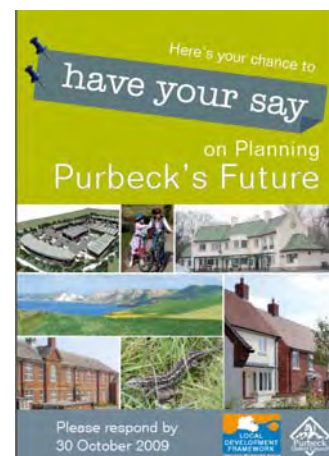


**Core Strategy Planning Purbeck's Future
Public Consultation – September - November 2009**

Appendix B:

**RESPONSES TO DEVELOPMENT OPTIONS
AND
LOCATION OF SUPERMARKET OPTIONS**

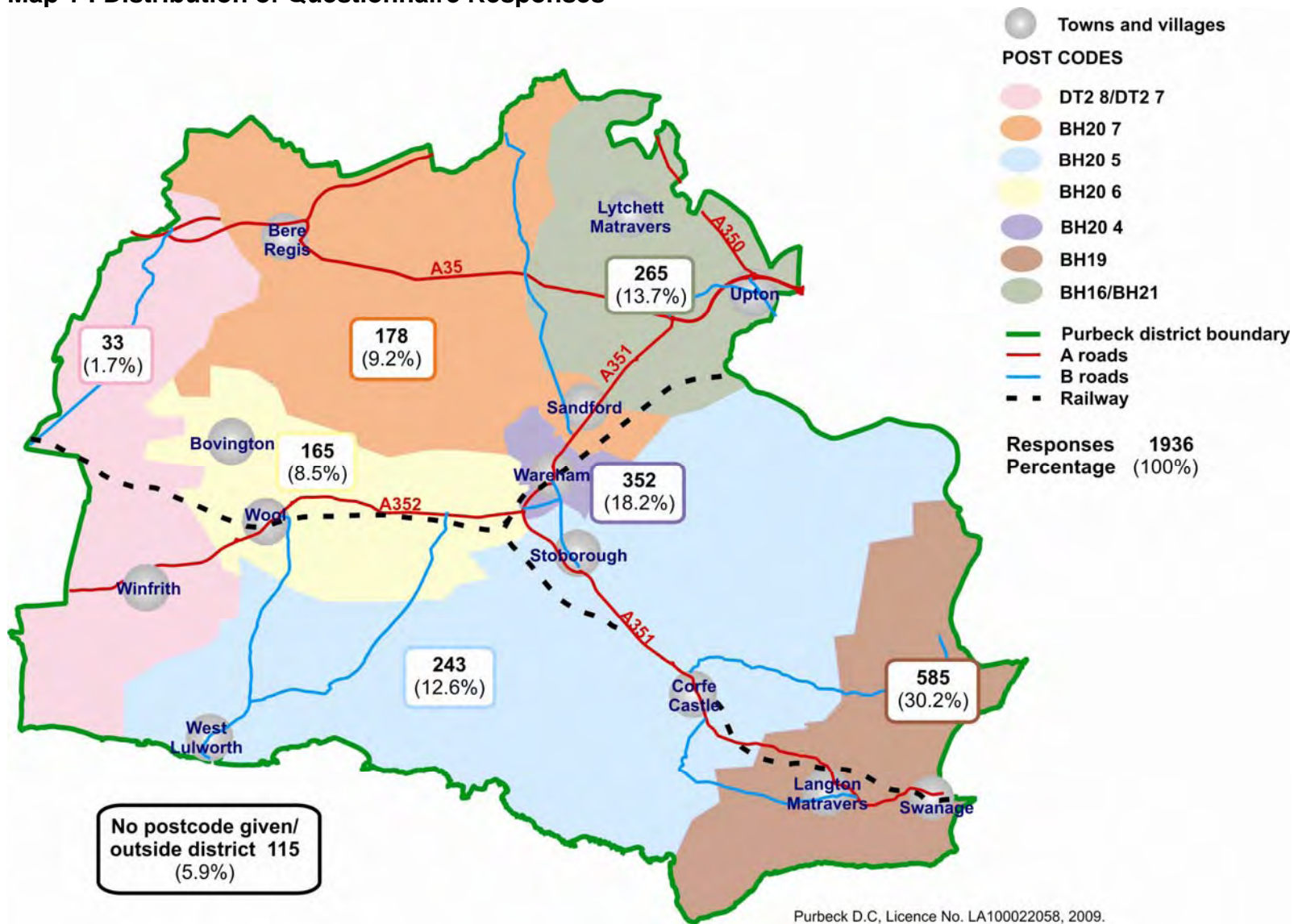


1.0 Consultation Responses

1.1 Total Responses

- 1.1.1 Around 24,000 questionnaires were delivered to all dwellings and businesses in Purbeck. The Council has received 1936 questionnaire responses, which represents an 8% response rate. In addition to the questionnaires, 103 letters and detailed response forms were received. This is a pleasing number of responses.
- 1.1.2 The questionnaires asked the respondent for their postcode. This can then be used to analyse the distribution of preferences to the options across the District. Of the 1936 responses, 1821 included a postcode within the District. The remaining 115 responses either didn't include a postcode, or lived outside of the District.
- 1.1.3 The postcodes have been grouped for ease of analysis and geographical area. This was difficult for BH20 5 and BH20 6 postcodes that cover both the edge of Wareham and a wider rural area.
- 1.1.4 Map 1 sets out the total responses across the District. The majority of responses were along the A351 corridor where the majority of the District population is located, in particular from the Swanage area, which accounted for 30% of all responses.

Map 1 : Distribution of Questionnaire Responses



1.2 Responses on the Location of Development

1.2.1 The Preferred Option for the purpose of this consultation, to spread development around each town and the Key Service Villages was clearly the most popular option with 62.7% support. The second most popular option was to concentrate all greenfield growth on the edge of Wareham with 19.7% of all responses. Focussing growth at Swanage was only chosen in 8.9% of the responses. The option of answering “No” was not included in the questionnaire as this development has to take place. However, 8.6% of respondents chose not to answer the question, to state “No” or to propose an alternative option.

Table 1 : Responses to the options for the Location of Development

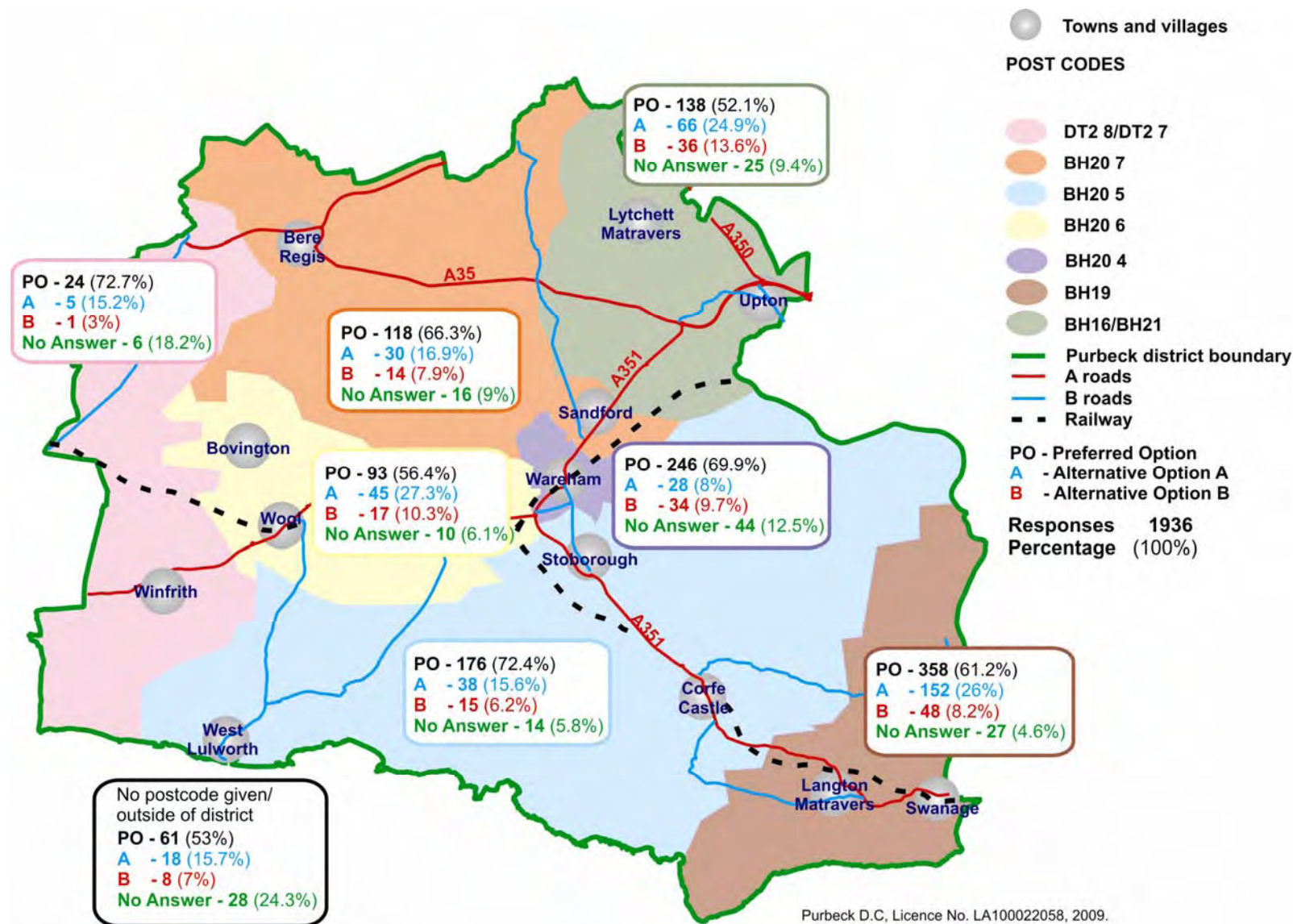
Option	Number of Responses	%
Preferred Option Distribute development around Swanage, Upton, Wareham and the Key Service Villages of Bere Regis, Lytchett Matravers and Wool	1214	62.7%
Alternative Option A – Concentrate growth on the edge of Wareham	382	19.7%
Alternative Option B – Focus growth at Swanage	173	8.9%
No answer given or alternative option identified	167	8.6%
Total	1936	100%

1.2.2 Map 2 shows the distribution of responses to the three options for the location of development. The Preferred Option has most support from the extreme west of the District (72.7%), the rural area extending from West Lulworth to Studland, including Corfe Castle and Stoborough (72.4%) and Wareham itself (69.9%). The Preferred Option has the least support (52.1%) from the Upton and Lytchett Matravers area, probably due to the allocation of a greenfield site adjacent to both settlements. Similarly to the West of Wareham including Wool and Bovington only 56.4% of respondents selected the Preferred Option.

1.2.3 Alternative Option A to concentrate growth at Wareham has greatest support from the West of Wareham respondents (27.3%), the Swanage area (26%) and Upton/Lytchett area (24.9%). Only 8% of responses from Wareham supported this option.

1.2.4 Alternative Option B to focus growth at Swanage has greatest support from the Upton and Lytchett Matravers area (13.6%) and least support from the extreme west of the District (3%) Only 8.2% of Swanage responses selected this option.

Map 2 : Responses to the Three Options for the Location of Development



1.3 Detailed Comments on Development Options

1.3.1 The table below sets out the more detailed comments on the development options. This is a combination of the questionnaires and the detailed response forms and letters.

Table 2 : Detailed Comments on Development Options

Consultation Responses
<p>Support for the Preferred Option: Natural England, Wareham Town Council, Worth Matravers PC, Church Knowle PC, Affpuddle and Turnerspiddle PC, Bere Regis PC, East Lulworth PC, Cllr Barry Quinn (PDC), RSPB, Dorset Wildlife Trust (DWT), CPRE, Liberal Democrats (Swanage and Isle of Purbeck Branch), Hall and Woodhouse, The Trustees of Sir TE Lees' Estate Settlement, Omond, Brierton and Lees, Morgan Carey Architects, AE Mason, Baker, Grainger PLC, Savills, Trustees of HW Drax – A Fund, HW Drax – U and AMR Fund, Scott Estate, Imerys, Cawdor Construction Ltd, Charborough Estate, Nash, Welfare Dwellings Trust, Bloor Homes</p> <p>Support for Alternative Option A: Wool PC, Purbeck Society, Humphries and Kirk, Ashvilla Estates, Bloor Homes</p> <p>Support for Option B: Welfare Dwellings Trust</p>

Comments

The following comments have been extracted from the responses and split by their choice of option:

Comment	Number of Comments				Total
	Preferred Option	Alt. Option A	Alt. Option B	No answer	
Would increase congestion / sort out traffic problems first	147	67	25	49	278
Spreads the load/distributes strain/change inc. traffic	180				180
Swanage infrastructure cannot cope/especially summer/dead-end location	36	54	4	6	100
Concern over impact on AONB/Green Belt/countryside/heathland	41	20		22	80
Have objections to a specific site/area	10	19	10	33	72
Has identified specific sites for housing	19	17	7	25	68
Wareham has better transport infrastructure		62			62
Affordable housing is needed	62				62
Concern development would ruin character of Purbeck	24	12	2	15	53
No more second/holiday homes	19	8	9	10	46
Increase affordable housing and decrease expensive/large homes		6	26	8	40
Other facilities/services should be improved	31		1	1	31
Better employment opportunities alongside housing	30				30
No more housing is needed	2	3	9	15	29
Must improve other services (healthcare etc)		8	6	11	25
Brownfield only - limited impact/no more expansion	6	6	2	11	25
No building on Green Belt	8	5	3	5	21
Improve public transport	20				20
Illogical to increase housing and close schools	11	2	1	5	19
Wareham has more employment opportunities/closer		18			18
Option has greater capacity for development		13	4		17
Lack of employment to support such housing development		7	4	6	17
Development at Wareham would be detrimental to town's character	15		1		16
Support re-development of Grammar School Site, Swanage	15				15
Option has best services/closer		11	3		14
Option has least effect on environment		8	6		14
Village will die without growth	14			2	14
Ensure development stays within Wareham bypass	13				13
Benefit business/economy of area		2	10		12
Support infilling	12				12
Will bring much needed employment			11		11
Development will impact on tourism		5	2	3	10

In addition there are the following specific comments:

Preferred Option

- Support as it would have least impact upon AONB and Green Belt, with small increase to congestion on A351 so preference should go to allocations at Upton, Wareham and Swanage in that order. (CPRE)
- Fully agree with policy to spread development over whole area as best option for Purbeck (Wareham Town Council)
- Spreads development out with less impact on A351 (Worth Matravers PC, Romany Business Park, Baker, Nash, Liberal Democrats)
- Some allowance should be made for limited housing in smaller villages (Affpuddle and Turnerspuddle PC, Church Knowle PC, Chaldon Herring PC, Cllr Barry Quinn, CPRE,)
- Serious concerns of justification for preferred option and further assessment is needed of linkage between strategic employment sites at Holton Heath and Winfrith and housing growth. Can a sustainable link be provided between Wareham and Winfrith TC? Wareham is central to district and most accessible and would appear to be the most appropriate location for concentrated development that reduces the need to travel, provided that it can be done in line with Habitats Regulations (GOSW)
- Cautious support to the preferred option, as further work is needed on options for mitigation it is not possible to give a firm view. For the preferred option the need for new green infrastructure in Swanage is not emphasised sufficiently (Para 7.2.9). Open space is required not just in relation to the AONB (para 7.2.10) (Natural England).
- Level of development in Swanage will not deliver all of community benefits desired (Welfare Dwellings Trust)
- Site Specific allocations will require further assessment for their impact on designated habitats (RSPB)
- Supports focus on mixed use development at towns, but objects to the inclusion of Bere Regis and Lytchett Matravers as sites for limited development. Remain to be convinced that mix of housing and employment can limit impact on the Strategic Road Network (A31 and A35) and development must be limited to day to day needs rather than encourage out-commuting (Highways Agency)
- Concerned over level of development at Swanage and therefore increase in vehicles through Corfe Castle. Wareham is more sustainable location. (Corfe Castle PC)
- Reduce housing at Swanage and increase at Wareham/Sandford. Swanage is a less sustainable location and is in the AONB, whereas development at Wareham could provide extensive SANGS (Charborough Estate)
- Allocations at villages should reflect characteristics and ability to accommodate further growth. 25 market houses will not deliver the benefits listed. (CG Fry and Son)
- An increase in housing at Swanage could exacerbate second home problem. Distribute houses around villages to sustain local economy for local needs (Morgan Carey)
- Options A and B fail to address needs of villages (Grainger Trust Plc)
- All options need mitigation measures that is well linked to settlements (Dorset Wildlife Trust)

Alternative Option A

- Agree that Option A would present the greatest risk to internationally designated heathland sites and

believe impacts on the AONB for this option are not given sufficient weight in the analysis. (Natural England)

- Would make Wareham more sustainable and vibrant, with good services and facilities (Wool PC)
- Suggest that option is not taken forward as contrary to Habitats Regulations Assessment (Dorset Wildlife Trust)
- Supports growth at Wareham due to services and connections but remains to be convinced about impact on Strategic Road Network - Option A provides only 5 hectares employment land for 863 dwellings. (Highways Agency)

Alternative Option B

- Option B relies on employment provided elsewhere which is not sustainable (Highways Agency)

Upton

- Site at Policeman's Lane would need off site highway improvements to serve it, improvements to walking and cycling routes would need to be improved and selective widening of Policeman's Lane to allow two way movement of vehicles. A possible road closure for vehicles could be considered at some point along Sandy Lane or at the corner of Watery Lane / Policeman's Lane to stop rat running. (Dorset County Council)
- Object to further infilling along Blandford and Dorchester Road of high density development as likely to have an adverse effect on the character of the town. New development must improve facilities. (Planning for Upton and Lytchett Minster Steering Group (PULM))
- Question the capacity of Upton to accommodate development in the order of 288 dwellings given the constraints (Ashvilla Estates)
- Should include Western Sector (Trustees of Sir TE Lees' Estate Settlement, Bloors(Newbury) Ltd)
- The 69 dwellings should be sited on the Wareham side of the A35 road link (Wareham Town Council)

Wareham

- Further development in Wareham will help to increase its self containment and self sufficiency. Potential urban extensions appear workable as potential for linkage with existing facilities. However, development beyond the bypass is not favoured as the bypass creates barrier to walking and cycling into the town centre (Dorset County Council)
- In Wareham, Open to pursuing the potential for a combined health centre, healthy living centre, community services, supported housing, care/nursing home development with possibly more definitive links with education and leisure facilities resulting from any schools redevelopment. We further see potential benefits in relocating fire service and ambulance services in this single "health campus" approach. (NHS Dorset)
- Support some growth provided it is within the bypass (Wareham Town Trust)
- Support growth at Wareham and increased self containment, as promoting land at Worgret Road within bypass for housing development (Bloor Homes)
- Promotes strategic mixed use allocation west of Wareham at Worgret of 1000 dwellings including 300 affordable homes, 12,000sqm employment floor space and 46 ha SANGS plus added benefits. Landscape impact can be mitigated. (Ashvilla Estates)
- Resist extending Wareham beyond the bypass at Worgret to maintain character of town and minimise congestion (Wareham St Martins PC and Arne PC, CPRE)

- Opposed to any development of Northmoor allotments, an open space and community facility (Northmoor Allotment Holders Association)
- Concern over potential development adjacent to golf course as would effect playability (Wareham Golf Club)
- Don't believe there are enough brownfield sites and are concerned about development implications for local services, nature conservation and highways (Wareham Chamber of Trade)
- Promotes land at Ferncroft and Tantinoby Farms. Add reference to need for extensive SANGs at Wareham (Charborough Estate)
- Wareham is central to Purbeck with best connections and needs to grow (Humphries and Kirk)

Swanage

- Further development in Swanage will help to increase its self containment and self sufficiency but will inevitably add traffic to the whole length of the A351. All the proposed sites appear workable as they have the potential to be well linked to the existing settlement's facilities by walking and cycling (Dorset County Council).
- Too many dwellings proposed for Swanage, considering recent development. Would prefer the allocation for Swanage to be spread around Upton and the key service villages rather than require extension beyond bypass at Wareham. (Swanage Town Council)
- Keen to explore the potential of a new development site in Swanage incorporating a "polysystem" approach which could incorporate a combined health centre, healthy living centre, community services, residential/nursing home care, supported housing, day care and (possibly) leisure services approach. The preferred site from those indicated in the documentation would probably be alongside the A351/Washpond Lane. (NHS Dorset)
- Would be concerned if development at Swanage led to increased traffic on A351 and need for road infrastructure (Dorset Wildlife Trust)
- Too much housing proposed for Swanage considering transport constraints at Corfe Castle and uncertainty over investment in rail infrastructure (Morgan Carey)
- Swanage has already had disproportionate amount of development including second homes and any further increase should be affordable housing (Purbeck Society)
- Object to development of grammar school as would increase traffic on Studland to Corfe road (Studland PC)
- Argues that grammar school and caravan park sites are not brownfield and concern over loss of tourism accommodation (Scott Estate)
- Promoting grammar school for housing, healthcare facilities and a care home, but concerned about viability of providing open space/landscaping in addition to other requirements (Welfare Dwellings Trust)
- Promotes land at Washpond Lane for mix of uses including housing, healthcare facilities and open space (Scott Estate)

Lytchett Matravers

- 25 affordable houses of 50 dwellings at Lytchett Matravers should accord with general 35% requirement (Morgan Carey)

- Promoting land at Lytchett Matravers, where there is potential for higher levels of growth to ensure it becomes a sustainable community (CG Fry and Son, AE Mason, Morgan Carey)

Wool

- Wool should be the preferred location for balanced housing and employment growth. Comparing housing needs survey with level of proposed development would present a 1700 dwelling shortfall in Wool area. There is also a mismatch with housing and employment at Winfrith TC. Promoting housing at Wool. (Redwood Partnership)
- Master plan for Winfrith TC highlighted lack of sustainability of current site as workforce do not live locally, and commute by car and there is poor linkage with Wool. The solution is sustainable regeneration of Winfrith TC for mixed use including significant economic investment, which will require cross-subsidisation through housing to implement. (ZBV Winfrith Ltd).
- Question the reliance on 133 dwellings at Wool as would not comply with the RSS aims to concentrate development at settlements with higher levels of service provision and reducing reliance on the car. (Ashvilla Estates).

Bere Regis

- Supports Preferred Option provided bypass is mentioned in plan (Bere Regis PC)
- Only key service village in north west and could grow yet retain character (Trustees of HW Drax – all funds)
- Question the reliance on 80 dwellings at Bere Regis as would not comply with the RSS aims to concentrate development at settlements with higher levels of service provision and reducing reliance on the car, plus landscape constraints and comments from the Highways Agency that large scale growth of Bere Regis is not suitable (Ashvilla Estates).
- Promoting land west of Egdon Close for housing and other uses which could include a relocated school and open space (Grainger Plc)
- Supports aims of self containment as promoting land to west of school (Savills)

Corfe Castle

- Concerned by lack of housing planned for Corfe Castle (Corfe Castle PC)
- Concern about traffic through Corfe Castle (Purbeck Society)

Bovington

- Local Plan Allocation adjacent to Bovington First School should be carried forward (Defence Estates)

Other Comments

- Whilst additional traffic will use the A351 as a result of this development, the Purbeck Transportation Strategy will mitigate this impact by improving accessibility along the A351 corridor through better public transport, cycling and walking routes (DCC)
- Policy is not clear whether development in villages it is limited to rural exception affordable housing and agricultural dwellings only (Dorset County Council).
- Do not support any of the options (Lulworth Estate) as would not provide affordable housing in Stoborough (Stoborough Settlement)
- Promoting a minimum of 40 dwellings at Stoborough and would like to see plan allow for an extension

of village (Imerys)

- More evidence should be applied on the historic environment and character of settlements to inform suitability of options (English Heritage)
- Development should be focussed more to the east, as that is where the majority of employment is.
- Table 4 has no explanation of how figures were arrived at and the RSS says a minimum of 2,400 dwellings, yet PDC is aiming for 2,400 precisely (CG Fry & Son)
- SFRA must be used to guide development (Environment Agency)

Q10b. Alternative Suggestions:

- Would prefer a mixture of two discounted options – ‘Dispersion to all settlements’ and ‘Proportionate Development’ which will allow sustainability of the smaller settlements (Wool PC)

Officer Summary

- 2 in 3 respondents (63%) support for the Council’s Preferred Option. 20% support Alternative Option A to focus growth at Wareham, but only 9% support concentrated growth at Swanage. From the flavour of the comments the preferred option is to spread the impact of development, rather than concentrate it in one location. The main concern raised unsurprisingly is traffic congestion and need for new transport infrastructure.
- Specific comments from landowners / developers are varied depending upon which option would have greatest benefit to them. Landowners/developers with interests in the villages have generally supported the preferred option but would like it tweaked to increase the housing at the village where their interests lie. On the other hand landowners/developers with interests at the towns have pushed for greater growth there citing that it is more sustainable.
- GOSW is concerned about the justification of the Preferred Option and would like further assessment of the relationship of housing to jobs in particular at Wareham, Holton Heath Industrial Estate and Winfrith Technology Centre. This is echoed by landowners promoting sites west of Wareham, at Wool and at Winfrith TC. However, a number of organisations share the Council’s concerns about development west of Wareham. These include nature conservation bodies, Natural England, Dorset County Council and both Arne and Wareham St Martin Parish Councils.
- There are a number of requests for additional housing in the villages and this is covered in the response to Policy LD: Location of Development – essentially it would not deliver affordable housing and is contrary to the RSS aims of reducing the need to travel by car.

Actions

- Further assessment of relationship of jobs and housing between Winfrith TC, Holton Heath IE, Wareham and Wool
- Identification of alternative sites, master planning and testing options for strategic allocations for inclusion within the Core Strategy for public consultation.
- Consideration with the Parish Council of the need for a site allocation at Corfe Castle
- Completion of Townscape Character Assessment project for public consultation

- Undertake Green Belt Review, transport modelling and landscape analysis to identify strategic sites
- Identify and plan suitable mitigation measures to protect the heathlands from increase in housing development
- Work with Dorset NHS to explore potential for new/improved healthcare facilities at Swanage and Wareham and Dorset County Council to link development to outcome of Purbeck School Review.
- Work on implementation of the proposals

1.4 Responses on the Location of a Supermarket

1.4.1 The Preferred Supermarket Option for the purpose of this consultation, to locate a large supermarket at Wareham was clearly the most popular option with 49.6% of all responses. However this only accounts for half of all responses. The second most popular option was to develop another medium sized supermarket in Swanage and in Wareham (20.5%). A large supermarket at Swanage was only selected in 9.7% of responses. The option of answering “No” was not included in the questionnaire as this need for additional floor space has to be met somewhere. However, a significant 20.2% of respondents chose not to answer the question, to state “No” or to propose an alternative option.

Table 3 : Responses to the options for the Location of Development

Option	Number of Responses	%
Preferred Option Large supermarket at Wareham	961	49.6%
Alternative Option A Large supermarket at Swanage	188	9.7%
Alternative Option B – Medium sized supermarket's in Wareham and Swanage	396	20.5%
No answer given or alternative option identified	391	20.2%
Total	1936	100%

1.4.2 Map 3 shows the distribution of responses to the three supermarkets. The Preferred Option has most support to the West of Wareham including villages of Wool and Bovington. (60.6%).

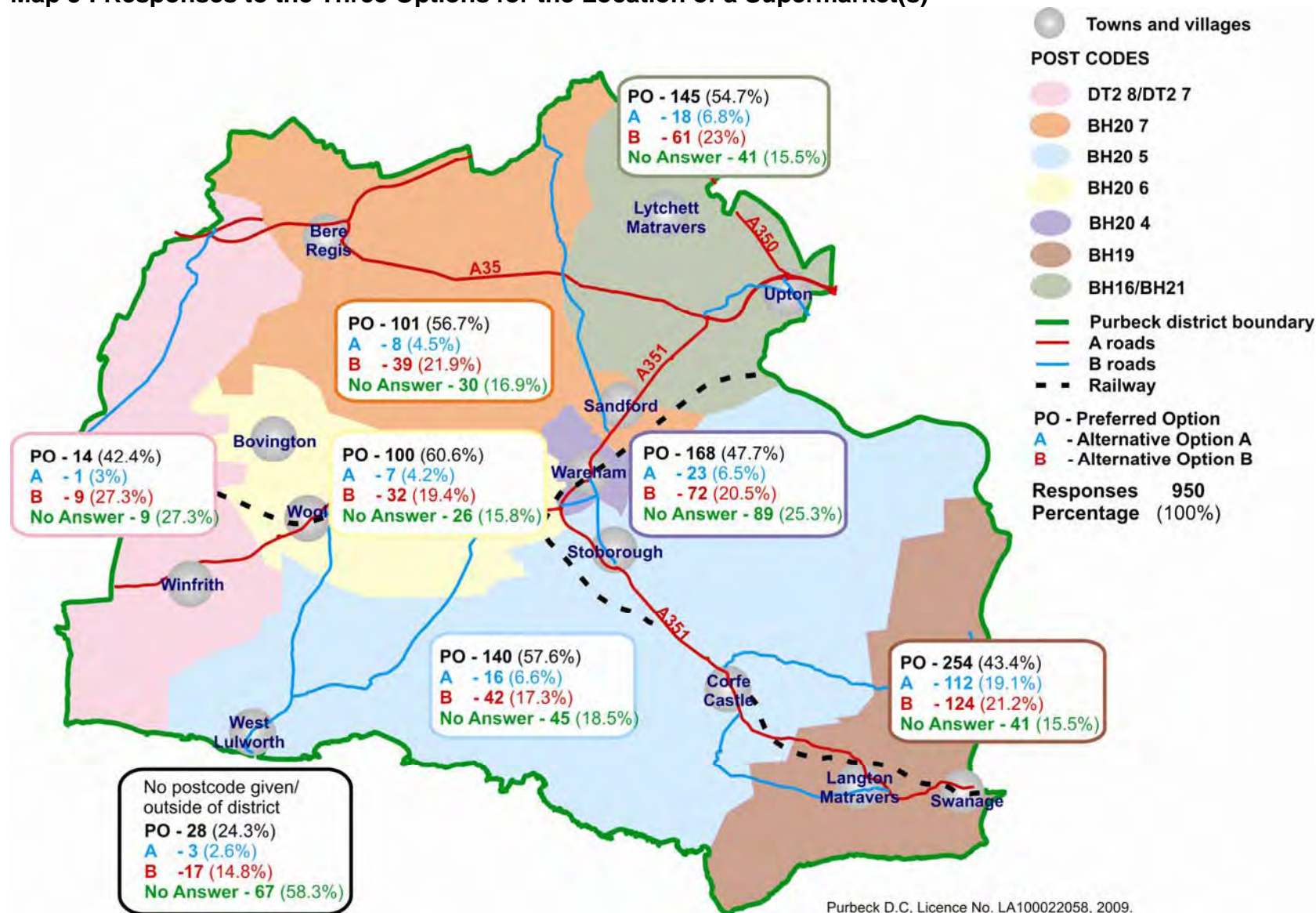
1.4.3 The response from Wareham residents and businesses is split with 47.7% in support of a large supermarket at Wareham, which is understandable as that is where the effect will be greatest. There is however, support from the rural areas all around Wareham for the Preferred Option with 57.6% of support south of Wareham, and 56.7% and 60.6% of support of the Preferred Option to the north and west of Wareham. Aggregating the responses, within the full BH20 postcode that would include Wareham and the surrounding countryside, 54% of the responses in supported the Preferred Option for a large supermarket at Wareham.

1.4.4 The Preferred Option has the least support from the Swanage area (43.4%) and as the number of responses are higher from Swanage it pulls the overall support

for the Preferred Option under 50%. The lack of support of the Preferred Option from the Swanage area is accounted for by a higher than average response to the alternative options that would provide additional retail floorspace in Swanage. This 'demand' requires further investigation.

- 1.4.5 Alternative Supermarket Option A for a large supermarket at Swanage has greatest support in the Swanage area (19.1%). This option did not generate much support elsewhere with responses in the region of only 3-7%.
- 1.4.6 Alternative Option B to provide another medium sized supermarket in both Swanage and Wareham has greatest support from the Lytchett Matravers and Upton and area (23%) and least support from the rural area extending from West Lulworth to Studland, including Corfe Castle and Stoborough (17.3%), but the differences are minimal. 20.5% of Wareham responses and 21.2% of Swanage responses selected this option.

Map 3 : Responses to the Three Options for the Location of a Supermarket(s)



1.5 Detailed Comments on the Location of a Supermarket (s)

1.5.1 The table below sets out the more detailed comments on the development options. This is a combination of the questionnaires and the detailed response forms and letters.

Table 4 : Detailed Comments on the Location of a Supermarket (s)

Consultation Reponses
<p>Support for Preferred Retail Option (large supermarket at Wareham):: Wareham Town Council, Arne PC, Bere Regis PC, Church Knowle PC, East Lulworth PC, Worth Matravers PC, Wareham St Martin PC, Morgan Carey Architects, Lulworth Estate, Slepe Farm Ltd, Scott Estate, Charborough Estate, Trustees of Sir TE Lees Settlement, Omond, Brierton and Lees, A E Mason, Ashvilla Estates.</p>
<p>Support for Alternative Option A (large supermarket at Swanage): Worth Matravers PC</p>
<p>Support for Alternative Option B (medium sized supermarkets at Wareham and Swanage): (No organisations in support)</p>

Comments

The comments to each option can be summarised as follows:

Comment	Preferred Option	Alt. Option A	Alt. Option B	No answer	Total
No need identified	21	15	39	157	232
Large supermarket (S/M) would impact negatively upon the town centres.	39	1	60	87	187
Development of S/M required to reduce leakage of retail trade elsewhere	98	39	16	4	157
Wareham is considered to be central and convenient	102	0	0	4	106
A large S/M would contribute to traffic congestion	38	1	27	35	101
Support encouragement of local producers/small shops.	11	2	20	65	98
S/M development would help to reduce traffic congestion.	44	14	32	3	93
Branding of any additional S/M provision considered to be significant.	48	16	12	10	86
S/M development considered inappropriate or unnecessary in Swanage	76	0	2	10	88
In favour of Worgret Road site (Middle School)	51	2	3	0	56
Free parking/shuttle bus provision desired	37	1	8	9	55
Have suggested a site or location	19	9	10	25	63
Improvements to transport infrastructure required prior to any development of additional S/M provision.	21	7	8	14	50
People shop elsewhere/would not reduce leakage	7	4	7	25	43
In favour of North Wareham site (St Johns Rd)	28	1	8	2	39
Town character/townscape concern	4	0	9	19	32
Concern at environmental impact of S/M development	5	0	6	21	32
Additional S/M development considered to encourage town centre shopping.	25	3	6	0	34
Online shopping has reduced the need for additional floor-space.	4	4	4	15	27
Swanage location preferred on tourism grounds.	0	16	4	0	20
Additional S/M development required in Swanage but NOT Wareham	0	15	0	2	17
Additional S/M provision required in Swanage on account of its more remote location and poor public transport provision.	0	13	3	0	16
Arrival of Sainsbury's since assessment has impacted upon results	1	0	2	13	16
Swanage location preferred on economic grounds.	0	9	6	0	15
Additional S/M provision needs to be linked with housing development.	6	3	1	3	13

In addition there are the following specific comments:

Specific Comments for Preferred Retail Option:

- Wareham Town Council support the proposals and prefer a site on or near Worgret Road to take advantage of the A351 link to outlying villages/settlements
- Morgan Carey Architects suggest that a new large supermarket at Wareham would help to retain shoppers within the area and would not impact negatively upon the viability of the town.
- Bloor Homes support the preferred option for a supermarket at Wareham and consider the Worgret Road site to be best as it is close to existing community facilities thereby offering potential for combined trips by car and being close to proposed housing there is also scope for non car mode trips.

Specific comments for Alternative Retail Option A:

- The Purbeck Society suggest that leakage from Swanage could be discouraged by a modest increase in the existing Co-op floor area (500-750 sq m). However they suggest that such development must not prejudice the needs of the Swanage railway, nor preclude extension of the health centre which must also remain on-site.
- Worth Matravers PC favour this option as they suggest that current provision within Swanage does not offer sufficient consumer choice.

Specific comments for Alternative Retail Option B:

No detailed responses.

In Opposition to the Retail Policy:

- Swanage Town Council disputes the need for a new supermarket at either Wareham or Swanage as adequate facilities are available in Poole and Dorchester and online shopping provides another alternative. The District Council's focus should be on the retention of the existing retail mix in Swanage and the wider expansion of retail facilities in the District; local support is strong for sustainable projects involving local producers in preference to the growth of existing national supermarket chains
- Dorset County Council (DCC) do not consider the North Wareham location to be large enough to accommodate a good sized supermarket. While DCC consider that the West Wareham location would be more accessible for residents of Wareham, Swanage and Wool, they do not feel that either location would support a large enough supermarket to prevent further market leakage to Poole.
- English Heritage (EH) suggest that in assessing the relative merits of the options, an impact assessment would need to demonstrate that no significant harm would be caused to the historic character of the settlements. They suggest that this can include not just the physical impact of any development, but also impact upon identity, character and local distinctiveness often embodied by local enterprise giving places charm, character, local distinctiveness, tourist value and community cohesion.
- Wareham Town Trust have strong objections to the proposed retail policy and development options which they suggest would be detrimental the character, viability and vitality of Wareham and also undermine the historic environment of the town. They object to an out of town centre location at Wareham.

Alternative Suggestions:

- The Redwood Partnership suggest that housing led development between Wool and the WTC could also support a small discount store or small-medium sized supermarket as part of a new improved local centre at Wool.
- ZBV Winfrith Ltd suggest that there is currently an under provision of key service and retail facilities at Wool offering an opportunity and need for improvement of the range of services and facilities provided within Wool in order to strengthen links between the WTC and Wool and to improve the range of facilities on offer to both residents and the existing/future workforce.
- CPRE suggest making provision for a small supermarket (1000 sq m) at Swanage only, but not at Wareham where this could impact upon the shopping centre in Wareham. They consider the Worgret Road site to be an inappropriate location as it is within the Green Belt.
- Affpuddle and Turnerspuddle PC do not agree that a new supermarket is required and consider that people should combine some food shopping with other retail experience in the conurbations.
- Wareham St Martin PC also suggest that no new supermarket is required and that it is instead more important to develop Wareham town centre and improve the existing supermarkets.
- Bere Regis PC does not support a new supermarket at Wareham as 'there are enough there already'.
- PEAT do not support any new supermarket development, on account of threat to town centres and traffic generation. Instead, they favour small scale diverse retail outlets, particularly village shops distributing local produce.
- Cllr Barry Quinn (PD) suggests that existing supermarkets should concentrate upon retailing of groceries only and occupy other high street locations if they wish to provide other lines.
- The Trustees of H W Drax (A, U and AMR Funds) suggest that a more locally responsive policy is required which plans for smaller stores in village locations such as Bere Regis.
- C G Fry and Son Ltd suggest that the retail policy should focus criteria for directing floorspace to more sustainable locations including towns and key service villages such as Lytchett Matravers.

Officer Summary

There was more support for the preferred retail development option at Wareham than for the other options, although the response was quite divided on the issue. Some concern has been expressed at further retail development within Purbeck, particularly with regard to the impact that this might have upon the character and vitality of the town centres (Wareham Town Trust!). DCC have also questioned whether the retail development option suggested at Wareham could be accommodated at either of the proposed locations.

There is some support for retail development at Swanage (only two organisations), although recognition that the preferred town centre site is constrained and has competing uses.

There were no organisations or bodies in favour of Alternative Supermarket Option B and no detailed comments were offered.

A number of alternative locations have been suggested, these include the key villages (Bere Regis, Lytchett Matravers and Wool) where wider development has been promoted by landowners.

Actions

- To conduct an impact assessment on the retail development options in order to enable judgement concerning likely impacts and/or benefits (environmental, economic and social).
- To review the retail hierarchy in order to ensure its appropriateness and consistency.

2.0 Conclusions

- 2.1 It is quite clear that the preference for the location of development is to distribute it around Swanage, Upton, Wareham and the Key Service Villages, as the Preferred Option was supported by 2 in 3 respondents.
- 2.2 The response to the Preferred Supermarket Option is not as clear with support for a large supermarket at Wareham split down the middle. There are concerns over the impact upon Wareham town centre and even the draw of shoppers from Swanage town centre.
- 2.3 A retail impact assessment is needed to test the robustness of existing evidence, to undertake a sequential test to identify a site in Wareham and importantly to undertake an impact assessment on Wareham and Swanage town centres. The Council also needs to confirm its assumption that environmental constraints inhibit the delivery of housing in excess of the 2400 dwellings subject to this consultation. Briefs for both pieces of work will be prepared and tenders invited in early 2010. It is hoped the reports will be complete by April 2010.
- 2.5 A significant amount of additional work is required:
- Commission a Retail Impact Assessment on the retail development options in order to enable judgement concerning likely impacts and/or benefits
 - Commission testing of the Council's assumption that environmental constraints will inhibit the delivery of housing in excess of the 2400 dwellings
 - Further assessment of relationship of jobs and housing between Winfrith TC, Holton Heath IE, Wareham and Wool
 - Identification of alternative sites, master planning and testing options for strategic allocations for inclusion within the Core Strategy for public consultation.
 - Consideration with the Parish Council of the need for a site allocation at Corfe Castle
 - Completion of Townscape Character Assessment project for public consultation
 - Undertake Green Belt Review, transport modelling and landscape analysis to identify strategic sites
 - Identify and plan suitable mitigation measures to protect the heathlands from increase in housing development
 - Work with Dorset NHS to explore potential for new/improved healthcare facilities at Swanage and Wareham and Dorset County Council to link development to outcome of Purbeck School Review.
 - To review the retail hierarchy in order to ensure its appropriateness and consistency
 - Work on implementation of the proposals
- 2.6 NHS Dorset is keen to find alternative sites for new health care facilities within both Swanage and Wareham as part of the proposed settlement extensions. This is a major opportunity to improve the facilities within each town. At Wareham there is the opportunity to improve the Purbeck School and Sports Centre through the school review and link this into a settlement extension. In Swanage there is opportunity to investigate how a new sports hall could be provided for the benefit of residents. These are some of the ideas that require investigation.
- 2.7 The aim is to consult the public on proposed settlement extensions in Summer 2010 and incorporate them in the Core Strategy thereafter.