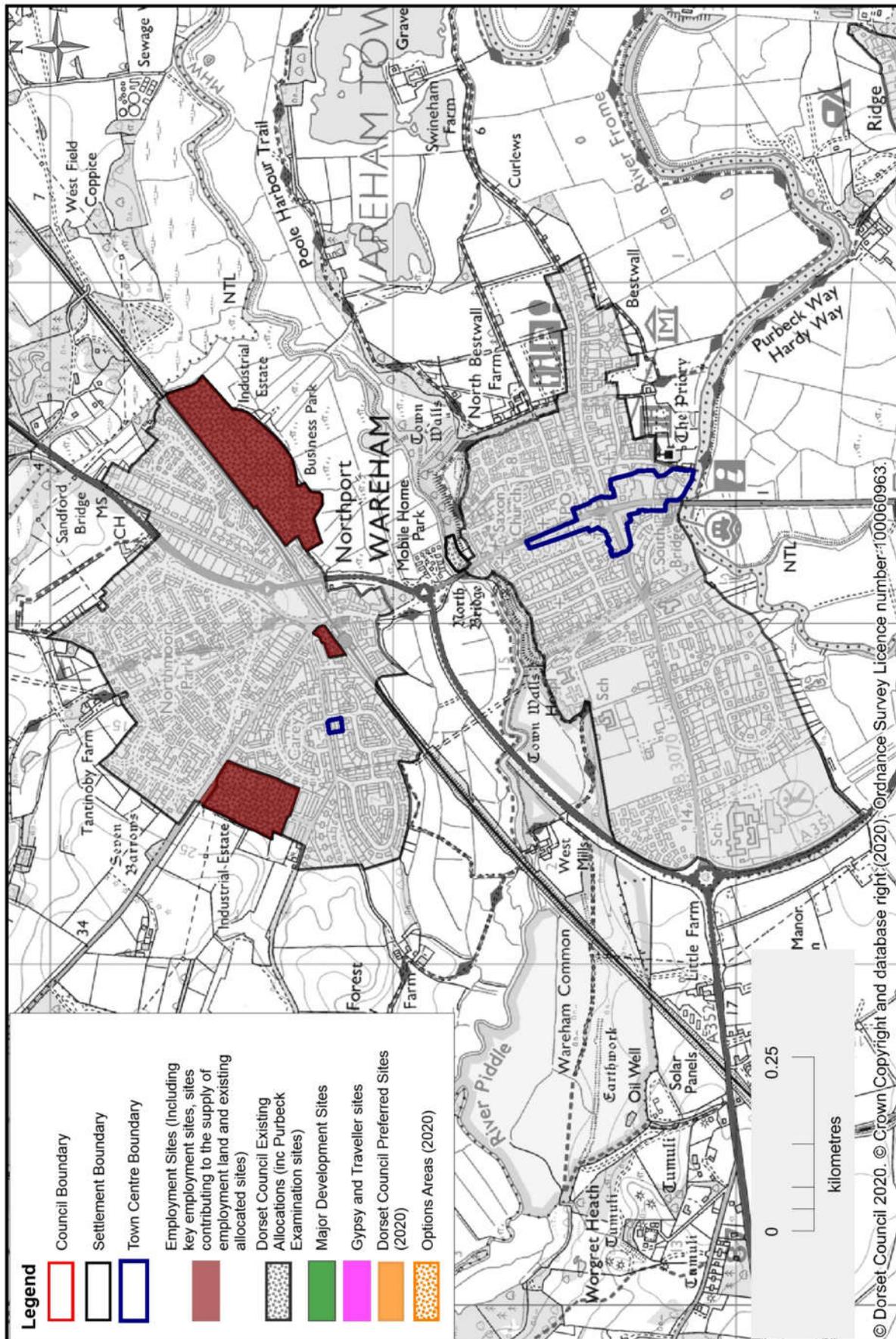
Q: Wareham town centre strategy

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

15.5. Main development opportunities

- 15.5.1. The emerging neighbourhood plan for Wareham identifies a number of sites that will deliver housing growth over the plan period. Around 212 homes will be delivered on a number of sites and include provision for a new doctors' surgery and ambulance station. A care facility and key worker affordable housing will also be delivered. Details of the development of these sites are included within the emerging neighbourhood plan.
- 15.5.2. The development opportunities promoted through the emerging neighbourhood plan include:
- the redevelopment of Westminster Road Industrial Estate and John's Road, North Wareham that together will deliver around 45 new homes;
 - the redevelopment of the former Middle School site, retaining the playing fields and delivering a replacement ambulance station and GP surgery, relocated from their current location at Streche Road. The remainder of the site will deliver a 'health care and housing hub' including extra-care housing, key-worker housing, a care home and affordable housing, in total delivering around 100 homes;
 - the redevelopment of the Health Centre and Community Hospital site at Streche Road, to deliver additional housing respecting its sensitive location adjacent to various heritage assets. It is anticipated that around 40 new homes could be delivered on this site;
 - the redevelopment of the Bonnet's Lane Care Home site (following the relocation of the care home to the former Middle School site) for residential uses which could include extra-care housing. The exact mix of uses and design of the redevelopment of this site will dictate its capacity;
 - the redevelopment of the Autopoint Garage and former gas works on North Street, to deliver around 20 homes.

Figure 15.1: Map of proposed development sites in Wareham



16. West Moors

16.1. Introduction

- 16.1.1. West Moors lies in the east of the plan area, to the north of Ferndown and south of Verwood. The settlement comprises a small semi-rural village primarily based off a few key roads including Station Road: a busy through route transporting traffic from the surrounding areas to the strategic road network which lies immediately south of the village.
- 16.1.2. West Moors has a population of around 7,600 people, more than half of whom are aged 60 or over. Homes in the village are mainly detached and include a large proportion of bungalows. The majority of dwellings within the settlement are relatively modern in style.
- 16.1.3. West Moors is home to some local services along Station and Pinehurst Roads, and hosts a few local employers including the Gundrymoor Industrial Estate and MOD Defence Fuels Group. However, a high proportion of working residents travel out to Ferndown or Bournemouth and Poole for work.
- 16.1.4. The outskirts of West Moors are bounded by woodland and many environmental constraints such as flood zones, heathland sites including the Moors River System SSSI.

16.2. Vision

- 16.2.1. In 2038, West Moors will:
 - continue to have a distinct character, separate from Ferndown and the surrounding areas;
 - sit within an area of countryside that is highly valued for its wildlife interest;
 - have an increased range of local facilities and a vibrant district centre;
 - benefit from well-designed new homes, including affordable homes, in sensitive locations to meet the needs of the local population.

16.3. Town centre strategy

- 16.3.1. West Moors is designated as a district centre, providing important local services and employment functions which are mostly confined to two key roads. These are limited in accordance with the size of the settlement and serve primarily the local catchment.

- 16.3.2. Everyday facilities not found in the village itself can be found in the nearby town of Ferndown. It is envisaged that small amounts of new retail development will come forward over the plan period to enhance the existing provision and these should be focused near to the existing centre.

16.4. Development strategy

- 16.4.1. West Moors has an identity more closely matching a rural area rather than that associated with the more urban areas to the south. Further sensitive residential development at West Moors presents an opportunity to maintain local services without harming the character of the settlement and without impacting on the nearby wildlife constraints.
- 16.4.2. The main opportunity for additional development at West Moors is on land to the north of the A31 (north of Azalea Roundabout) to the east of the existing settlement, with capacity for around 170 dwellings.
- 16.4.3. Consideration of the environmental constraints in the surrounding area is vital. The majority of the settlement lies within 5 km of internationally protected heathlands: any adverse impacts from recreational pressure will need to be avoided through the provision of sufficient attractive informal recreation land within easy walking distance of development, in the form of a strategic network of green spaces (SANGs).
- 16.4.4. The Gundrymoor Industrial Estate lying to the north of the settlement is recognised as a key employment site within the local plan. The area surrounding the site is highly constrained and therefore the site has minimal scope for expansion. Some additional employment uses may however be acceptable over the plan period.

Land north of Azalea Roundabout (proposed allocation)

- 16.4.5. The land to the north of the Azalea Roundabout on the A31 is proposed for residential development and will deliver around 170 dwellings.
- 16.4.6. A large part of the land is within the flood zones associated with the nearby Moors River. At this point, the Moors River is also designated as an SSSI. The area also abuts the West Moors Plantation Site of Nature Conservation Importance (SNCI) to the north-west.
- 16.4.7. As the site is sensitively located, adjacent to the Moors River System SSSI and an SNCI, it will be necessary to provide suitable mitigation and protection as part of any development. A wide buffer (of at least 10 m) to the Moors River SSSI, and the retention of existing trees and hedgerows, are essential to minimise the impact on these features.

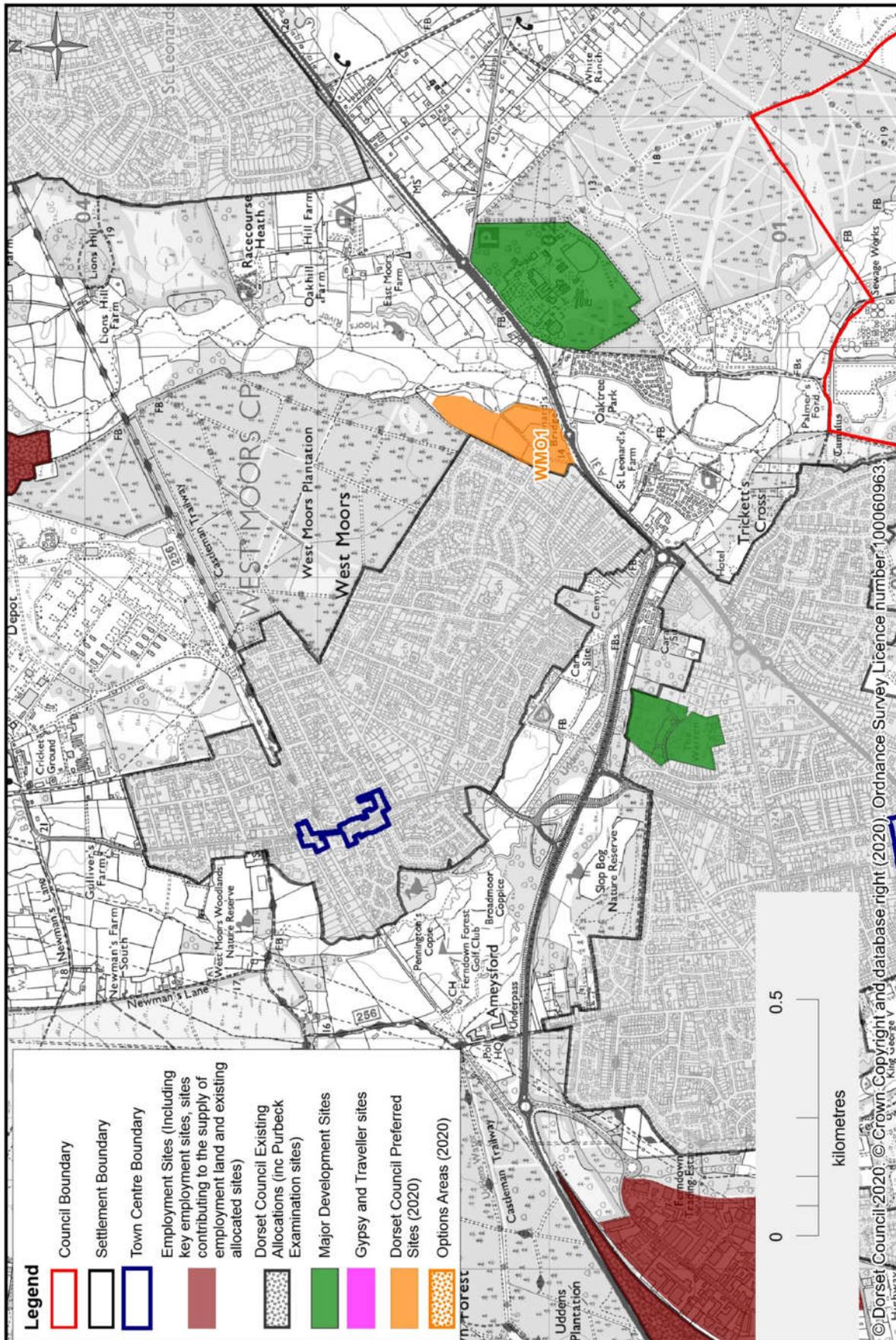
WMO1: Land north of Azalea Roundabout

- II. Land to the north of Azalea Roundabout is proposed for residential development. The development should be of high quality to reflect the sensitive nature of the location.
- III. Due to the sensitive nature of the site, the development will be required to incorporate significant biodiversity mitigation including:
 - a significant wide buffer to the Moors River SSSI in the eastern part of the site;
 - a buffer to the West Moors Plantation SNCI to the north-east of the site;
 - the provision of Suitable Alternative Natural Green Space in accordance with Policy ENV2.

Q: Land North of Azalea Roundabout

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Figure 16.1: Map of proposed development sites at West Moors



17. Wimborne Minster and Colehill

17.1. Introduction

- 17.1.1. Wimborne Minster (Wimborne) and Colehill are two separate settlements located to the north of the town of Poole. The two settlements although separate in their character are closely linked both physically and in terms of amenities and services. The total population of Wimborne and Colehill is just over 8,700. Wimborne is renowned for its Georgian architectural quality and as a result, the historic centre including the St Catherine's area is a designated conservation area and includes a number of Grade I and II* listed buildings.
- 17.1.2. The area around Wimborne and Colehill has a number of environmental and landscape designations including the Cranborne Chase and West Wiltshire Downs AONB surrounding the north-western edges of Wimborne.
- 17.1.3. Wimborne and Colehill have a number of informal and formal recreational spaces within as well as adjacent to the urban area. These include the Bytheway SANG, Olivers Park open space (surrounding the designated ancient woodland in Colehill), Canford Bottom open space, Leigh Park and Colehill Cricket Ground. There are a number of soon to be implemented SANGs and open spaces as part of several new developments in Wimborne and Colehill, which will significantly increase the provision of recreational open space in the area.
- 17.1.4. There are a number of environmental designations in close proximity to the urban area including Leigh Common SNCI, Catley Copse SNCI, Church Moor Copse ancient woodland and the area of important woodland known as 'The Row'.
- 17.1.5. The entirety of Wimborne and Colehill is also located within 5 km of nearby internationally protected heathlands. It will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANG).
- 17.1.6. Given the number of important environmental areas around Wimborne and Colehill, environmental improvements will continue to be identified and implemented, with an emphasis on promoting places where biodiversity is supported to provide for biodiversity net gain.
- 17.1.7. Wimborne and Colehill have several existing key employment areas including Brook Road North and Riverside Industrial Estates. There are a number of other smaller employment sites such as Stone Lane Industrial Estate. There is a significant amount of out-commuting to the nearby conurbation of Bournemouth and Poole which significantly adds to congestion at peak times. Recent funding

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through the Transforming Cities Fund will improve cycle, pedestrian and public transport links with the surrounding area to reduce reliance on car travel. To aid in reducing car travel, the retention of a diverse range of employment sites in Wimborne and Colehill is important to help reduce out-commuting.

17.2. Vision

17.2.1. In 2038 Wimborne and Colehill will:

- continue to maintain their own identities whilst recognising the close links between the two settlements;
- together form a thriving town, with a sustainable town centre, serving the wider area with a good range of shops and services;
- have more opportunities for people to walk and cycle for employment, leisure and services, reducing traffic congestion;
- have a range of accessible services available including good educational, medical and recreational facilities;
- provide opportunities for business in the area allowing them to grow;
- maintain their rich historic character that can be treasured and enjoyed by residents and tourists;
- protect biodiversity in the area and continue to have strong links with the surrounding countryside; and
- have a good balance of open space, recreation space and SANGs to enable people to easily access open space from where they live.

17.3. Development strategy

17.3.1. There have been a number of large existing site allocations¹⁵ around the periphery of Wimborne and Colehill which are now under construction at varying stages of completeness. Going forward, as these sites are built, further development around the towns will help to draw the two areas together whilst improving the access to informal open space. A key part of this strategy is to allocate development sites with good access to schools, employment, services and facilities and to create linkages between the different parts of the settlements.

17.3.2. Development over the coming years will include the continued build-out of the existing allocations at:

- Cuthbury Allotments and St Margaret's Close New Neighbourhoods, which is under construction with 183 homes remaining to be built;

¹⁵ Allocated through the Christchurch and East Dorset Core Strategy, 2014

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- Cranborne Road New Neighbourhood, is under construction with 488 homes remaining to be built; and
 - South of Leigh Road New Neighbourhood and Sports Village, which is under construction with 298 homes remaining to be built.
- 17.3.3. A series of new smaller sites will complement these larger sites and facilitate improved pedestrian and cycle linkages between Wimborne Minster and Colehill as well as opportunities for informal recreation. The strategy behind allocating these smaller sites is to improve public access and safeguard the open space and separation between Wimborne Minster and Colehill for the long term. These sites are:
- land at Leigh Farm, to provide around 65 new homes;
 - land at East of Northleigh Lane, to provide around 100 new homes;
 - land North of Wimborne Road, East of Bytheway Field, to provide around 140 new homes; and
 - further land South of Wimborne Road West, to provide around 190 new homes.

17.4. Town centre strategy

- 17.4.1. Wimborne town centre serves a wide area and acts as a major tourist destination. It is important therefore that its vitality, viability and important historic character is maintained. Public transport, cycling and pedestrian routes will be supported and facilities and services will continue to be focused in the town centre to promote a more sustainable town with less reliance on the car. Although Colehill does not have its own town centre it does have a number of convenience (food) shops scattered throughout the residential area which are important to retain to allow easy access to convenience goods for residents.
- 17.4.2. The main retail area in Wimborne is designated as a town centre and Colehill is categorised as a local centre. A primary shopping area, including primary and secondary shopping frontages, has been designated within Wimborne town centre as shown on the policies map. Proposals to improve the shopping environment of Wimborne town centre that do not harm the heritage assets will be supported. Facilities and services will continue to be focused in this central location for residents and visitors to the town. The primary shopping frontages cover the busier streets and include The Square, High Street and Crown Mead.
- 17.4.3. Wimborne town centre already has an above average provision of comparison shops, with a high number of shops being independent specialists, and a low number of vacant units. This diverse range of shops is a key driver for people visiting the town centre and is important to protect for the town's vibrancy and vitality.

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- 17.4.4. It is estimated that there will be a need for an additional 2,500 m² of convenience (food) retail space within the combined town over the plan period along with an additional 2,500 m² of comparison (non-food) space. Sequentially preferable sites will be the priority for meeting this need in accordance with Policy ECON3. However, given recent changes in shopping patterns and the impact of the Covid-19 pandemic, these estimates of need will need to be refreshed prior to the plan moving to the next stage in its production.

WMC1: Wimborne Minster town centre

- I. Wimborne Minster will continue to act as a town centre serving the town itself, as well as Colehill and the surrounding area.
- II. Improvements to the town centre environment that do not harm the heritage of the centre will be supported, including improvements that create an improved pedestrian environment.
- III. The town centre will continue to have a variety of community services and cultural facilities, such as the Tivoli Theatre, Walford Mill, the Allendale Centre and the library. These will be retained, supported and where possible enhanced to support the vitality of the town centre. The Allenvue area will be redeveloped, to include a new civic hub as part of any new scheme.
- IV. The evening economy uses such as restaurants, cafés and pubs will be supported, to enhance the vibrancy of the town and encourage people to stay in the town centre later into the day.
- V. The townscape quality of the town centre will be enhanced; only high-quality development proposals that respect and enhance the heritage and local character of the centre, and improve ease of movement and legibility, will be permitted.
- VI. Opportunities to improve the townscape quality in and around Crown Mead will be supported. Schemes in Crown Mead and the wider town that improve pedestrian and cycle links will be promoted.

Q: Wimborne Minster town centre strategy

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

- 17.4.5. Wimborne town centre by its nature is very constrained with limited infill opportunities to provide additional services. The Allendale redevelopment area, as shown on the policies map, provides an opportunity to improve public service and community provision for Wimborne. The land is in public ownership and provides a home for the Allendale Community Centre, Allendale House and public car parking. Close by, further public land is occupied by the Police and Fire Stations and the now closed Magistrates' Court.
- 17.4.6. Changes in the delivery of public services and higher levels of home working mean that many organisations need less office space leaving many buildings underutilised. Additionally, the existing community centre is in need of an upgrade and this gives the opportunity to reorganise uses of the land. The Allendale area provides an opportunity to deliver additional community facilities, retail, residential and other uses complementary to its central location.

WMC2: The Allendale redevelopment area

- I. The Allendale redevelopment area, as shown on the policies map, is proposed for redevelopment to provide additional community facilities, retail and other uses complementary to its town centre location.
- II. The provision of a community hub building in this location should be explored to replace the existing community centre.

17.5. Main development opportunities

Cuthbury Allotments and St Margaret's Close new neighbourhoods

- 17.5.1. The previously allocated sites at Cuthbury Allotments and St Margaret's Close lie to the immediate west of Wimborne and offer the opportunity to provide homes within easy access of key services, facilities and work opportunities. They are important gateways to the historic town and, as such, development is expected to be of the highest design quality. The site is currently under construction and 183 homes remain to be built.
- 17.5.2. The Cuthbury site provides the opportunity to relocate the football club and enable it to significantly improve the facilities it can offer. Active sports space is to be provided across Wimborne and Colehill. Additionally, further needs for allotment provision are identified specifically for Colehill.

WMC₃: Cuthbury Allotments and St Margaret's Close

- I. Areas south of Julians Road, at Cuthbury allotments, at Wimborne Town Football Club and to the east of St Margaret's Hill are allocated to provide 220 homes, open space and 0.4 hectares of land for a future extension to Victoria Hospital, or housing if this extension is shown to be not required.
- II. Layout and Design
 - The layout and design of the schemes must be consistent with the principles set out in the Masterplan Reports.
 - A design code will be agreed by the council, setting out the required high standards.
 - Development must be sympathetic to the gateway location of the sites and their proximity to the Wimborne Minster Conservation Area.
- III. Green Infrastructure
 - Land running alongside the river is to be set out as parkland, to provide an attractive informal recreation area.
 - A Suitable Alternative Natural Greenspace strategy is to be delivered as part of the development as required by Policy ENV2.
 - New replacement allotments are to be provided in an easily accessible location within the town or Colehill Parish. Land is identified to the south of Julians Road, to meet the needs of the allotment holders.
- IV. Transport and Access
 - The main access for the Cuthbury site is to be delivered from Julians Road with a secondary access from Cuthbury Gardens. Only pedestrian and cycling access is to be provided from Cowgrove Road.
 - Access for the St Margaret's Hill site will come from St Margaret's Close.
 - The Cuthbury development must contribute to delivering a traffic light controlled system to improve safety at Julian's Bridge.
 - Improved pedestrian and cycle access must be provided across the River Stour to enable access to the wider countryside, the town centre and settlements to the south.
- V. Phasing
 - Prior to development of land occupied by the football club a new ground must be made available.
 - Suitable new allotments are to be made available before allotment holders have to vacate the existing site.

Cranborne Road new neighbourhood

- 17.5.3. The previously allocated site at Cranborne Road provides the opportunity to locate homes in close proximity to the town centre with its wide range of facilities, services and employment opportunities. To provide further community support the new neighbourhood includes shops and services to meet daily needs and a new first school. The site is currently under construction and 488 homes remain to be built.
- 17.5.4. Care needs to be taken to ensure that the development sits sensitively in the landscape. A series of ridges run along the north and east of the site and it is important that development is contained within these. Additionally, a strong tree belt contains the land to the west. This should be further strengthened to ensure that there is no visual impact on the AONB to the west.

WMC₄: Cranborne Road new neighbourhood

- I. Approximately 16.7 hectares is allocated to provide about 600 homes, a first school and a local centre, along with significant areas of greenspace.
- II. Layout and Design
 - The site will be set out according to the principles of the Masterplan Reports.
 - A design code will be agreed by the council, setting out the required standards.
 - Development must be carefully planned to avoid a negative impact on the Burts Hill Conservation Area and the historic character of Wimborne Minster.
 - The built form must not impact on the wider countryside. It will therefore be contained by the ridgelines to the north and east. To the west the strong tree line must be further strengthened to mitigate visual harm that development could cause to the AONB.
 - A clear open gap must be maintained between the north of the development and buildings on Dogdean.
- III. Green Infrastructure
 - The implementation of a generous green infrastructure strategy, along with a Suitable Alternative Natural Greenspace strategy, is a fundamental requirement. This is to ensure that the site provides major informal recreational opportunities along with landscaping to ensure the scheme blends into the gentle and attractive landscape.
 - Suitable Alternative Natural Greenspaces should utilise the River Allen Valley and land to the north of the housing.
 - A green corridor running east to west through the housing areas should be delivered, linking with the local centre and school and utilising the existing farm lane in the east.
 - A park should be provided within the Burts Hill Conservation Area.
 - Allotments should be provided on site.
- IV. Transport and access
 - Vehicular access is to be provided primarily from Cranborne Road. Access from Burts Hill will be for pedestrians and cyclists only.
 - Traffic management measures will be required along Cranborne Road to limit speeds to less than 30 mph.
 - Public transport routes are to be provided through the scheme.

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- A network of dedicated pedestrian and cycling routes are to be provided throughout the scheme, including across the Allen Valley to link to Stone Lane and also towards the town centre.

VI. Drainage

- A sustainable drainage scheme must be agreed with the council with the aims of preventing flooding problems for neighbouring properties and on the River Allen as well as protecting and enhancing nature conservation quality.

South of Leigh Road New Neighbourhood and sports village

- 17.5.5. This area offers the opportunity to provide high-quality sporting, recreation and open space facilities alongside much-needed housing. It is important to maintain the long-term integrity of the Green Belt gap between Colehill and Wimborne. This can be achieved by keeping development to an area no further east than the existing housing on Leigh Road, and protecting the gap as public open space. The site is currently under construction and 298 homes remain to be built.
- 17.5.6. The land is flat with only a few small hedgerows and does not have any obvious wildlife quality. There may be some archaeological importance associated with a Roman road.
- 17.5.7. The site is closely related to Wimborne. Although the town centre is beyond easy walking distance, it can be accessed by bicycle or via the regular bus services that travel along Leigh Road. To support the daily needs of residents it is proposed that a local centre is provided as part of the new neighbourhood.
- 17.5.8. The sewage treatment works lie to the south-west of the land and it is important that the development takes into account the potential for smell nuisance.
- 17.5.9. There is an identified shortfall in the provision of active sports pitches of about 8 ha within Wimborne and Colehill, provision to address this shortfall should be made as part of this development.

WMC5: South of Leigh Road and sports village

- I. About 75 hectares of land south of Leigh Road, east of Wimborne Minster, is allocated for development, to deliver around 350 new homes along with the following:
 - a sports village with a new home for Wimborne Minster Football and Rugby Clubs and 8 hectares of other active sports pitches, with changing facilities;
 - new allotments;
 - a local centre providing for day-to-day needs;
 - land for a first school; and
 - about 37 hectares as a country park to the north and south of the A31(T).
- II. Green Belt
 - The Green Belt boundary is amended to remove the land required for the new housing. The boundary runs directly south from Brookside Manor and its amendment is not to narrow the sensitive gap between Wimborne Minster and Colehill/Little Canford.
 - Additionally, the buildings associated with the rugby and football clubs are removed from the Green Belt.
- III. Layout and design
 - The site will be set out according to the principles of the Masterplan Reports.
 - A design code is to be agreed by the council, setting out the required standards.
- IV. Green infrastructure
 - A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing).
 - Suitable land is to be made available to enable the relocation of Wimborne football and rugby clubs. This will include clubhouse facilities, pitches and associated car parking. Lighting of pitches is to be carefully designed to have the minimal possible impact on dark skies.
- V. Transport and access
 - Vehicular access is to come from Leigh Road to the east of Brookside Manor. Emergency vehicular access only will be made available from Parmiter Drive. However, until the new access is provided from Leigh Road a temporary access will be allowed to enable the football club to relocate. Pedestrian and cycling access is to be provided throughout the new neighbourhood, including the country park.
 - Improvements for walking/cycling to link the development to the existing network towards the town centre and the Castleman Trailway.

Land at Leigh Farm (proposed allocation)

- 17.5.10. Land at Leigh Farm is proposed for residential development to deliver around 65 new homes. The site is largely surrounded by existing residential areas with a disused railway running through it. It is one of the few sites close to Wimborne town centre which has not already been developed. The site does not have any formal footpaths or public access at present, and in allowing some of the site to be brought forward for development a proportion of the site will be made more accessible as open space for the town.
- 17.5.11. Development of the site should facilitate public access along the disused railway line between Leigh Road and Northleigh Lane with informal access to the undeveloped parts of the site being improved. In the area south of the disused railway line is the Grade II* listed Old Manor Farmhouse along with some employment development. The setting of the listed farmhouse will need to be considered within the design of the development. Any amenity impacts resulting from the employment development would also need to be considered to reduce the conflict between these uses and residential uses.
- 17.5.12. Areas in the east of the site are at risk from surface water flooding. Development should therefore be focused on the fields in the western part of the site to the north of the disused railway line and restricted to the lower parts of the site having regard to the impact on nearby views. Vehicular access could be gained via Birchdale Road. The remainder of the site should be secured as part of a wider area of informal open space which will help to deliver Suitable Alternative Green Space (SANG) to mitigate impact on nearby heathland sites, in a strategic way.

WMC6: Land at Leigh Farm

- I. Land at Leigh Farm, as shown on the policies map, is allocated for residential development and open space.
- II. The development should be focused on the western parts of the site, to the north of the disused railway line. It should:
 - be designed sympathetically and relate well to the existing surrounding buildings, mitigating impacts on the listed buildings around the site;
 - be restricted to areas below the 35 m contour;
 - ensure there is no impact on the listed farmhouse and that amenity issues associated with the employment uses are avoided;
 - improve access along the disused railway line for pedestrians and cyclists;
 - deliver a significant proportion of the allocated area as informal open space; and
 - retain existing hedgerows and trees on the site.

Q: Land at Leigh Farm

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Land east of Northleigh Lane (proposed allocation)

- 17.5.13. Land to the east of Northleigh Lane is part of a large area of open space that separates the main urban areas of Wimborne and Colehill. The site is mainly surrounded by residential areas with the southern boundary adjoining the existing Bytheway Field SANG. Land at Northleigh Lane has a large number of footpaths running across the site with some, especially in the north, being heavily tree-lined, including some larger specimen trees. The existing footpaths connect the surrounding residential areas with the Bytheway Field SANG.
- 17.5.14. Residential development on part of this site will enable improved public access to large parts of the proposed allocated area. Development will be limited to around 100 new homes and retain the existing trees and hedges. Significant parts of the proposed area should be retained for public access with connections being made between the Bytheway Field area and the boundary of the site with Oliver's Way. Built form should therefore be restricted to the northern parts of the site.

WMC7: Land at Northleigh Lane

- I. Land at Northleigh Lane, as shown on the policies map, is proposed for residential development and open space. The development should:
 - be designed sympathetically and relate well to the existing surrounding buildings;
 - include significant areas of informal open space and connections between Bytheway Field SANG and the northern boundary of the site;
 - include multiple pedestrian access points to allow residents from adjacent residential area to use the open space and SANG provided as part of the development; and
 - retain the specimen trees and mature hedgerows within the public realm of the development site.

Q: Land at Northleigh Lane

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Land North of Wimborne Road, East of Bytheway Field (proposed allocation)

- 17.5.15. Land North of Wimborne Road forms part of the open space that separates the main urban areas of Wimborne and Colehill. The site lies between the mainly residential area of Colehill and the existing Bytheway Field SANG to the west. The area does not currently have any formal public access.
- 17.5.16. Areas within the southern section of the site are at risk of surface water flooding and therefore built form should be avoided in this area. In addition the south-west corner of the site is adjacent to the Grade II listed Bytheway and development in this area could have a negative impact on its setting. Areas to the south should be

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retained as open space to help preserve the gap between Wimborne Minster and Colehill for the long term.

- 17.5.17. Development of the site should connect the residential areas to the east with the Bytheway Field SANG to the west through the inclusion of attractive pedestrian and cycle routes. These routes should also connect onto Wimborne Road to the south to enable easy access to Wimborne town centre.

WMC8: Land North of Wimborne Road

- I. Land north of Wimborne Road, as shown on the policies map, is proposed for residential development and open space.
- II. Development should be concentrated in the northern part of the site to limit impacts on the nearby listed building and to avoid areas at risk of surface water flooding.
- III. The southern part of the site should be retained as open space with improved access and connected to the nearby Bytheway Field SANG to the west.
- IV. The development should be designed sympathetically and relate well to the existing surrounding buildings, especially in relation to the form and density of the dwellings on the site.
- V. Trees and mature hedgerows should be retained within the public realm of the development.

Q: Land north of Wimborne Road

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

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Land South of Wimborne Road West (proposed allocation)

- 17.5.18. An area south of Leigh Road is currently being developed as a new neighbourhood. This area south of Wimborne Road West will form an eastern extension to this new neighbourhood delivering an additional 190 new homes.
- 17.5.19. To the west of the site is a small section of Roman road, designated as a scheduled monument. It is likely that further sections of this road will run through the proposed area and therefore an archaeological investigation will be necessary prior to a planning application being made for residential development. The presence of buried heritage assets may restrict or prevent residential development on parts of the site. Where archaeological remains are found, the development should look to preserve them in a manner to be agreed with Dorset Council.
- 17.5.20. Areas within the middle of the site are subject to surface water flooding. These areas should be avoided so as to minimise the risk to future residents.
- 17.5.21. Noise associated with the A31(T) Wimborne bypass, which forms the southern boundary of the site, will require effective mitigation. This mitigation should be natural in character and should be formed of tree screening, a buffer of open space and other suitable measures that reduce the noise impact to acceptable levels.

WMC9: Land South of Wimborne Road West

- I. Land south of Wimborne Road West, as shown on the policies map, is proposed for residential development and open space.
- II. Development proposals will need to respond positively to the nearby Roman road scheduled monument, respecting its setting. Any further archaeological remains on the site may well restrict development.
- III. In addition, the development will need to:
 - incorporate a buffer, tree planting and appropriate noise mitigation to reduce the impact of the adjacent A31(T); and
 - deliver pedestrian and cycle links onto Wimborne Road West to provide opportunities for easy access into Wimborne town centre. Pedestrian links should also be made to the open space and to Bytheway Field SANG.

Q: Land South of Wimborne Road west

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Leigh Park playing fields

- 17.5.22. Leigh Park Playing Fields is currently the home of Wimborne Rugby Club. The club is however due to relocate shortly to new premises to the west of Wimborne as part of the development at Land to West of Cuthbury Gardens and Victoria Place. As a result, the existing premises will become vacant and should be used to significantly improve the quality of open space available at Leigh Park for residents. This could include the provision of a multi-use games area for five-a-side football, basketball, netball and other games. Some allotments could be set out, along with a community garden and landscaping to make the area more attractive. An appropriately sized building as a community facility would also be supported to provide for a youth club.
- 17.5.23. This section sets out four options for the future growth of Wimborne and Colehill. There are 4 different options which are all located in central areas of Wimborne and Colehill to allow people easier access to existing services and facilities and try to decrease reliance on cars. The strategy is also to release some areas for development to allow greater protection of the open spaces and SANG being brought forwards through the development, allowing more access to areas of open space and protecting more areas of green space in the longer term.

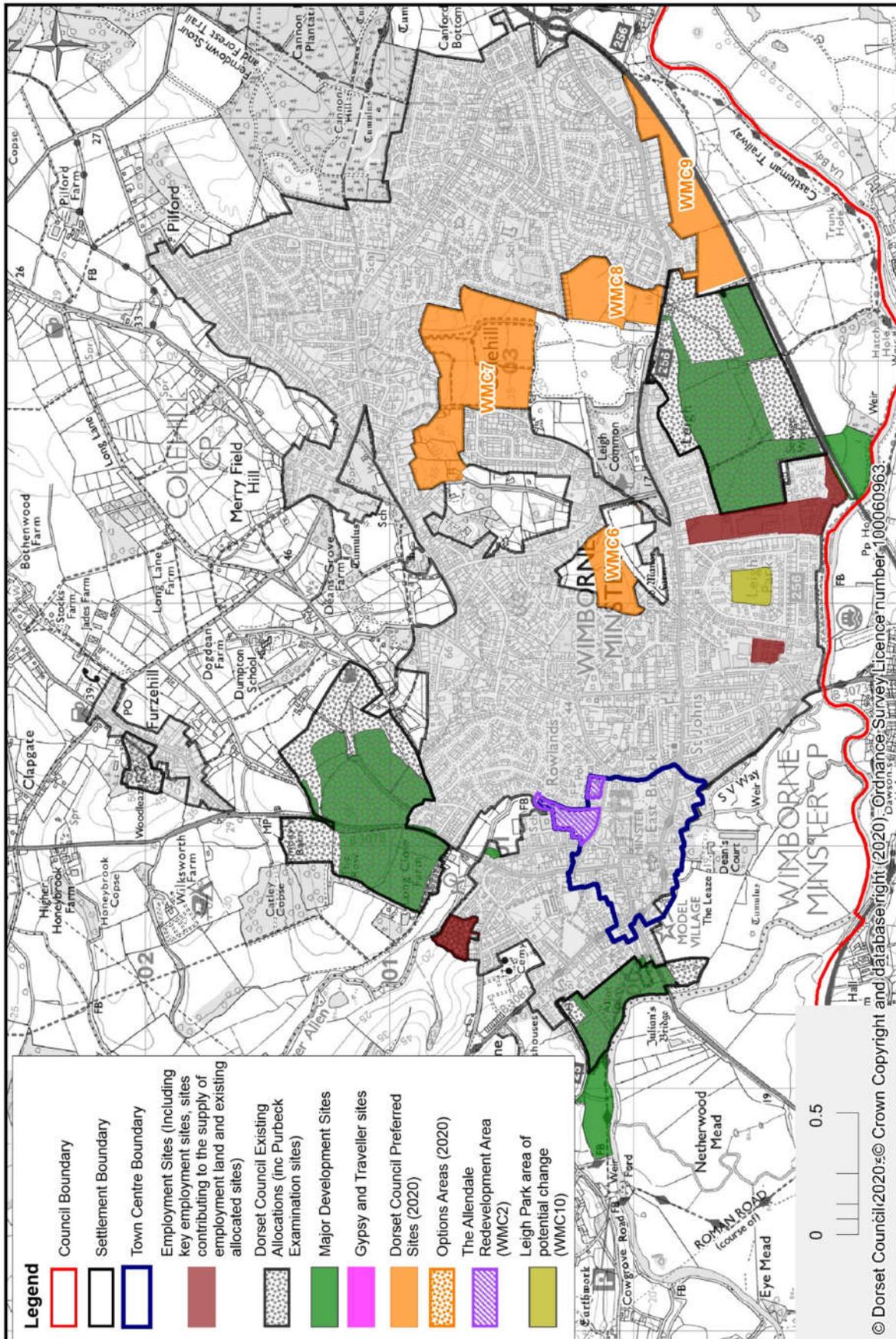
Section 17: Wimborne Minster and Colehill

WMC10: Leigh Park area of potential change, Wimborne

- IV. Leigh Park open space should be used to benefit the Leigh Park community, to include:
- the retention of 1.5 hectares of land to be used as open space, incorporating a multi-use games area; and
 - a community building with the ability for this to be used as a youth club.

Section 17: Wimborne Minster and Colehill

Figure 17.1: Map of proposed development sites at Wimborne Minster and Colehill



18. Alderholt

18.1. Introduction

- 18.1.1. Alderholt is a larger village with a population of just over 3,000 located on the eastern edge of Dorset, adjoining Hampshire. The village is largely enclosed on its south-western, north-eastern and north-western sides by roads, with farmland to the south-east.
- 18.1.2. The village is relatively unconstrained lying close to (but beyond) the outer boundary of the South East Dorset Green Belt and to the south-east of the Cranborne Chase and West Wiltshire Downs AONB. However, it lies within the catchment of the River Avon Special Area of Conservation (SAC) and close enough to internationally important heathlands in Dorset and the New Forest (in Hampshire) for increased recreational use from development to potentially have an adverse impact.
- 18.1.3. Alderholt has a limited range of facilities serving primarily local needs including local shops around Charing Cross, St. James's First School in Park Lane, and Alderholt Recreation Ground off Ringwood Road. Residents have to travel long distances to Bournemouth, Ringwood, Salisbury and Ferndown for town centre shopping and to Cranborne, Verwood and Wimborne for middle and upper level schools. Residents also commute long distances to nearby towns for work.

18.2. Vision

- 18.2.1. Due to the relatively unconstrained nature of Alderholt, there is the opportunity for a level of development that could alter significantly the way the settlement functions. There are a number of issues that would need to be addressed to enable this growth including the ability of the road network to accommodate the increased traffic as well as the need to create a more self-contained settlement. To achieve this significant growth in employment, retail, community facilities, highway improvements and schooling would need to be provided alongside housing.
- 18.2.2. The amount of development that would be able to deliver this transformatory growth would be significant but it is as yet unknown what level of development would be deliverable in the area. It is however likely that development of a scale to deliver the facilities and services necessary to improve the self-containment of the settlement, would have an impact on the adjacent New Forest District Council area including the town of Fordingbridge.

18.2.3. Two alternative visions for Alderholt would look to either deliver small levels of growth to primarily meet local needs or significant growth over the longer term to transform the settlement's role and function.

Vision for Option 1

18.2.4. In 2038 Alderholt:

- will not have expanded significantly;
- will have some additional housing to meet primarily local needs; and
- will have an expanded and improved recreation ground.

Vision for Option 2

18.2.5. In 2038 Alderholt will have:

- expanded significantly with a series of new village neighbourhoods that integrate well with the existing village to create a self-contained 'town';
- a new town centre in the form of a central public square with shops and significant employment opportunities delivered to create a self-contained settlement;
- a centre for employment at the expanded settlement with space to attract businesses;
- an enhanced leisure and recreation hub alongside new schooling across all tiers;
- a network of open spaces with pedestrian and cycle links to facilities and the wider countryside; and
- enhanced links to Fordingbridge, nearby towns and employment centres by public transport and cycling.

18.3. Development strategy options

18.3.1. As one of the largest villages in Dorset, some additional housing would help to meet local needs in the period up to 2038. This would be a relatively small amount of development that would also deliver some additional facilities for the village, primarily to meet local needs. Links with Fordingbridge would also be improved.

18.3.2. The main built-up area of Alderholt lies to the south of the B3078 and is largely contained by Hillbury Road to the east and Ringwood Road to the west, which converge to the south of Oak Tree Farm. The village occupies the northern part of this triangle and part of the undeveloped southern part includes the village's recreation ground. Some of the land between the recreation ground and the village already has planning permission for residential development but the remaining undeveloped area towards Hillbury Road, which adjoins and lies close to the existing village, has some potential for residential development.

- 18.3.3. There is possibly the potential for Alderholt to grow significantly and deliver some of the unmet need from adjoining authorities, particularly in the New Forest. However there are concerns about the sustainability of Alderholt as a location for significant growth and whether it would constitute sustainable development. This is primarily due to the lack of opportunities for travel by alternatives to the private car and the lack of employment opportunities in the immediate area. Significant growth would need to ensure that the new settlement would be self-contained to reduce the need for car-based trips. This would accord with the local plan's strategic priorities and in particular 'Climate and Ecological Emergency', and would deliver a sustainable pattern of growth.
- 18.3.4. There are more extensive areas of undeveloped land south of Ringwood Road, extending south towards Ringwood Forest and west towards Cranborne Common. This area is less well related to the existing village and severed from it by Ringwood Road. The development of this area would require a more strategic approach in order to integrate new neighbourhoods with the existing village, but also has the potential to deliver improved local road infrastructure including a new link road to replace Ringwood Road.
- 18.3.5. Many of the roads in the surrounding area are however of a rural nature and any significant development would need to improve access to the settlement including links to nearby towns. The provision of high frequency public transport to nearby employment centres would also be essential.
- 18.3.6. Whatever option is taken forward at Alderholt, any new development will need to ensure that there are no adverse impacts on internationally important habitats nearby. It will be essential that any adverse impacts from additional recreational pressure on protected heathlands, both in Dorset and in the New Forest, are avoided. This is likely to require extensive areas of attractive informal recreation land within easy walking distance of development (SANGs).
- 18.3.7. All the potential allocations at Alderholt lie within the catchment of the River Avon SAC. Since concentrations of phosphorus and nitrates may have adverse effects upon the integrity of the SAC, the advice of Natural England and the Environment Agency is that all new development should be 'phosphorus and nitrogen neutral' to the River Avon, until a long-term solution is identified, for example through the OFWAT 2024 price review for water and wastewater service providers. The planning authorities in the River Avon catchment, working with Wessex Water, Natural England and the Environment Agency, will identify suitable mitigation or offsetting measures to enable development proposals to achieve phosphate and nitrogen neutrality, including an update of measures set out in the River Avon Nutrient Management Plan.

18.4. Main development opportunities

- 18.4.1. Small-scale development at Alderholt could be allocated aimed at meeting the needs of the existing settlement over the plan period. It is estimated that this need would be for approximately 300 new homes over the plan period, along with improved community facilities. The delivery of this level of development could be helped through the preparation of a neighbourhood plan.
- 18.4.2. The second option of significant growth would need to deliver a much-enhanced settlement. There would be a need for significantly improved employment opportunities to enable people to work locally rather than having to drive (which is the current situation) to the nearby centres of Bournemouth, Ringwood, Southampton and Salisbury. Additional facilities would also be necessary to enable everyday needs to be met within the expanded settlement including the provision of new schools across all tiers, health facilities, shops and community space. All of these would need to be planned and delivered as a centre to improve their viability. Public transport provision would need to be enhanced to enable better access to nearby towns including close links to the town of Fordingbridge.
- 18.4.3. This strategic level of growth would require a significant area of land to accommodate it. Within Dorset the developable land is limited by the presence of nearby heathlands and wooded areas. It is therefore likely that strategic growth in this location would require further land outside Dorset and within the New Forest District Council area. A strategic approach would therefore need to be taken with development being planned across the two local authority areas.
- 18.4.4. The options being considered for Alderholt therefore are:
 - Option 1: Land north of Ringwood Road for about 300 new homes; or
 - Option 2: Significant expansion of Alderholt, including land to the south and west, land north of Ringwood Road, land to the north and land within New Forest District.
- 18.4.5. Draft Policy ALD1A has been written so that this area could be developed either as a stand-alone development, or as part of the significant expansion of the settlement.
- 18.4.6. If the significant expansion was to be proposed, the council would need to be convinced that the quantum of development was deliverable in order to create a self-contained settlement, with appropriate levels of community infrastructure and employment to create a sustainable town.

Option 1: Small-scale expansion on Land North of Ringwood Road

- 18.4.7. Land to the north of Ringwood Road could be developed to deliver around 300 new homes as two linked neighbourhoods, one adjoining the existing built-up area of Alderholt and one adjoining Hillbury Road. The main access to both neighbourhoods should be from Hillbury Road, with a degree of separation between the two achieved through the expansion of the recreation ground.
- 18.4.8. New homes in the neighbourhood adjoining the existing built-up area of Alderholt should be designed to back onto existing houses but front onto the recreation ground and its extension to provide natural surveillance of the open space. New homes in the other neighbourhood should front onto Hillbury Road to create an attractive edge to the development and also should front onto the recreation ground and its extension.
- 18.4.9. The neighbourhood adjoining Hillbury Road should include 0.25 ha of commercial space to be served off the primary access. Community facilities should also be conveniently located to serve both neighbourhoods and to have links to the pedestrian and cycle path network.
- 18.4.10. The neighbourhoods should be linked by a network of pedestrian and cycle paths that also link into the existing village, the expanded recreation ground and a new SANG at the southern end of the site. This SANG should be of sufficient size and appropriately designed to provide an attractive alternative for informal recreation, particularly for dog walkers. In the event that the SANG extends south of Ringwood Road, there should be safe, attractive crossing points and links for longer walks/cycle trips into Ringwood Forest.
- 18.4.11. An example policy (ALD 1A) has been drafted to indicate how this area could be developed.

ALD1: Small-scale expansion on land north of Ringwood Road

- I. Land north of Ringwood Road is suggested as an option for the limited growth of Alderholt.
- II. The development should:
 - take the form of two linked neighbourhoods, both served by the main vehicular access off Hillbury Road;
 - include an expansion and improvement of the existing recreation ground and a network of linked footpaths and cycleways;
 - be designed so that new homes front onto the recreation ground (and any extension) and front onto Hillbury Road; and
 - include 0.25 hectares of employment land and community facilities to be served off the main access road.

Option 2: Significant expansion of Alderholt

- 18.4.12. Significant expansion of Alderholt could be delivered through a series of sustainable urban extensions reflecting 'garden village' principles. It should be designed as a series of linked 'village neighbourhoods', with land to the north of Ringwood Road being developed as a first phase (see Option 1 above). Option 2 would deliver significant employment opportunities through the provision of employment land to create a self-contained settlement. Housing growth, employment and supporting retail would need to be delivered in a phased way to ensure local jobs are available early on in the growth of the settlement.
- 18.4.13. The newly expanded settlement should deliver local road improvements as well as improvements on the wider road network. New facilities would be needed in the form of a new 'town centre' and, depending on the scale of the expanded settlement, a number of local centres. New education provision would be needed including schools across all tiers alongside significant recreation provision.
- 18.4.14. In the event that Option 2 is taken forward, the future relationship with nearby Fordingbridge would need to be explored so that the two towns have close links and are complementary in their roles in serving the expanded population. High-frequency bus routes along the A338 between Salisbury, Ringwood and Bournemouth would be necessary with a hub formed to serve the Fordingbridge/Alderholt area.

The Alderholt Trailway

- 18.4.15. The disused Salisbury to Poole railway line runs to the north of Alderholt and has the potential to be used as a trailway for pedestrians, cyclists and horse riders. This

could potentially offer an alternative to car travel to Fordingbridge which is only 3 miles away.

- 18.4.16. This section sets out options for the future growth of Alderholt. Option 1 with limited growth could be allocated through this plan however Option 2 would require more detailed technical work to be undertaken looking at the feasibility of creating a sustainable expanded settlement in this location. Any significant expansion would need to create a self-contained settlement where facilities to meet day-to-day needs and significant employment opportunities exist to serve the future population and minimise commuting to nearby larger centres.

Q. Options for growth at Alderholt

1. What level of growth should take place at Alderholt?
2. If Alderholt was to be identified for significant expansion, what improvements would be needed to improve the self-containment of the settlement?
3. Are there any factors that may inhibit the deliverability of significant expansion of Alderholt?

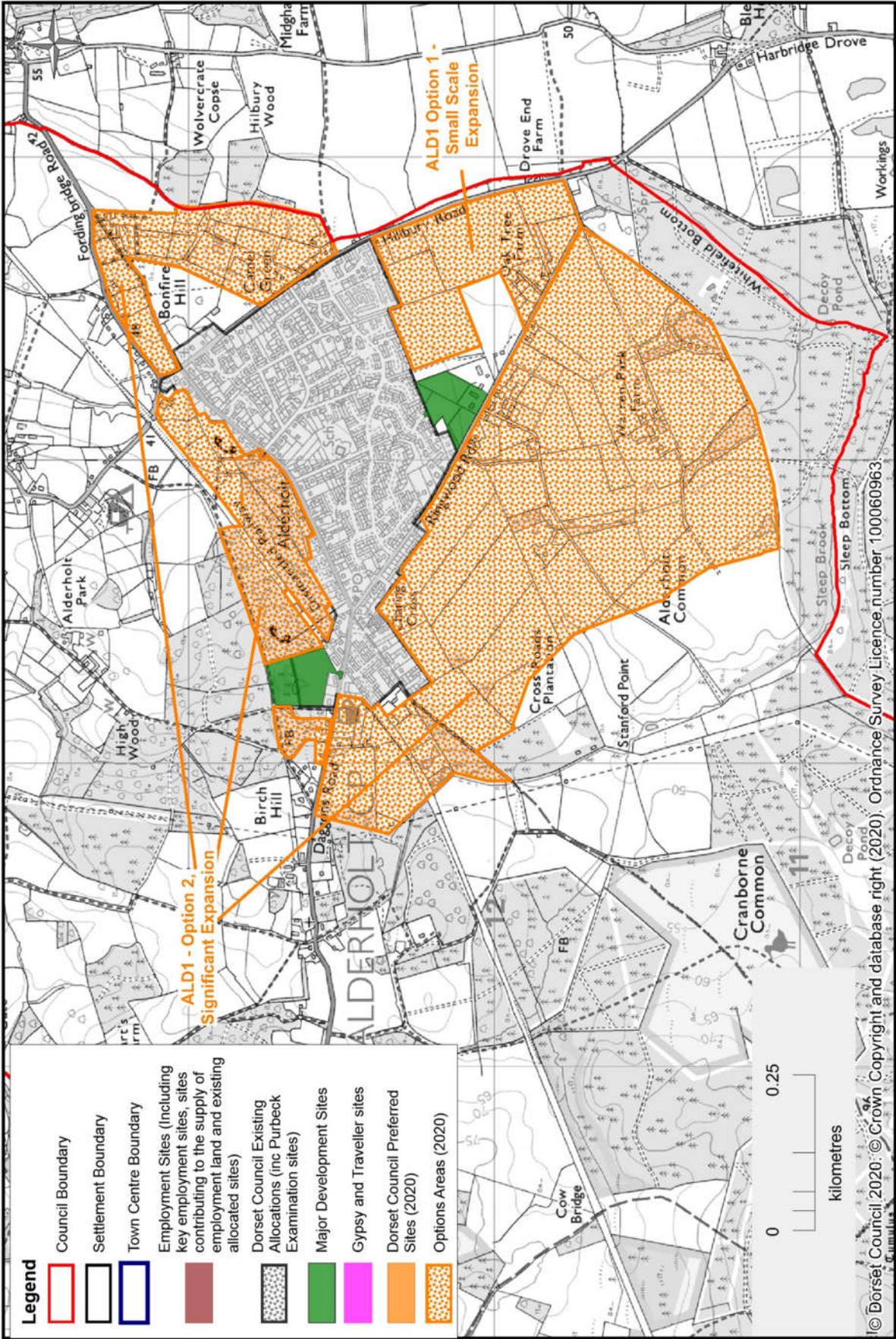
ALD2: Trailway at Alderholt

- I. Dorset Council will work with Hampshire County Council to investigate the feasibility of establishing a trailway between Fordingbridge and Alderholt using as much of the former Salisbury to Poole railway line as possible.

Q: Trailway at Alderholt

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

Figure 18.1: Map of proposed development sites in Alderholt



19. Lytchett Matravers and Lytchett Minster

19.1. Introduction

- 19.1.1. Lytchett Matravers is a small village located on higher ground within the Green Belt that surrounds the Poole, Bournemouth and Christchurch conurbation. The elevation gives views from many parts of the village to Poole Harbour and the Purbeck Hills. The village lies just off the A35, to the west of Corfe Mullen and north-east of Wareham.
- 19.1.2. The village has a population of just over 3,000 residents and has a range of local services including several shops, two public houses, a primary school, a library, doctors' surgery and village hall. Due to the proximity of Lytchett Matravers to the South East Dorset conurbation, the level of self-containment is however relatively low. There is a cluster of businesses on the village's eastern edge at Freeland Business Park, offering some local job opportunities.
- 19.1.3. The village of Lytchett Minster is located 2km to the south-east of Lytchett Matravers where a large secondary school serves the wider community. Lytchett Minster is closer to Upton but is separated by the A35 dual carriageway that passes to the south and east. The Lytchett Minster Conservation Area has previously been identified as being at risk however a more recent review of this has concluded the risk is presently low.

19.2. Vision:

- 19.2.1. Reflecting the neighbourhood plan vision, in 2038 Lytchett Matravers will:
- retain the essence of village life in a growing community and deliver high-quality infrastructure and amenities;
 - act as a focal point for smaller settlements nearby, developing its role to provide facilities for everyday needs, including new employment opportunities;
 - have new development, including housing, to support its enhanced role as a larger village; and
 - benefit from environmental enhancements to its centre to provide a focal point to the village.
- 19.2.2. By 2038 Lytchett Minster will:
- have some development appropriate to its rural location and character.

19.3. Development strategy

- 19.3.1. Lytchett Matravers has its own identity but functions as a commuter village to the south-eastern Dorset conurbation, being located within its sphere of influence. Future residential development, primarily to the north-east and south of the village, presents opportunities to maintain local services and increase economic prosperity.
- 19.3.2. Opportunities for development at Lytchett Matravers¹⁶ include:
- Land to the north of Huntick Road, to the east of Lytchett Matravers, which has planning permission for 46 homes;
 - Land to the east of Wareham Road, to the south of Lytchett Matravers, proposed as a development allocation with capacity to provide 95 homes;
 - Land at Blaney's Corner, to the north-eastern corner of Lytchett Matravers, proposed as a development allocation with capacity to provide for 25 homes; and
 - Land to the east of Flowers Drove, to the north-east of Lytchett Matravers, proposed as a development allocation with capacity for 30 homes.
- 19.3.3. The longer-term growth at Lytchett Matravers could be delivered through three additional areas:
- Eastern extension to land at Blaney's Corner, with capacity for around 40 new homes;
 - Land between Wareham Road and Foxhills Road to the south of Lytchett Matravers, with capacity for around 120 homes; and
 - Land to the west of Wareham Road, with capacity for around 40 homes.
- 19.3.4. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGs). In order to maximise housing land and the community's access to green spaces a coordinated master planning approach is required between developers, Dorset Council and Natural England.
- 19.3.5. Much of the land around the village is located within the Poole Harbour catchment area as identified by the Poole Harbour and Nitrogen Reduction Supplementary

¹⁶ The sites East of Wareham Road, at Blaney's Corner and East of Flowers Drove are proposed as allocations in the emerging Purbeck Local Plan (2018-2034). At January 2021, the plan is passing through the later stages of the examination process with adoption anticipated later in 2021.

Section 19: Lytchett Matravers and Lytchett Minster

Planning Document (SPD) 2017. Any development in this area will be required to be nitrogen neutral in accordance with Policy ENV2.

19.4. Village centre strategy

- 19.4.1. Lytchett Matravers has an existing cluster of small shops between the High Street and Anncott Close which serve as a local centre for the community. Within the centre there is Tesco Express, library, pharmacy and hair salon. Lytchett Matravers looks towards Poole, Bournemouth, Upton and Wimborne for its larger community infrastructure needs.
- 19.4.2. Development for town centre uses will be focused in this location. Any development here should offer environmental enhancement to the area to make it a more attractive place for residents to use.

19.5. Main development opportunities

Huntick Road

- 19.5.1. Land to the north of Huntick Road has been granted permission for 46 homes and associated informal open space provision.
- 19.5.2. To avoid adverse impacts from additional recreational pressure on internationally protected heathlands in the surrounding area, sufficient attractive informal recreation land will need to be made available within easy walking distance of the development, through the provision of a strategic network of green spaces (SANG).
- 19.5.3. Provision of a new public right of way along the eastern boundary of the site should be delivered to form part of a longer-term plan to create a circular network around the village. Existing trees and hedgerows should be retained within the site.

LYMT₁: Huntick Road

- I. Land to the north of Huntick Road, as shown on the policies map, is allocated for housing development with associated informal open space provision.
- II. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village.
- III. Existing trees and hedgerows on the site should be retained within the development scheme.

Section 19: Lytchett Matravers and Lytchett Minster

Land to the east of Wareham Road

- 19.5.4. Land east of Wareham Road is proposed for residential development in the emerging Purbeck Local Plan. The site is positioned between existing homes on Burbidge Close and Glebe Road/Castle View Drive (to the south) and will deliver around 95 new homes. There is an existing vehicular access through the western side of the site from Wareham Road. The site is enclosed by mature hedging around all its boundaries. Ground levels fall steeply across the eastern part of the site towards an open drain (ordinary water course) and a small copse of trees/vegetation growing to the east of the site.
- 19.5.5. Pedestrian access to the existing network of footpaths and to provide a link to the village will be required. Existing trees and hedgerows should be maintained.

LYMT2: Land to the east of Wareham Road

- I. Land to the east of Wareham Road, as shown on the policies map, is allocated for housing development.
- II. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village.
- III. Existing trees and hedgerows on the site should be retained within the development scheme.

Land at Blaney's Corner

- 19.5.6. Land at Blaney's Corner is proposed for residential development in the emerging Purbeck Local Plan. The site is located on the north-eastern edge of Lytchett Matravers and is suitable for residential development with capacity for around 25 new homes. Ground levels fall across the site toward an open drain to the south.
- 19.5.7. A new access would need to be formed into the site at an appropriate point along the boundaries around the site's north-eastern corner (close to the junction between Wimborne and Wareham Road).

Section 19: Lytchett Matravers and Lytchett Minster

- 19.5.8. Pedestrian access to the existing network of footpaths and to provide a link to the village will be required. Existing trees and hedgerows should be maintained.

LYMT3: Land at Blaney's Corner

- I. Land at Blaney's Corner, as shown on the policies map, is allocated for housing development.
- II. The site should be accessed via its north-eastern corner, close to the junction between Wimborne Road and Wareham Road.
- III. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village.
- IV. Existing trees and hedgerows on the site should be retained within the development scheme.

Land to the east of Flowers Drove

- 19.5.9. Land to the east of Flowers Drove is proposed for allocation through the emerging Purbeck Local Plan for around 30 new homes. Ground levels fall steeply from south to north across the site and the site abuts the existing village on its southern and eastern edges. The site's northern boundary is defined by a mature stand of trees.
- 19.5.10. A new vehicular access will need to be formed at the eastern boundary of the site from Wimborne Road.
- 19.5.11. Pedestrian access to the existing network of footpaths and to provide a link to the village will be required. Existing trees and hedgerows should be maintained.

LYMT4: Land to the east of Flowers Drove

- I. Land to the east of Flowers Drove, as shown on the policies map, is allocated for housing development.
- II. Access should be achieved through the eastern boundary of the site.
- III. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village.
- IV. Existing trees and hedgerows on the site should be retained within the development scheme.

Section 19: Lytchett Matravers and Lytchett Minster

Eastern extension to land at Blaney's Corner (proposed allocation)

- 19.5.12. The site is located to the south of Wimborne Road and will act as an extension to the proposed Blaney's Corner allocation. The site is largely level but falls gently away to the south and has capacity for around 40 new homes. The existing hedge line and trees to the east of the site will act as a clearly defined edge to Lytchett Matravers.
- 19.5.13. The southern part of the site has some significant mature trees around the lower parts of the site. These should be retained and incorporated into the public realm of the development to provide screening to the southern edges of the built form. Pedestrian access to the existing network of footpaths and to provide a link to the village will be required.

LYMT5: Eastern extension to land at Blaney's Corner

- I. An eastern extension to the Land at Blaney's Corner site, as shown on the policies map, is allocated for housing development.
- II. The site should be accessed from a new access onto Wimborne Road and connections should be made with the development area to the west.
- III. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village.
- IV. The existing trees and hedges on the site and around its boundaries should be retained to break up the built form in the landscape.

Q: Eastern extension to land at Blaney's Corner

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Section 19: Lytchett Matravers and Lytchett Minster

Land between Wareham Road and Foxhills Road (proposed allocation)

- 19.5.14. The site is located between Wareham Road and Foxhills Road and consists of a patchwork of small fields that if developed to the full extent would round off development to the south of the village. There is capacity for around 120 new homes. The site gently slopes to the south but is largely screened from wider views by the network of existing hedgerows.
- 19.5.15. The site can be accessed off both Foxhills Road and Wareham Road with the potential for pedestrian access to also be gained from Deans Drove to the north. Through the development of this site, pedestrian access to the existing network of footpaths and to provide a link to the village will be required.
- 19.5.16. Through the middle of the site there is a dry valley where surface water flooding occurs. This could form the basis for the delivery of a sustainable drainage strategy for the site. This area currently has a band of mature trees running from the north to its southern boundary. There is also a mature hedgerow along this southern boundary. Existing trees and hedgerows should be retained within the development.

LYMT6: Land between Wareham Road and Foxhills Road

- I. Land between Wareham Road and Foxhills Road, as shown on the policies map, is allocated for residential development.
- II. The site should be accessed through either a new access onto Foxhills Road or through the site allocation at land east of Wareham Road linking onto Wareham Road itself.
- III. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village including a link onto Deans Drove;
- IV. The existing wooded area on the site should be retained within the development along with those trees and hedges along the site's boundaries.

Q: Land between Wareham Road and Foxhills Road

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Land to the west of Wareham Road (proposed allocation)

- 19.5.17. The site is located to the west of Wareham Road and would wrap around Lytchett Matravers Primary school. It has capacity for around 40 homes. The site is predominantly flat however this is an exposed location subject to wider views.
- 19.5.18. The Lytchett Matravers Neighbourhood Plan contains a proposal for the relocation of the sports club pavilion and associated football and cricket pitches to land adjoining the school, along with an upgrade of the scout hut to allow for an improved multi-purpose meeting venue. The development of this area has the opportunity to facilitate this improvement alongside the proposed residential development.
- 19.5.19. Pedestrian access to the existing network of footpaths and to provide a link to the village will be required with connections possible onto Eldons Drove. It will also be necessary to facilitate easy pedestrian and cycle access to the school site from the existing village.
- 19.5.20. There are some existing trees and hedgerows on the site and these should be retained within the development and strengthened with new native tree planting along the southern edges.

Section 19: Lytchett Matravers and Lytchett Minster

LYMT7: Land to the west of Wareham Road

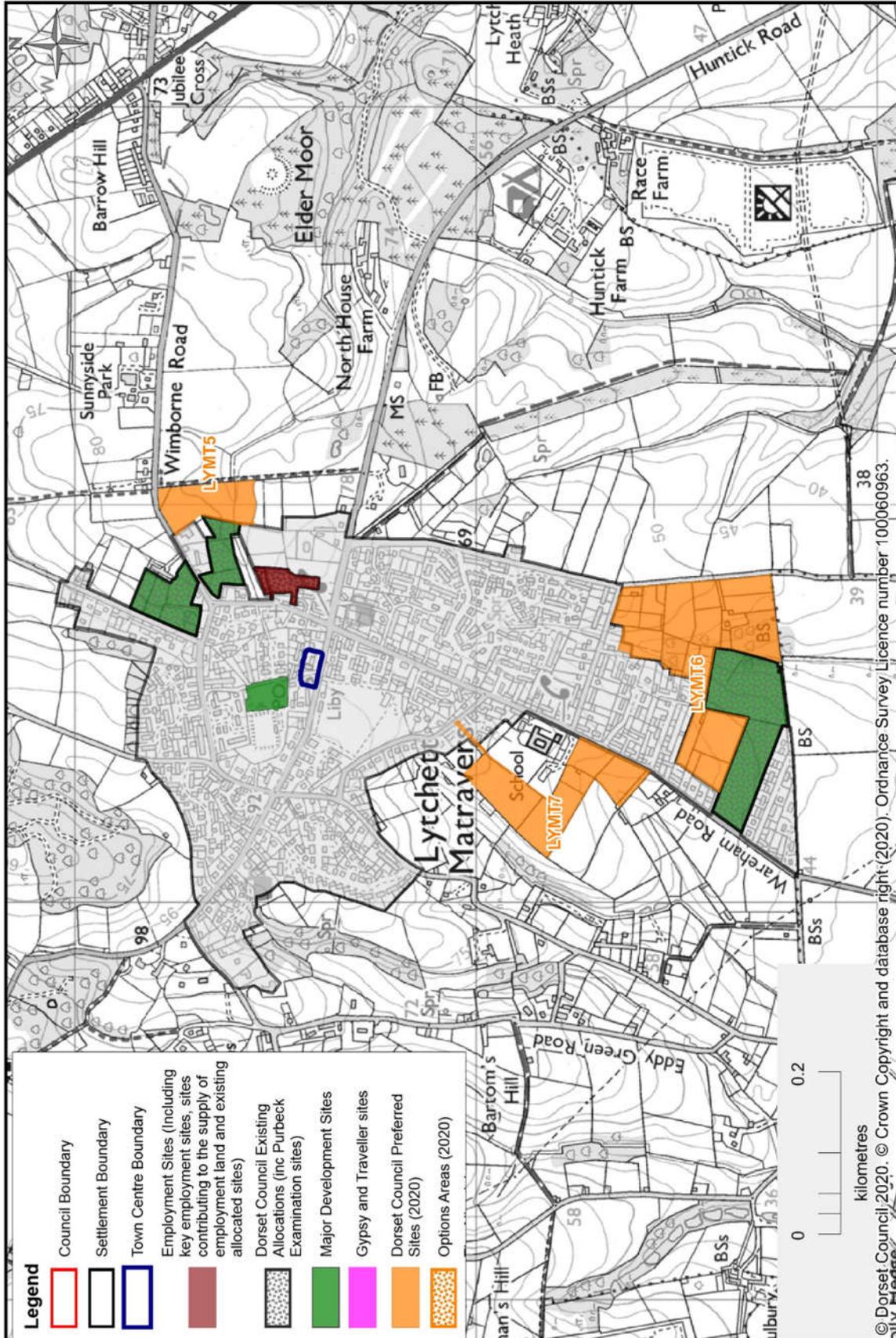
- V. Land to the west of Wareham Road, as shown on the policies map, is allocated for housing development.
- VI. Access to this should be via Wareham Road.
- VII. The site will be required to provide pedestrian access to link to the existing network of footpaths to enable residents to access facilities and services in the village, including enabling pedestrian and cycle access to the adjacent school.
- VIII. Existing trees on the site should be retained with additional planting included on the southern side of the site.

Q: Land to the west of Wareham Road

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Section 19: Lytchett Matravers and Lytchett Minster

Figure 19.1: Map of proposed development sites in Lytchett Matravers and Lytchett Minster



20. Sturminster Marshall

20.1. Introduction

- 20.1.1. Sturminster Marshall is located on the A350 between Blandford and Poole. The village is situated between the historic Charborough Estate to the south-west and the Kingston Lacy Estate to the north-west. The River Stour and the River Winterborne wrap around the village to the north and east. Sturminster Marshall is inset within the South East Dorset Green Belt. The population of the parish is just over 2,100.
- 20.1.2. The northern part of the village contains a number of listed buildings and the village's conservation area. This area is closely linked to the River Stour and is of an attractive character.
- 20.1.3. Whilst being a rural village, Sturminster Marshall is relatively large and offers a range of services and facilities for the wider area. The village is centred on a large open space marked out as sports pitches and is where the village hall is located. There is a small Co-op food store on Station Road and further along a pharmacy/Nisa Local. A wide range of businesses are located on the Bailie Gate Industrial Estate which acts as a focus for future employment and job opportunities.

20.2. Vision

- 20.2.1. In 2038 Sturminster Marshall will:
- act as a focal point for smaller settlements nearby and develop its role to provide facilities for everyday needs, including new employment opportunities;
 - have development, including housing, that will support its enhanced role; and
 - retain a clearly defined edge inset within the Green Belt.

20.3. Development strategy

- 20.3.1. Sturminster Marshall is a village inset within the South East Dorset Green Belt. Future residential development at Springfield Farm and Station Road present opportunities to maintain local services and increase economic prosperity. The retention and expansion of the Bailie Gate Industrial Estate will put the village in a strong position to retain and expand business and job opportunities.
- 20.3.2. Opportunities for development at Sturminster Marshall include:
- Land at Station Road, to the south-east of the village which has capacity for around 225 new homes;

Section 20: Sturminster Marshall

- Land at Springfield Farm, to the north-west of the village which has capacity for around 60 new homes;
 - Sturminster Marshall Golf Course, to the east of Sturminster Marshall which has capacity for around 140 new homes;
 - An extension to the Bailie Gate Industrial Estate, which has capacity to provide around 3.3 ha of employment land on top of further opportunities within the existing industrial estate.
- 20.3.3. The impact of new development on education provision in Sturminster Marshall is an important consideration. The impact on education provision of potential new sites identified during the preparation of this new local plan is being assessed. Any new housing allocations at Sturminster Marshall would be required to make provision for new facilities and provide contributions to enhance provision locally.
- 20.3.4. An increase in population in the Sturminster Marshall area will have an impact on local health services and a proportionate contribution may be required from new development to enhance local health facilities. Initial discussions with the clinical commissioning group have not identified any specific requirements, but further discussions will take place prior to any formal allocation of sites.
- 20.3.5. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and the community's access to green spaces a coordinated approach is required between developers, Dorset Council and Natural England.

20.4. Village centre strategy

- 20.4.1. Sturminster Marshall has limited retail provision within the village with only a few convenience stores. As such, the village does not currently have a defined centre however it performs an important function for the surrounding area. Further retail development should be focused in a central location, close to the village green, to reinforce and support the existing facilities.

20.5. Main development opportunities

Bailie Gate Industrial Estate

- 20.5.1. The current Bailie Gate Industrial Estate was originally used for storage as part of the Sturminster Marshall Dairy and Cheese Factory. It is a long-standing successful employment area which has seen a series of recent developments to improve its

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quality. The site is flat in nature and is enclosed by strong hedgerows that can form strong boundaries within the Green Belt.

- 20.5.2. The industrial estate is allocated as a key employment site to meet the future needs of businesses within Sturminster Marshall and its hinterland. In addition, an area of land adjoining the existing industrial estate is allocated¹⁷ as a key employment site to help meet the future needs of businesses in this part of Dorset.
- 20.5.3. The extension to the industrial estate will project built development beyond the settlement form of the village and should be softened through an appropriate landscape buffer. There are several pockets of land at low risk of surface water flooding within the site, where mitigation measures will be necessary.

STMR1: Bailie Gate Industrial Estate and its extension

- I. Land at Bailie Gate, as shown on the policies map, is allocated for employment development as a key employment site.
- II. The development of the site should be guided by a detailed development brief that establishes detail on the following principles:
 - provision of significant landscape buffers alongside the countryside edges of the site;
 - a drainage strategy to mitigate any potential impacts arising from surface water flood risk and flood risk from the nearby River Stour; and
 - a comprehensive travel plan including the support of regular bus services and scope to provide pedestrian and cycleway links towards village facilities.

Land at Station Road (proposed allocation)

- 20.5.4. The land to the east of Station Road and south of the Bailie Gate Industrial Estate is proposed for residential development. The field is flat with few constraints and close to the village centre and as such has capacity to deliver around 225 new homes.
- 20.5.5. The southern edge of the site abuts the Dorset Springs fishing lakes. Development should therefore be set back from this edge and should include tree planting to soften the developed edge. The aim will be to minimise any impact on the peaceful enjoyment of this facility.

¹⁷ Allocated through the Christchurch and East Dorset Core Strategy, 2014

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- 20.5.6. In addition, development should include effective mitigation of the impact of the A350 and the impact of the adjacent Bailie Gate Industrial Estate on the amenity of the residents of the new homes.
- 20.5.7. Pedestrian and cycle access to the existing network of footpaths should be provided as part of the development of the site including links to the village.

STMR2: Land at Station Road

- I. Land at Station Road, as shown on the policies map, is allocated for housing development.
- II. The development should provide effective mitigation of its impact on the adjacent fishing lakes including the provision of open space between the built form and the southern boundary.
- III. The boundaries of the site with the existing Bailie Gate Industrial Estate and the A350 should include effective mitigation of noise and other amenity impacts.
- IV. The site will be required to provide pedestrian and cycle links to link to the existing network of footpaths to enable residents to access facilities and services in the village.

Q: Land at Station Road

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Springfield Farm (proposed allocation)

- 20.5.8. The land to the south of Newton Road between Blandford Road and the old railway line is flat and suitable for residential development and has the capacity to deliver around 60 new homes. The northern section of the site is however located in the flood zone associated with the River Winterborne where built development will not be permitted.

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20.5.9. Pedestrian and cycle access to the existing network of footpaths should be provided as part of the development of the site including links to the village. This will include improvements to the North Dorset Trailway that runs along the disused railway north from the site's eastern boundary towards Blandford.

STMR3: Springfield Farm

- I. Land at Springfield Farm, as shown on the policies map, is allocated for residential development.
- II. Development of the site will need to include an appropriate drainage strategy to minimise risk associated with the River Winterborne and other sources of flooding. Development should include a positive frontage to the flood zone.
- III. The site will be required to provide pedestrian and cycle access to link to the existing network of footpaths and to enable residents to access facilities and services in the village. This should include improvements to the North Dorset Trailway.

Q: Springfield Farm

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Sturminster Marshall Golf Course (proposed allocation)

20.5.10. The land to the north-east of Baillie Gate Industrial Estate is currently in use as the Sturminster Marshall Golf Course. The golf course is however underused and proposed for residential development to deliver around 140 new homes.

20.5.11. The site is located on the sensitive countryside edge of Sturminster Marshall where built development should be softened through an appropriate landscape buffer. Particularly sensitive will be the eastern edge of the site bounded by the Wareham

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Forest Way. The relationship between the development, the Wareham Forest Way and the countryside beyond will need to be treated sensitively so as to avoid harming the rural nature of this long distance route.

- 20.5.12. The southern edges of the site abut the Dorset Springs fishing lakes. Development should therefore be set back from this edge and should include tree planting to soften the developed edge. The aim will be to minimise any impact on the peaceful enjoyment of this facility. This part of the site would be appropriate for open space and informal recreation uses including the provision of a SANG.
- 20.5.13. The southern boundary of the site is shared with the existing and proposed Bailie Gate Industrial Estate. The relationship to this area and the impact of noise associated with the existing and future operation of the site, will need to be reflected in the design of the site.
- 20.5.14. Pedestrian access to the existing network of footpaths, including the Wareham Forest Way will be required. This should include pedestrian and cycle links to the village's existing facilities.

STMR4: Sturminster Marshall Golf Course

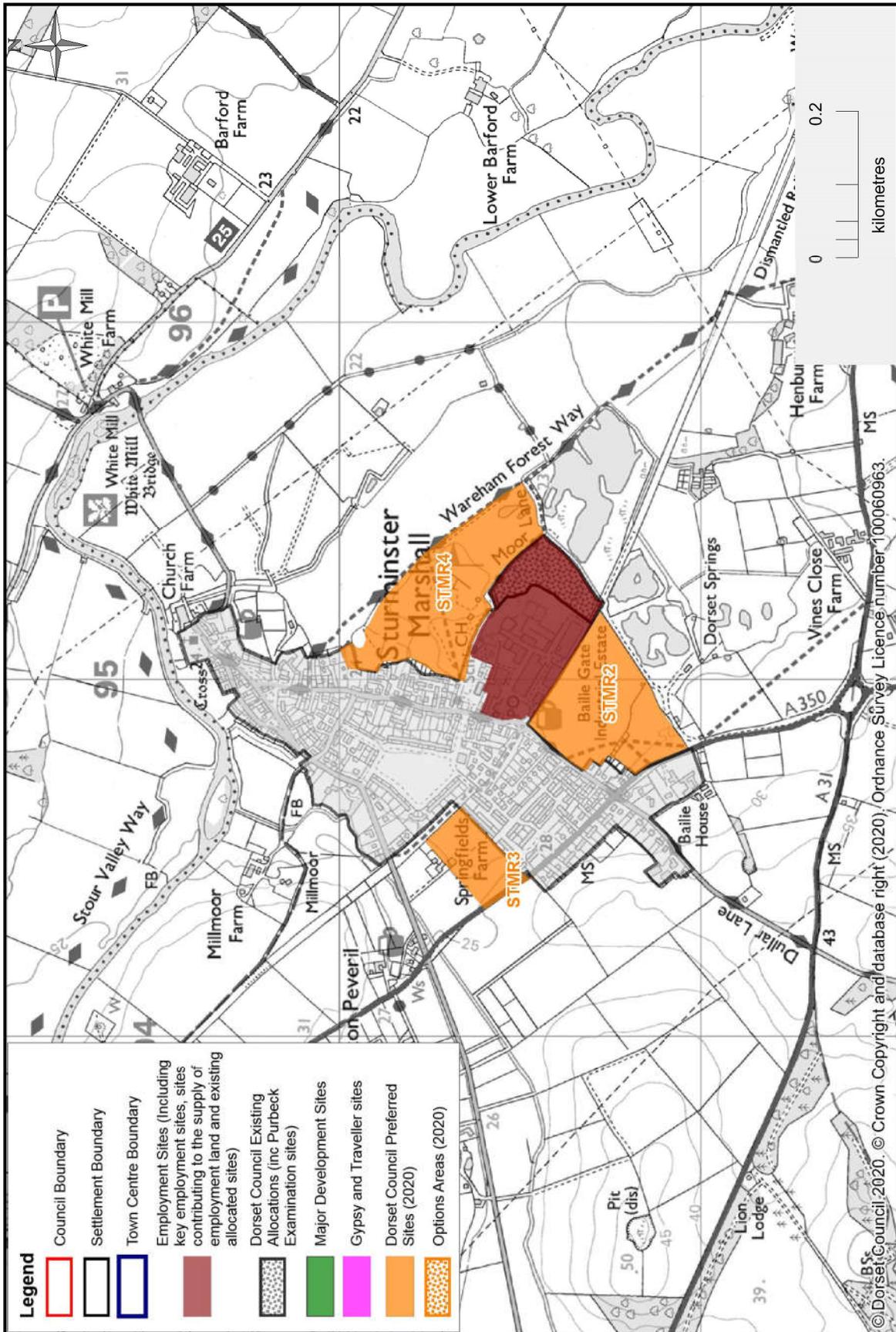
- I. Sturminster Marshall Golf Course, as shown on the policies map, is allocated for housing development.
- II. Provision of significant landscape buffers alongside the countryside edges of the site will be required.
- III. The development should provide effective mitigation of its impact on the adjacent fishing lakes including the provision of open space between the built form and the southern boundary.
- IV. The site will be required to provide pedestrian and cycle access to the village's facilities. The rural form of the Wareham Forest Way should be respected within the design of the development.

Q: Sturminster Marshall Golf Course

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

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Figure 20.1: Map of proposed development sites in Sturminster Marshall



21. Wool

21.1. Introduction

- 21.1.1. Wool is a large rural village on the Weymouth to London Waterloo railway line, with a population of around 5,800. The village has a mix of design characteristics that have evolved over time through successive developments. The conservation area is located to the east of the village where there is a cluster of listed buildings. There is a small collection of homes, some of which are also listed, to the west of the village at East Burton, between the main part of the village and the Dorset Innovation Park employment site.
- 21.1.2. There are a number of other heritage assets around the village which add to its history including Woolbridge Manor which features in Hardy's 'Tess of the D'Urbervilles'. The village is close to the Dorset AONB and therefore development around the village has the potential to harm its setting.
- 21.1.3. Recently some areas of the village have experienced flooding from surface water run-off. In addition, the area to the north of the railway line forms the flood plain of the River Frome.
- 21.1.4. Development around the village will need to respect the heritage of the area, and its relationship with the nearby AONB. Development can help create better links between the different parts of the village and support the existing facilities whilst minimising the risks of flooding. Developments should identify what is architecturally good about Wool and reflect this within their design.

21.2. Vision

- 1.1.1. In 2038 Wool will:
- retain a rural village character with enhanced green spaces;
 - be integrated with a clear central focus for the provision of facilities and services;
 - maintain views around and out of the village; and
 - have regard to its historic buildings and links to Thomas Hardy.

21.3. Development strategy

- 21.3.1. There is capacity at Wool for additional growth and due to its location on the railway line, easy access to nearby larger centres can be achieved via sustainable modes. In addition, the nearby Dorset Innovation Park offers job opportunities in

close proximity to the village that can be accessed by cycling and walking. Development opportunities include:

- development at Dorset Innovation Park Enterprise Zone;
- residential development on the proposed allocations¹⁸ to the west of the existing village delivering around 470 new homes and a 65 unit extra care facility;
- additional residential allocations to the west of East Burton to deliver around 300 new homes and link the built-up area to Dorset Innovation Park.

21.3.2. An additional option has been identified south of Hillside Road which could deliver around 100 new homes.

21.3.3. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and the community's access to green spaces a coordinated approach is required between developers, Dorset Council and Natural England.

21.4. Village centre strategy

21.4.1. Wool is one of the larger villages within Dorset and with the development that is proposed over the plan period, an improved centre for main town centre uses would be beneficial. Currently the village has a small local centre with shops and services focused along Dorchester Road.

21.4.2. In order to improve the facilities available in the centre and to strengthen its provision, new retail and office uses should be focused near to the existing retail units along Dorchester Road between The Square and Collier's Road. This could be delivered through the redevelopment of existing sites especially those uses that are not typically found in town centres.

21.5. Main development opportunities

21.5.1. There are few employment areas within the village but the strategic key employment site of Dorset Innovation Park is located to the west. In addition to this the Bovington Garrison, home of the Royal Armoured Corps, is in nearby

¹⁸ The sites to the west of Wool at West of Chalk Pit Lane/Oakdene Road, North of the Railway Line, North East of Burton Cross Roundabout, and North West of Burton Cross Roundabout, are proposed as allocations in the emerging Purbeck Local Plan (2018-2034). At January 2021, the plan is passing through the later stages of the examination process with adoption anticipated later in 2021.

Bovington and well connected to the village. The railway station provides good links to Bournemouth/Poole and on to London as well as links to Dorchester and Weymouth.

Dorset Innovation Park Enterprise Zone

- 21.5.2. Dorset Innovation Park is an advanced engineering cluster of excellence for the South West, building on strengths in marine, defence, energy and cyber security. The park was designated as an enterprise zone in April 2017. The enterprise zone status enables the retention of business rates from new development for the purposes of investment in the site's infrastructure. Businesses moving to the site also benefit from 5 years of business rate discounts. The site is supported by the Dorset LEP and benefits from full-fibre broadband.
- 21.5.3. The site is in the ownership of Dorset Council and is considered to be a vital stimulus for employment over the wider catchment of south Dorset, expected to facilitate up to 1,500 new jobs over the life of the enterprise zone to 2042. The enterprise zone is likely to attract dozens of new businesses to the area, contributing more than £800 million to the Dorset economy. Start-up units were built as part of the early development and are already operational.
- 21.5.4. Dorset Innovation Park now benefits from a local development order (LDO) which enables a mix of advanced engineering, defence, marine, energy, cyber security and other uses to come forward across the site through a simplified planning consent process.
- 21.5.5. The LDO is intended to be in place for the duration of the enterprise zone status and covers the initial 40 ha of Dorset Innovation Park. Areas adjacent to the area covered by the LDO are also included within the area allocated as the Dorset Innovation Park key employment site. The area covered by Dorset Innovation Park is shown on the policies map with the remaining developable area being around 38.4 ha.

Land to the west of Wool

- 21.5.6. Four sites are proposed to be allocated¹⁹ to the west of Wool which together would deliver around 470 homes and a 65 unit extra-care facility to deliver housing in the area over the coming years.
- 21.5.7. As there is a lack of retail floorspace to serve the residents of Wool, some convenience floorspace should be provided in an accessible location. This should

¹⁹ The sites to the west of Wool are West of Chalk Pit Lane/Oakdene Road, North of the Railway Line, North East of Burton Cross Roundabout, and North West of Burton Cross Roundabout. These are proposed as allocations in the emerging Purbeck Local Plan (2018-2034). At January 2021, the plan is passing through the later stages of the examination process with adoption anticipated later in 2021.

ideally be located as close as possible to the existing retail facilities within the village on Dorchester Road. In addition, improvements to the D'Urberville Hall community facility should be made to improve the facility and help deliver a community hub for the village.

- 21.5.8. Due to its location, there are significant opportunities to improve access to Dorset Innovation Park and the railway station through the development of this site. The development should therefore provide for improved cycling and pedestrian links between the development site and the railway station and to Dorset Innovation Park. These routes will need to be convenient, attractive and safe so that those who need to make these journeys do not rely on car travel. Changes to the railway station area will also be required to create a travel interchange. These will include secure cycle storage and car parking, as part of a package of improvements to minimise the impact on the local road network, and contributions towards them will be sought from development.

WOOL1: New housing at Wool

- I. Land at Wool as shown on the policies map, is allocated for residential development including community facilities and supporting infrastructure.
- II. Housing development on all the allocated sites in Wool will be expected to:
 - provide around 350 m2 of convenience retail floorspace;
 - provide contributions towards improvements at the D'Urberville Hall community facility or explore opportunities to provide a community hub;
 - improve accessibility between the sites and nearby services and facilities by forming or improving defined walking and cycling routes;
 - contribute towards improvements to the travel interchange at Wool Railway Station to include additional car parking, secure cycle storage, and electric vehicle charging points;
 - include mitigation measures for any safety risks at the level crossing, as proposed through a traffic statement or safety assessment, satisfying the requirements of Network Rail and the highways authority;
 - include details in a traffic statement or assessment of improvements to the local road network (C6) and a program to reduce volumes of traffic on the A351 by encouraging use of the C6 road;
 - provide financial contributions for education provision;
 - conserve, and where appropriate look for opportunities to enhance, the significance of heritage assets including scheduled monuments, listed buildings on neighbouring land and non-designated heritage assets within development sites; and

- provide and manage in perpetuity a SANG totalling 32.7 hectares to avoid the adverse effects from the new homes on European sites. The applicant will provide details for phased implementation of development and access to the SANG, along with details of site access management and monitoring to demonstrate that adverse effects can be avoided over the lifetime of the development. Where features with significant existing biodiversity value have been identified within the SANG (e.g. trees with bat roost potential and badger setts), detailed design and appropriate management (e.g. routing of footpaths and retention of existing broadleaved trees) must be agreed with the council and delivered by the landowner to ensure that these features are protected and enhanced.

Land to the west of Chalk Pit Lane and Oakdene Road

- III. Development on this part of the site will be expected to:
- provide care accommodation designed in consultation with local health and social care providers to meet the changing needs of older and disabled people in Purbeck. The scheme should aim to provide around 65 extra-care units, and 10% of its overall housing requirement as supported housing for the elderly or age-specific housing;
 - avoid, and where necessary mitigate or remediate, the effects of possible contamination and avoid any development within a buffer around a pipeline located on the western boundary; and
 - include an undeveloped buffer between the southern edge of the site and the scheduled monument and explore opportunities to enhance the scheduled monument's significance.

Land to the north-east of Burton Cross Roundabout

- IV. Development on this part of the site will be expected to:
- avoid, and where necessary mitigate or remediate, the effects of noise from the adjoining railway line;
 - explore opportunities to provide informal/formal open space on the land;
 - conserve the setting of nearby listed buildings; and
 - explore opportunities to deliver a new footpath link to Burton Road.

Land to the north-west of Burton Cross Roundabout

- V. Development on this part of the site will be expected to:
- conserve the setting of nearby listed buildings.

Land to the north of the railway line

- VI. Development on this part of the site will be expected to:
- avoid, and where necessary mitigate or remediate, the effects of noise from the adjoining railway line;

- conserve the setting of nearby listed buildings; and
- explore opportunities to deliver a new footpath link through the land between Sandhills Crescent and East Burton Road.

Land to the west of East Burton (proposed allocation)

- 21.5.9. Further land to the west of East Burton is proposed for residential development to deliver around 300 new homes. This area will extend the developable area to the edges of Dorset Innovation Park offering opportunities to improve connectivity between the village and the Innovation Park through a sensitively designed scheme.
- 21.5.10. To the north of the area runs the Weymouth to London Waterloo railway line. Noise associated with this has the potential to impact on the amenity of the future residents of the homes delivered close to it. Mitigation will therefore be needed to minimise this impact through strategic planting and the reinforcing of existing treed areas. The hedgerow that crosses the site will also need to be retained
- 21.5.11. Part of the area allocated for development is currently in use as a playing field. This facility should either be retained in its existing location or relocated more centrally within the expanded village of Wool. Informal and formal open space will also need to be provided including links to the existing network of footpaths.
- 21.5.12. To improve access to the Innovation Park, pedestrian and cycle links to the village will need to be provided as part of the development.

WOOL2: Land to the west of East Burton

- I. Land to the west of East Burton, as shown on the policies map, is allocated for residential development as an extension to the existing area proposed for development.
- II. Development on this site will be expected to:
 - avoid, and where necessary mitigate or remediate, the effects of noise from the adjoining railway line;
 - explore opportunities to provide informal/formal open space on the land;
 - explore opportunities to deliver a new footpath and cycleway links to Dorchester Road and Burton Road;
 - retain and enhance existing hedgerows and treed areas; and
 - include multifunctional, connected green infrastructure and sustainable links to the wider area.

Q: Land to the west of East Burton?

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

Optional additional site

- 21.5.13. Land to the south of Hillside Road offers a further opportunity to deliver residential development at Wool. The area has the capacity to deliver around 100 new homes. This could help to meet the medium-term housing needs of the area whilst the sites to the west are being developed. It could deliver a very different housing product to the areas to the west and complement provision in the village.
- 21.5.14. However, there are concerns about the rate of housing delivery in Wool and whether the local housing market would support another development site. Additional housing growth at Wool would help to support and improve the facilities within the area and provide more opportunities for people to live in the village.
- 21.5.15. If the site were to be allocated, it would need to:
- mitigate its recreational impact on heathland sites through SANG provision or through contributions towards SANG provision elsewhere;
 - respond positively to its local context including the nearby conservation area, listed buildings and non-designated heritage assets as well as the existing residential areas adjacent to the northern boundary of the site;
 - respect the character of the landscape including the rising land to the AONB south of the site;
 - deliver a viable and effective drainage strategy to manage any flood risk on site especially on its eastern boundary; and

- provide pedestrian and cycle links towards the village centre.

Q: Wool

1. Do you think that this site should be allocated in addition to the sites proposed to the west of the village?

Figure 21.1: Map of proposed development sites in Wool

