

# Planning Purbeck's Future

Where shall we build in  
Purbeck 2012-2026?



**Core Strategy  
Consultation Results**

**1 June – 30 July 2010**



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# 1. Overall Results

## 1.1 Response Rates

A total of 25,669 leaflets were delivered to each household and business in Purbeck. The number of responses to each leaflet are set out in Table 1.1 below:

**Table 1.1: Response Rates**

Leaflet Questionnaire	No. sent out	No. returned	Response Rate
1 – North West (Bere Regis)	1,243	187	15%
2 – South West (Wool and Bovington)	3,795	386	10%
3 – Central (Wareham)	5,577	907	16%
4 – North East (Upton and Lytchett Matravers)	5,447	670	12%
5 – South East (Swanage and Corfe Castle)	9,607	1,002	10%
Total	25,669	3,152	

3,152 completed questionnaires were returned, including 139 online responses . A further 326 letters were submitted, providing a total response of 3,478. **This is a response rate of 14%**. This compares to an 8% response rate to the Have your Say on Planning Purbeck's Future consultation in autumn 2009 indicating a greater interest in the potential development of specific sites in the district as opposed to the general distribution of development.

In addition, we also received 2 petitions:

- Save Herston Fields, Swanage – 2,760 signatures saying 'no' to development on Site B, Swanage
- Wareham Town Trust – 1,500 entries saying 'no' to a supermarket at Wareham

## 1.2 Quality of Data

- Once again, there were some complaints about delivery issues. The delivery company redelivered where complaints were raised but there is a risk that some properties may not have received a leaflet questionnaire.
- There were some ambiguous responses, which were unclear and could not be summarised.
- Responses were screened on a daily basis to check for duplications of responses. There were two instances where attempts were made to submit multiple copies of responses – both were excluded from the results.

## 2. Roadshow Feedback

The following table summarises the 2010 'Where Shall We Build in Purbeck 2012 - 2026' public consultation roadshows.

A total of **608** members of public attended.

AC - Alex Clothier; AD - Alan Davies; BW - Ben Webb; CMc - Chris McDermott; DB - Cllr David Budd; EO - Cllr Eric Osmond; EW - Emma Webb; FB - Fiona Brown; GD - Gregg Dunnett; GM - Cllr Gloria Marsh; KC - Keith Childs; LM - Lida Mutton; MC - Margaret Cheetham; MC - Martin Colvey; MD - Matt Diamond; PJ - Cllr Paul Johns; PW - Cllr Peter Wharf; RW - Richard Wilson; SB - Simon Burditt; StB - Steve Boyt; SD - Steve Dring; ST - Steve Tapscott; WT - Cllr Bill Trite.

Settlement	Roadshow Location/Date		Attendees				Issues Raised by the Public
			Public	PDC	DCC	Developers	
<b>Bere Regis</b>	Drax Hall,	28/06/10 4-8pm	109 people	Planners: SD, ST, MC, KC, MD, BW  Housing: CMc  Councillors: PW, MC		Smith Gore	<ul style="list-style-type: none"> <li>• People were generally supportive</li> <li>• Concerns over access to the potential school and related concerns over runoff into Bere Stream</li> </ul>
<b>Lytchett Matravers</b>	Village Hall	30/06/10 4-8pm	72 people	Planners: SD, ST, MC, KC, MD, BW, AD  Housing: CMc  Councillors: MC	Highways	CG Fry; Morgan Carey	<ul style="list-style-type: none"> <li>• People were generally supportive over new housing, but only 50 and not 100 new units</li> <li>• Concerns over developing on Green Belt - many people thought that it could never happen</li> <li>• Potential pressure on the primary school</li> <li>• More traffic running along Wareham Road</li> </ul>
<b>Swanage</b>	Mowlem Theatre	08/07/10 5-8pm	206 people	Planners: SD, ST, MC, KC, MD, BW, GD, EW, plus AC & RW (Planning for Real)  Housing: FB  Councillors: MC, WT, GM	Highways	Savills; Nick Storer (re. pier head); Sibbett Gregory	<ul style="list-style-type: none"> <li>• A large number were opposed to the development at Herston. People questioned the need for housing when there are so many vacant homes; they were also concerned about where the jobs would be for all the new families; increased traffic going through Corfe; and flooding of the site</li> <li>• Is a new medical centre, etc. needed?</li> <li>• General support for developing the Grammar School</li> <li>• Little support for the other two sites</li> <li>• Delivery of leaflets - a feeling that the consultation was undemocratic because some were not delivered</li> </ul>

Settlement	Roadshow Location/Date	Attendees			Issues Raised by the Public	
		Public	PDC	DCC	Developers	
<b>Upton</b>	Upton Community Centre 19/07/10 4-8pm	134 people	Planners: SD, ST, MC, KC, MD, BW, GD, EW  Councillors: PJ, MC	Highways		<ul style="list-style-type: none"> <li>• Complaints that the venue was too small and there was too much going on. Because few people attended last year's event, this year there were more displays, but the combination of increased numbers of people and more displays meant a crowded and confusing event</li> <li>• There was a strong feeling against developing the Policemans Lane site but with some individual local support for development.</li> <li>• Main concern was over flooding</li> <li>• Highways was also a concern: if the lane is blocked off at one end and people carry on rat running, they will end up using Sea View Road instead, which currently experiences congestion from school runs</li> <li>• Confusion over what community facilities could be provided and the traffic implications of moving the working men's club to an edge of town location</li> <li>• Leaflet delivery - many people along Policemans Lane did not receive one and so people are suspicious and concerned that it's an undemocratic consultation</li> </ul>
<b>Wareham</b>	Corn Exchange 12/07/10 4-8pm	151 people	Planners: SD, ST, MC, KC, MD, BW, GD, EW, LM, StB  Councillors: EO, DB	Highways	Bloor; Provision	<ul style="list-style-type: none"> <li>• General support for housing along Worgret Road</li> <li>• Strong opposition to a supermarket - worries about the need for one and its effect on the town centre</li> <li>• Concerns over developing on Green Belt - many people thought that it could never happen</li> </ul>
<b>Wool</b>	D'Urberville Hall 05/07/10 4-8pm	70 people	Planners: SD, ST, KC, MD, BW, GD, EW, SB	Highways	Savills; Redwood Partnership; Dorset Green	<ul style="list-style-type: none"> <li>• Concern relating to overdevelopment of the village</li> <li>• Site B is uncontained and development might not stop at 50 units</li> <li>• Concern about flooding at Site A</li> <li>• Children's safety crossing East Burton Road if Site A was developed</li> </ul>

### 3. North West Area – Bere Regis

This section summarises and analyses the results of the *Where shall we build in Bere Regis 2012-2026?* leaflet questionnaire.

In total, 1,243 leaflet questionnaires were sent out and 187 questionnaires (including internet responses) were returned within the consultation period. This is a response rate of 15%.

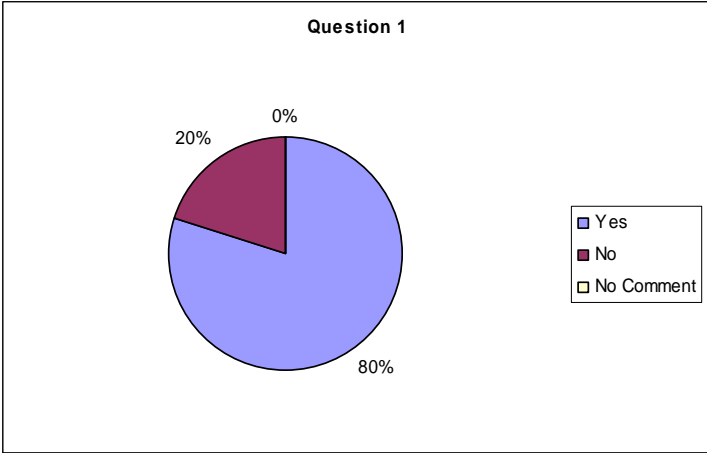
#### 3.1 Question 1 – “Should funding become available for a new school, do you support the preferred option?”

The results to this question are shown in Table 3.1 and Figure 3.1 below:

**Table 3.1: Question 1 Responses**

Q1	Number of responses	Percentage
Yes	145	80%
No	36	20%
No Comment	0	0%
Total	181	100%

**Figure 3.1: Question 1 Responses**



There is overwhelming support for Bere Regis Parish Council’s preferred option, including the need for a new school should the funding become available.

#### Question 1 Comments

Comments on Question 1 have been aggregated into common themes/issues and are shown in Table 3.2 below:

**Table 3.2: Question 1 Comments**

Category Name	Number of responses
Will improve access/congestion/traffic	14
Concerns over congestion/traffic	12
Concerns over road access to school	11
Option selected has best services/location	8
No building on green fields	4
Concerns over flood risk	3
Concerns over leading to further development	2
Impact on green belt/AONB too great	1
Concerns over stretched infrastructure	1
Development would ruin character of area	1
Other facilities/services should be improved	1

The main discussion in Bere Regis is around traffic, congestion and vehicle access. The respondents seem to be split on whether the new school would improve matters or make things worse. From the more detailed written comments this can be explained by some respondents preferring the location of the new school, i.e. away from the busy road and having a more central location which would improve access, especially pedestrian. On the other hand, many respondents were concerned that the current nearby roads, which are already often congested, would become even worse should the school be built on Site E.

## Postcode Analysis

Postcode analysis has been undertaken to show the level of support for the preferred option in different parts of the village.

In the following thematic map, each coloured area represents a postcode region. The shading represents the balance of opinion in that postcode. All red regions indicate postcodes where more people are against the option than support it, the darker the red, the clearer the result. Green colours indicate postcodes where more people support the option than oppose it, the darker the green, the clearer the result. Grey areas indicate those postcodes where an equal number of people support or oppose the option. Areas with no shading at all are those where no responses were received.

It is important to note that individual postcodes cover much larger areas in the countryside than within towns, and therefore can look disproportionately important in this type of map. Only the colour of each postcode area is representative, not the size.

Map 3.1 shows the geographical distribution of support for the Parish Council's preferred development option: a new primary school at Site E, 25 dwellings at the current school site, 25 dwellings on Site D and new employment at Site C. There is the least support from those who live near to Site D. Those in the north of the village show large support for this development option, even those near to the possible site for employment at Site C – showing that residents agree with the need for this. There is also less objection to the new school at Site E, again reinforcing the public's support for a new school in Bere Regis.







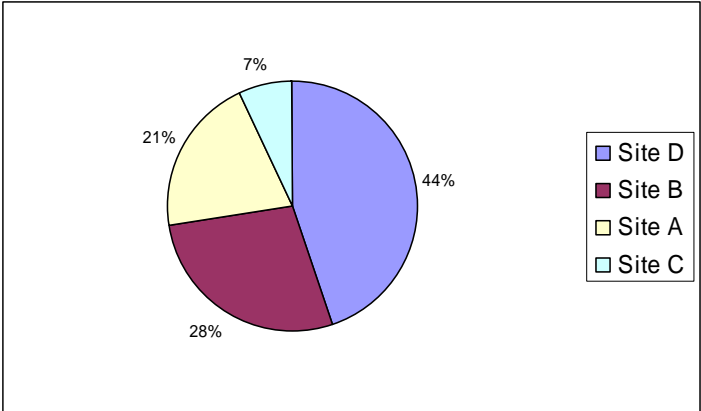
### 3.2 Question 2 – “If you do not support the above option because you think there is a better site for a new school, please tell us where below:”

Respondents were offered the options of Site A, B, C, D or Other. As the Bere Regis respondents show so much positive support for the proposed school site (80% in favour) there were few responses to this question. They can be seen below in Table 3.3 and Figure 3.2.

**Table 3.3: Question 2 Responses**

Q2	Number of responses	Percentage
Site D	13	45%
Site B	8	28%
Site A	6	21%
Site C	2	7%
Total	29	100%

**Figure 3.2: Question 2 Responses**



### Question 2 Comments

Comments on Question 2 have been aggregated into common themes/ issues and are shown in Table 3.4 below:

**Table 3.4: Question 2 Comments**

Category Name	Number of responses
Option selected has best services/location	4
Will improve access/congestion/traffic	1
Concerns over Congestion/traffic	1
Concerns over access	1
Concerns over flood risk	1
Other facilities/services should be improved	1
Has identified better locations	1
More affordable housing needed	1

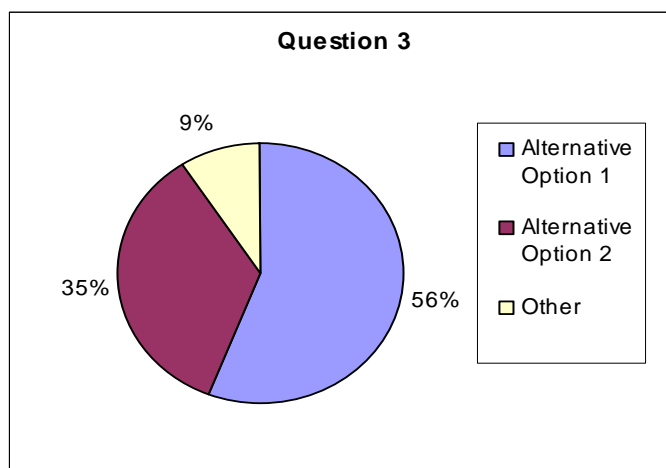
### 3.3 Question 3 – “Should no funding become available for a new school, which Alternative Option do you support?”

Two alternative options were outlined and it was stated which would be the next preferred option of the Parish Council. With Alternative Option 2 the respondent was asked to choose between Site A or D. There was also an ‘Other’ option should the respondent disagree with any of the above. The results can be seen below in Tables 3.5 and 3.6, and Figures 3.3 and 3.4.

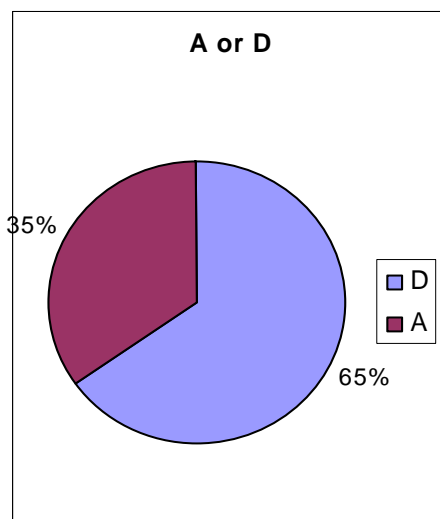
**Table 3.5: Question 3 Responses**

Alternative Option 1	96	56%
Alternative Option 2	60	35%
Other	16	9%
Total	172	100%

**Figure 3.3: Question 3 Responses**



**Figure 3.4: Question 3 Alternative Option 2 – A or D?**



**Table 3.6: Question 3 Alternative Option 2 – A or D?**

D	37	65%
A	20	35%
Total	57	100%

Should the funding for a new school not become available, the majority of respondents would choose Alternative Option 1, which is the next preferred option of the Parish Council. Of those who chose Alternative Option 2, the majority would prefer development on Site D.

### Question 3 Comments

Comments on Question 3 have been aggregated into common themes/ issues and are shown in Table 3.7 below:

**Table 3.7: Question 3 Comments**

Category Name	Number of responses
Concerns over Congestion/traffic	7
Will improve access/congestion/traffic	4
Option selected has best services/location	2
Concerns over access	2
Has identified better locations	2
Has objections to specific location	2
No more housing needed	2
Concerns over flood risk	1
Other facilities/services should be improved	1
Concerns over stretched infrastructure	1
Development would ruin character of area	1

## 3.4 Letters from Organisations

### **Bere Regis Surgery**

Bere Regis Surgery feel that Site E is the most suitable for development as it could accommodate a new site for the surgery as well as a new school and community centre. There would need to be improved access and adequate parking facilities.

### **Dorset Wildlife Trust**

Sites A and B – There is ecological interest in this area, principally the hedgerows along Snow Hill Lane and an area at Barrow Hill. DWT would recommend any development is sited to avoid harming these.

Site E – The site abuts Southbrook Site of Nature Conservation Interest. DWT have no objection to the proposal to site the school here, providing a buffer to floodplain and SNCI is maintained.

### **English Heritage**

English Heritage question whether options E and D affect the significance of the town's watercress beds, a distinctive natural historic landscape feature. Their setting would need sensitive design consideration.

### **Environment Agency**

The Environment Agency no objection in principle to any of the Bere Regis sites, subject to site specific assessments being carried out, such as flood risk assessments, ecological surveys, hydrogeological assessments etc. Also provided that the proposed development types are appropriate to be located in groundwater Source Protection Zone 1, because all of Bere Regis falls within this vulnerable groundwater zone.

Bere Regis A – SPZ1. Adjoins Flood Zones 3 and 2 to west of site.

Bere Regis B – SPZ1. FZ1

Bere Regis C – SPZ1. FZ1

Bere Regis D – SPZ1. Adjoins Flood Zones 3 and 2, and part of the site lies within an 'area susceptible to surface water flooding'.

Bere Regis E – SPZ1. Adjoins Flood Zones 3 and 2, and part of the site lies within an 'area susceptible to surface water flooding'.

### **Highways Agency**

The Highways Agency are concerned over the provision of further housing and employment development within Bere Regis as it is located within close proximity to the Strategic Road Network (SRN) and is not easily accessible by sustainable travel modes. They support the principle of mixed use development but would like more information on how the provision of both housing and employment in this location will be truly balanced with the appropriate services to facilitate self containment and therefore prevent out and in commuting via the SRN. Public transport provision to the village would need improvement to minimise the impact on the SRN by private car trips.

### **Wessex Water**

Site A will require long offsite connections. Further appraisal will be required on the impact of additional flows upon the receiving SPS. Site C will require off site foul connections and Site E requires off site connections.

## 4. South West Area – Wool and Bovington

This section summarises and analyses the results of the *Where shall we build in Wool and Bovington 2012-2026?* leaflet questionnaire.

In total 3,795 leaflet questionnaires were sent out and 386 questionnaires (including internet responses) were returned within the consultation period. This is a response rate of 10%.

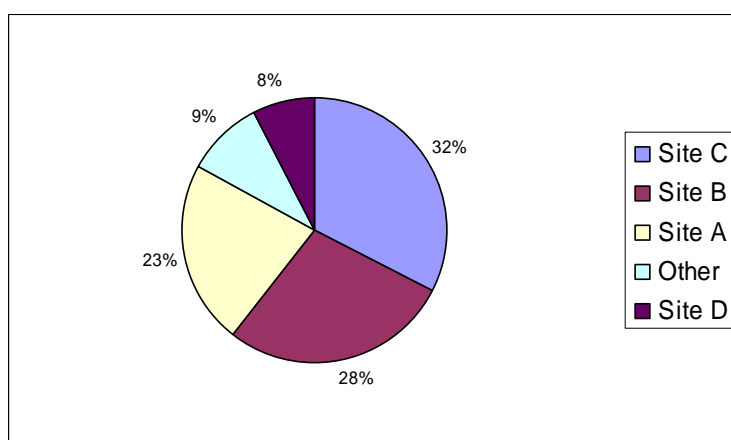
### 4.1 Question 1 – “Where do you think we should build 50 dwellings (25 affordable) in Wool?”

Respondents were given the option of choosing Sites A, B, C, D or Other. The results to this question are shown in Table 4.1 and Figure 4.1 below:

**Table 4.1: Question 1 Responses**

Q1	Number of responses	Percentage
Site C	112	33%
Site B	96	28%
Site A	78	23%
Other	32	9%
Site D	26	8%
Total	344	100%

**Figure 4.1: Question 1 Responses**



There is a relatively even distribution of opinion over which site should be developed in Wool. Site C is the preferred choice and Sites B and C are also quite popular options. It is clear to see that the majority of residents would rather not have development at Site D. There are also 32 residents who selected ‘other’, when you take their comments into consideration it becomes apparent that they do not want any more development in Wool at any location.

### Question 1 Comments

When collating these responses it became apparent that many residents show a lot of discontent towards Purbeck District Council over past planning decisions especially in regards to the recent developments at Purbeck Gate and Lawrence View. A great number of responses (50% of all comments) were very opposed to any more development in Wool at all as they did not see a need for it when new builds are still unsold in these developments.

Comments on Question 1 have been aggregated into common themes/ issues and are shown in Table 4.2 below:

**Table 4.2: Question 1 Comments**

Comment category	Number of responses
No more housing needed	39
Option selected has best services/location	22
Wool bypass is essential if new housing is built	6
Option selected has least environmental impact	3
Concerns over stretched infrastructure	2

Concerns over leading to further development	2
More affordable housing needed	1
Development would ruin character of area	1
No building on green fields	1
Concerns over flood risk	1

## Postcode Analysis

Postcode analysis has been undertaken to show the level of support for the preferred option in different parts of the village.

Map 4.1 shows the geographical distribution of support for Site A according to a respondent's postcode. It is clear to see that there is more support for this development from the respondents that live furthest away from the proposed site towards the east of Wool. Those that live in the west, close to Site A show the least support.

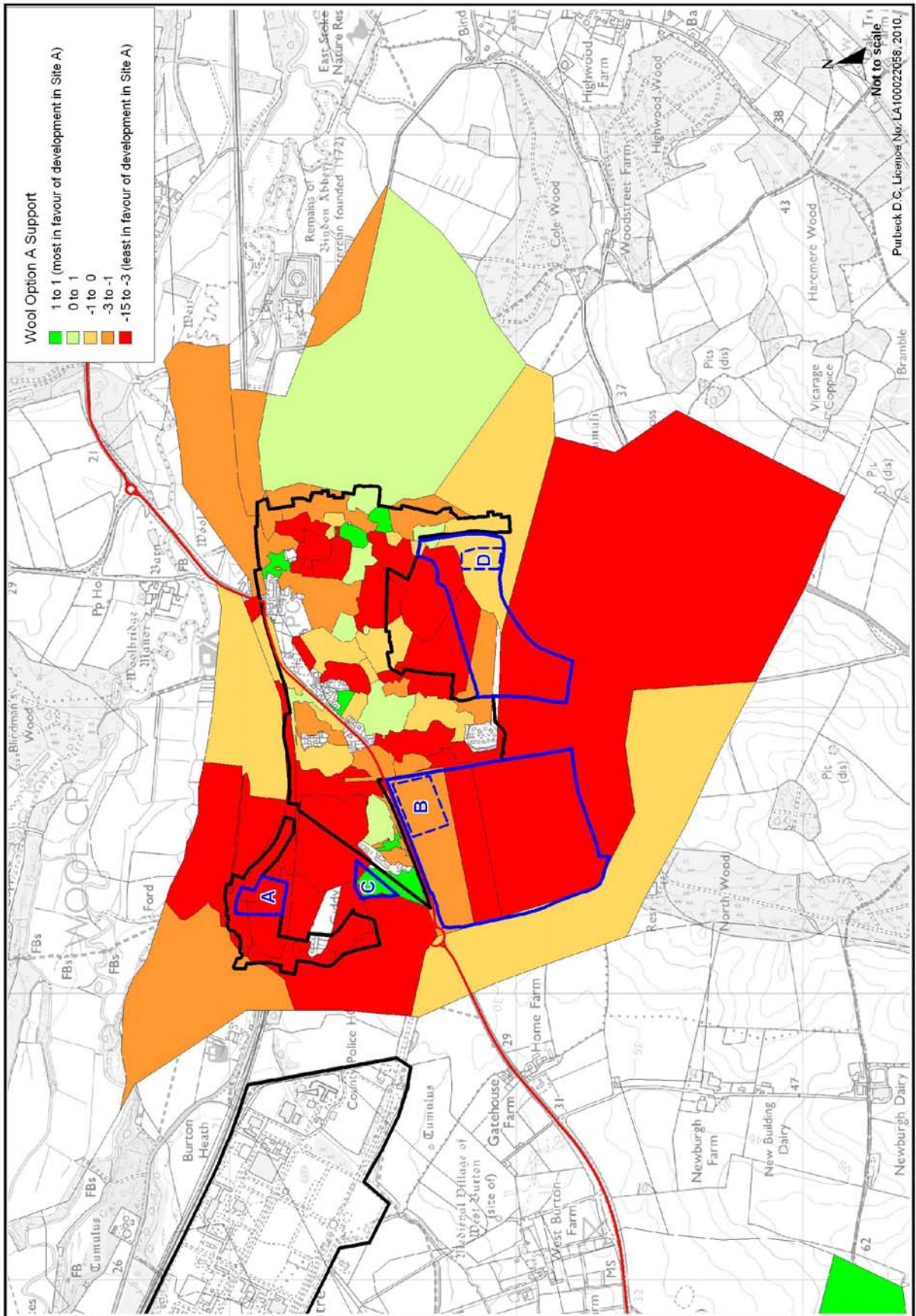
Map 4.2 shows the geographical distribution of support for Site B according to a respondent's postcode. This is generally an unpopular development option from all over the area, as shown by the large occurrence of red areas. There are also pockets of high support for this option as displayed by the bright green areas. This support tends to be from postcode areas situated next to other development options.

Map 4.3 shows the geographical distribution of support for Site C in Wool. There are pockets of opposition to development in this site from the postcode areas surrounding it. Areas further away show support for development at Site C as indicated by the large amount of bright green on the map.

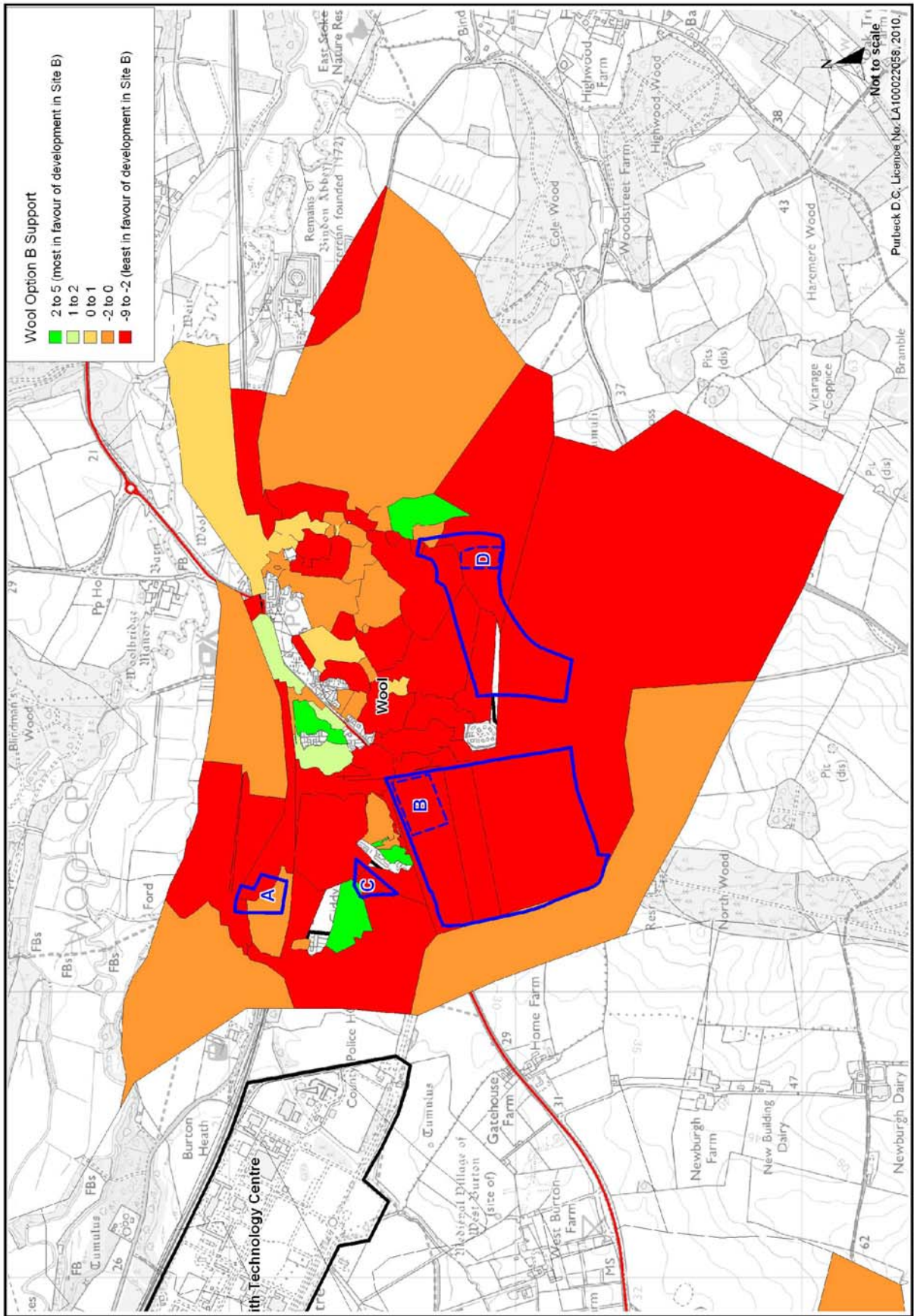
Map 4.4 shows the geographical distribution of support for development on Site D. There is greatest opposition to the development from people living nearest to the proposed site. Those living furthest away show more support.



Map 4.1: Wool and Bovington – Support for Site A



Map 4.2: Wool and Bovington – Support for Site B











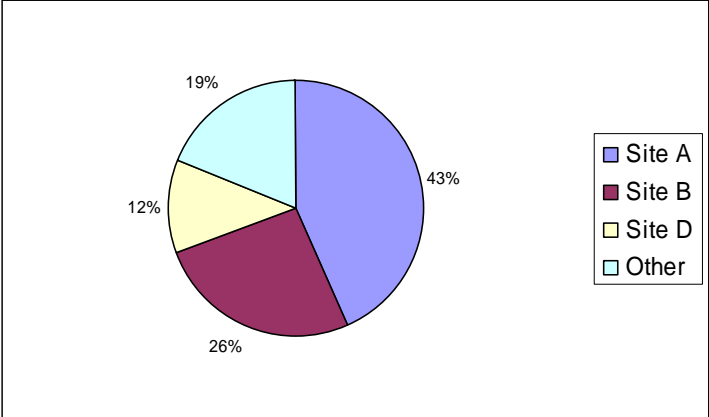
### 4.2 Question 2 – “If you have chosen Site C in Question 1 and it is found that it is not possible to develop this site because of the proposed route for a Wool bypass, which alternative site do you prefer?”

Respondents were given the options of Sites A, B, D and Other. The results to this question are shown in Table 4.3 and Figure 4.2 below:

**Table 4.3: Question 2 Responses**

Q2	Number of responses	Percentage
Site A	55	43%
Site B	33	26%
Site D	15	12%
Other	24	19%
Total	127	100%

**Figure 4.2: Question 2 Responses**



Site A is the preferred option if Site C is unavailable. Site B is also quite popular. Again site D is the least preferred option of respondents. There is again quite a large number of ‘other’ responses, they were mainly people reiterating the point that they did not want any more development in Wool.

### Question 2 Comments

Comments on Question 2 have been aggregated into common themes/ issues and are shown in Table 4.4 below:

**Table 4.4: Question 2 Comments**

Comment Category	Number of responses
No more housing needed	12
Option selected has best services/location	4
Development would ruin character of area	2
Concerns over leading to further development	2
Concerns over Congestion/traffic	1
Concerns over second homes/holiday homes	1
Concerns over stretched infrastructure	1

### 4.3 Question 3 – “Which community benefits that could be delivered with new housing would you like to see in Wool?”

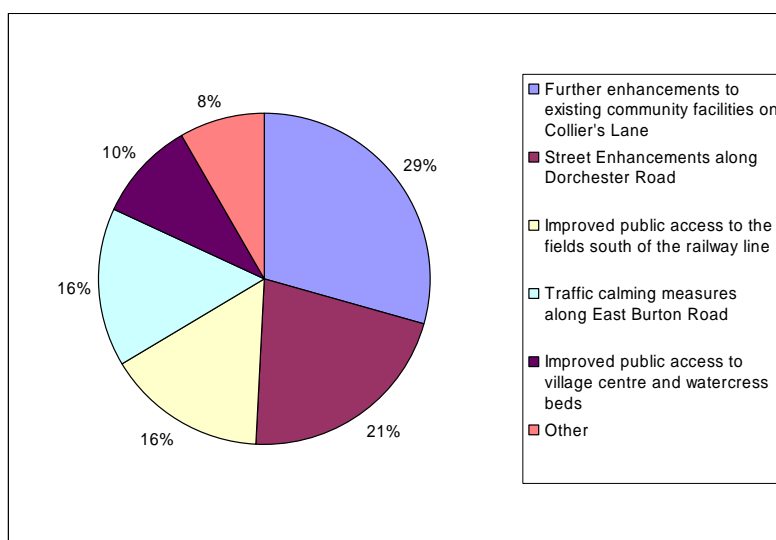
Question 3 identifies community benefits that could be delivered with the new housing. The question asks which of the listed community benefits do the respondents agree with and there is also space to write other suggestions. The results are shown in Table 4.5 and Figure 4.3.



**Table 4.5: Community Benefits**

Further enhancements to existing community facilities on Collier's Lane	182	30%
Street Enhancements along Dorchester Road	131	21%
Improved public access to the fields south of the railway line	96	16%
Traffic calming measures along East Burton Road	96	16%
Improved public access to village centre and watercress beds	60	10%
Other	51	8%
Total	616	100%

**Figure 4.3: Community Benefits**



Clearly many of the benefits housing could bring to Wool are popular with residents. Particularly popular are enhancements to existing community facilities on Collier's Lane and street enhancement along Dorchester Road.

### Question 3 Comments

51 respondents also ticked the 'Other' option and often left a comment detailing their suggestion. Most were individual suggestions, from one respondent requesting a cycle path to another wanting a swimming pool. A few common themes did appear and they can be seen in Table 4.6 below:

**Table 4.6: Question 3 Comments**

Community benefit	Number of responses
See High Street traffic calming a failure/ would like reversal	9
Traffic calming on Dorchester Road	6
Improve parking problem on East Burton Road	4

Of the 19 responses, the most common comment was in reference to the traffic calming that has already been put in place on the High Street by the Spar shop. Those that wrote about it felt that the problem had been made worse due to people now rushing to beat one another through the stopping point. There was also concern that the future traffic calming suggested in the questionnaire may follow this design and/or not work in the way it was intended – making traffic problems in Wool worse. There was a common suggestion of a lower speed limit on Dorchester Road as the new development at Purbeck Gate has meant there are more people walking along the road, as well as people finding it hard and unsafe to exit/ enter the development when passing cars are travelling at a fast speed. Some respondents

were also annoyed that the development in East Burton Road has meant that more people are parking along the road, not in the allocated parking areas, making the road dangerous especially when used as a 'rat run' when the railway barrier is down.

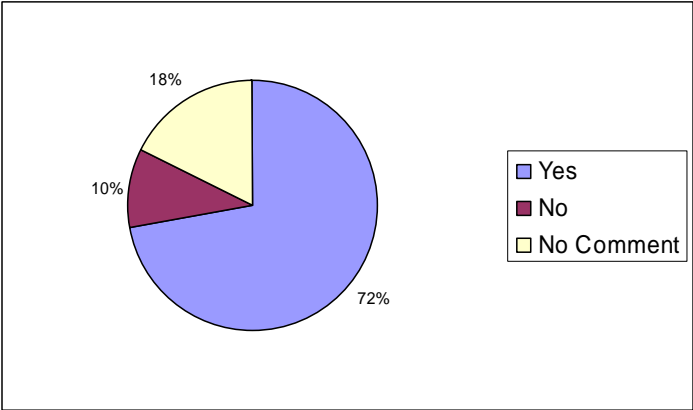
#### 4.4 Question 4 – “Do you support building 30 dwellings (15 affordable) in Bovington, as requested by the MOD?”

The results to this question are shown in Table 4.7 and Figure 4.4 below:

**Table 4.7: Question 4 Responses**

Yes	245	72%
No	35	10%
No Comment	61	18%
<b>Total</b>	<b>341</b>	<b>100%</b>

**Figure 4.4: Question 4 Responses**



There is overwhelming support for more development in Bovington.

#### Question 4 Comments

Respondents were also given the space to comment on the proposed development in Bovington. Comments along the same themes were aggregated and can be seen in Table 4.8 below:

**Table 4.8: Question 4 Comments**

Comment Category	Number of responses
No more housing needed	6
Concerns over affordable housing tenants	3
More affordable housing needed	3
Bovington needs more of a community feel	1
Development would ruin character of area	1
Concerns over stretched infrastructure	1
Concerns over second homes/holiday homes	1

From the number of responses it could be concluded that most people are happy with the proposed development – respondents are much more likely to write comments if they disagree. Again some people do not want any more development in the area at all; these responses tended to be from those who had commented that they disagreed with any more development in Wool and the surrounding area.

## 4.5 Letters from Organisations

### Defence Estates

The MoD supports residential development in Bovington, but note that the potential development site marked out by PDC has now been identified for future military housing. DE will identify other sites in its ownership in Bovington for consideration in future Site Specific Allocations.

### Dorset AONB Partnership

The proposed options do not lie within the AONB, however sites B and D lie in close proximity to the boundary and consideration should be given for their impact upon its settings. As a result of this they would prefer to see development at site A or C.

### Dorset Wildlife Trust

Site D – They welcome the proposal to “retain watercress beds” as they believe them to be of some wildlife value and would need further survey prior to any allocation affecting them. Management of this wetland feature would also be essential if the wildlife value is to be maintained.

DWT also re-iterate concerns regarding potential housing sites to the west of Wool (west of roundabout on the A352) including Dorset Green Technology Park. They believe that without major investment in new Green Infrastructure to serve development here, there is little alternative but to use Winfrith SSSI for day to day recreation which could harm the heathland interests of this site.

### English Heritage

Site B is within close proximity of a scheduled Romano British settlement so there is the potential for significant archaeology within the site that demands further investigation. They are disappointed that the townscape fails to consider the implications both direct and indirect. They advise the involvement of the County archaeological service.

### Environment Agency

Overall the EA has no objection in principle to any of the Wool or Bovington sites, subject to site specific assessments being carried out, such as flood risk assessments, ecological surveys etc.

Site A – Adjoins flood zones 3 and 2, and parts of the site lie within an ‘area susceptible to surface water flooding’. Therefore they suggest the Councils flood risk assessment be increased to ‘some impact’ (orange).

Site B – Flood zone 1.

Site C – Parts of the site lie within an ‘area susceptible to surface water flooding’, again they suggest the flood risk assessment be increased to ‘some impact’.

Site D – Adjoins flood zone 3 and 2 and lies immediately adjacent an ‘area susceptible to surface water flooding’.

Bovington – Flood zone 1. Dorset Heaths SAC and Dorset Heathlands SPA/ Ramsar located in the surrounding area.

### Highways Agency

Given the distance from the Strategic Road Network and the level of development proposed the Highways Agency would not expect there to be a significant impact on the SRN. The use of previously developed land at each location would be preferred but the Highways Agency acknowledge that each site is adjacent to the existing settlement boundary and significant employment opportunities exist and are proposed at Dorset Green Technology Park. The 20ha of new employment would help promote self containment of Wool and reduce out commuting, the scale of development may result in impacts on the SRN. They would expect to be consulted on future applications as and when they are submitted and such applications should comply with the Guidance on Transport Assessment.

### **The Lulworth Estate**

The Lulworth Estate would strongly support residential development and expansion on 'Site B', although they believe the proposed number of dwellings is insufficient. If the development was on a bigger scale more community developments could be sought such as; structured access to areas of green space to woods and land in the vicinity, improved bus/transport links to the 'Jurassic Coast', funding for the Wool Bypass, street improvements along Dorchester Road and further enhancements to all aspects of community services. They also believe that 50% affordable housing is untenable, and they would be reticent to release land for development if the Council is demanding that figure.

### **Natural England**

Natural England state that the relationship between development sites new green infrastructure and SANGS should be a key consideration. They highlight that the possible route of a bypass would need to cross the River Frome flood plain which would 'clearly have environmental problems'. Thus any development in Wool that was dependent in any way on the provision of a Wool bypass or increased the need for such a bypass needs to take into account the environmental issues associated with it.

### **Redwood Partnership (Savills)**

Redwood Partnership support development at Site A as it is in single ownership, is relatively flat, free from environmental constraints, readily accessible and is contained in the wider landscape by adjoining development and the railway line. Can be delivered as a stand alone site and is available and deliverable immediately. Also due to its containment in the wider environment it would not set a precedent for the direction of future growth in the area.

Purbeck Housing Needs Survey highlights that Wool has the highest level of housing need in the district, so new 50 homes is not a high enough figure.

Site A has the potential to make a significant contribution to enhancing existing community facilities in the area, and would be accompanied by a package of measures to improve pedestrian links and ensure safe traffic speeds on East Burton Road.

### **Wool Parish Council**

Wool Parish Council has a number of observations and concerns following the leaflet campaign and consultation event:

- Following the revocation of Regional Strategies why is the District Council continuing with the Core Strategy in its present form?
- Will the District Council consider the initiative by Grant Shapps for settlements under 3000 population to hold a referendum on whether or not they would like housing in their settlement and undertake to publicise this to the smaller settlements in Purbeck.
- If such an initiative was taken up there would be a fairer distribution of housing across the district. In turn this would mean that both key villages and smaller ones would be sustainable. Key villages would not grow piecemeal and lose their distinctiveness.
- This latest round of consultation has thrown up the dangers of making a decision on such a low return rate of the Core Strategy questionnaire. In light of this the Parish Council would ask that that greater credence is given to results from Parish Plans.
- The MoD and Parish Council have concerns regarding the site at Bovington for up to 30 houses (15 affordable). The Parish Council is aware that this is being challenged by MoD Defense Estates and is a plan that has not been agreed by either Military Garrison or land agents. The Parish Council supports the MoD's view and would ask that the site should be deleted from the option for housing or this area.
- The inclusion of the Developers and Land Agents for the potential sites has led to increasing disquiet and 'misinformation' among residents. While appreciating that it may have been difficult to not include this group it would have been politic to invite a representative from the Parish Council. This would have given a balance and given the

Parish Council a chance to a) take on board residents views, and b) give correct information as to the position of the Parish Council on the options.

### **Wool Parish Councillor, Rachel Palmer**

Councillor Palmer responds to the D'Urberville Hall exhibition with a number of observations:

- There is a lack of understanding at the means whereby the 'traffic light' system of suitability of a site was arrived at.
- Site A has impact on the village as it is seen from the Water Meadows. A also has pre-enclosure hedges along a lane which would be threatened by development.
- Site B is an area where Skylarks and Lapwing have been seen and seemingly have greater ecological value than the site to the west of Wareham, south of the A352. This site is very similar to B in Wool with proximity to the main access road on sloping ground so with run off problems similar to those already experienced in the proximity of site B.
- Site C used to be ecologically valuable but has been greatly reduced by its proximity to the 186 houses at Purbeck Gate.
- Site D must qualify as having ecological impact as it adjoins the watercress beds and valuable wildlife hedges as well as areas of high variety in plant and bird species including Skylarks.
- Would ideally like the housing allocations for Wool withdrawn.

### **Wessex Water**

Wessex Water had no further comments to make for sites A and B. Site C would require an appraisal to assess downstream capacity. Site D would require offsite connections and foul may have to be pumped. The Bovington site is 200m away from the nearest public water main, there could be private mains in the area.

## **4.6 Letters from the Public**

Thirteen letters were received from members of the public in response to the '*Where shall we build in Wool and Bovington?*' leaflet. Many of the letters were concerned with development at specific locations. For example, four letters came from family members in the same household objecting to development at Site A. Another common theme was that some feel there is no need for any development at all in Wool.



# 5. Central Area – Wareham

This section summarises and analyses the results of *Where shall we build in Wareham 2012-2026?* leaflet questionnaire.

In total 5,577 leaflet questionnaires were sent out, and 907 questionnaires (including internet responses) returned within the consultation period. This is response rate of 16.3%.

Of these 529 gave a valid postcode. 301 of these were from within the Wareham Parish Boundary meaning 55.3% of the people responding to this leaflet who gave a valid post code live within the Wareham Parish.

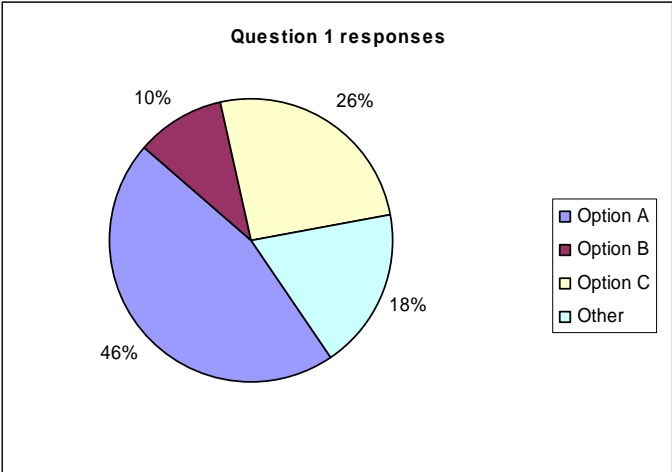
## 5.1 Question 1 - “Which option do you prefer or is there a different option?”

Question 1 asked respondents to show their support for three different scenarios for building in Wareham, or to give other comments. The results to this question are shown in Table 5.1 and Figure 5.1 below:

**Table 5.1: Question 1 Responses**

Option	Summary	Number of responses	Percentage
Option A	Develop along Worgret Road	411	46%
Option B	Develop Western edge of North Wareham	92	10%
Option C	A combination of A and B	229	26%
Other	(Invites other comments)	164	18%

**Figure 5.1: Question 1 Responses**



46% of respondents would prefer development along Worgret Road whereas only 10% would like development in the North of Wareham. 26% of people would prefer development to be spread between A and B.

## Question 1 Comments

Comments on Question 1 have been aggregated into common themes/ issues and are shown in Table 5.2 below:

**Table 5.2: Question 1 Comments**

<b>Category Name</b>	<b>Number of Responses</b>	<b>Percentage</b>
Supermarket not needed/ would damage Wareham	460	47%
Supermarket requested or supported	168	17%
Concerns over congestion outside Wareham (A351)	96	10%
Supermarket not needed but housing need accepted	72	7%
Concerns over building on green belt land	52	5%
No more housing/development needed/wanted	48	5%
Concerns over congestion in Wareham	32	3%
All/more houses should be affordable	26	3%
Development would ruin character of area	14	1%
Concerns over second homes	8	1%
Holton Heath should be location for development	6	1%
Concerns over public transport	2	0%
Improved/cheaper parking needed in Wareham	2	0%
<b>TOTAL CATEGORIZABLE COMMENTS</b>	<b>986</b>	<b>100%</b>

## Postcode Analysis

Postcode analysis has been undertaken to show the level of support for the options in different parts of the town. The leaflet asked each respondent to state their postcode. 529 people gave a valid post code. The remaining 378 either gave a postcode from outside the district, or did not leave a complete postcode.

Map 5.1 shows the geographical distribution of support for Option A (development along Worgret Road). In general it shows people in North Wareham, who are furthest away from Worgret Road, are most in favour of development there, while those closer are least in favour.

Map 5.2 shows the geographical distribution of support for Option B (development in North Wareham). It shows general support for development in North Wareham from those in South Wareham, but strong opposition from the people closest to the sites. The darker colours on Map 2 also reflect the lower level of support generally for Option B.

Map 5.3 shows the geographical distribution of support for Option C (a combination of Options A and B). Again this shows some opposition for development in site A and B from those who live closest to these sites.

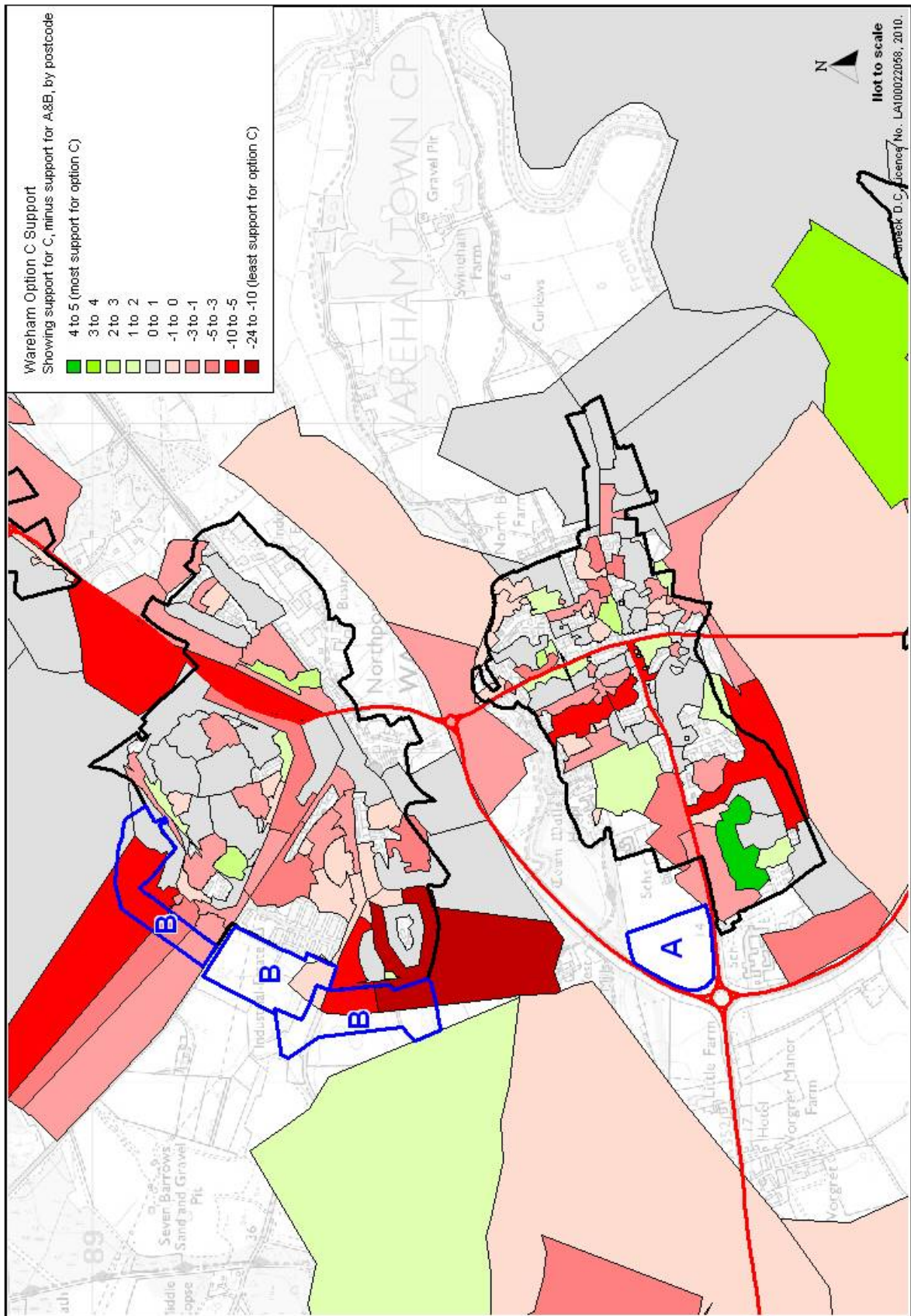








Map 5.3: Wareham – Support for Option C



## 5.2 Question 2 – “Are there any other new community facilities you think are needed in Wareham?”

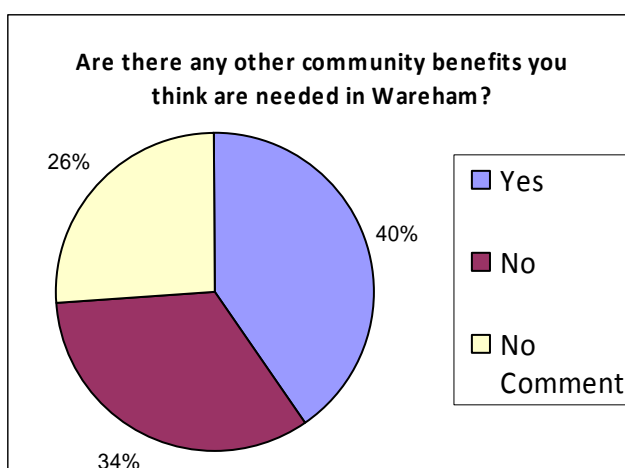
(Note: many respondents have failed to answer this question, effectively increasing the number of ‘no comment’ responses)

Table 5.3 and Figure 5.2 below show the responses to this question:

**Table 5.3: Question 2 Responses**

Option	Number	Percentage
Yes	225	40%
No	188	34%
No Comment	147	26%

**Figure 5.2: Question 2 Responses**



Many respondents failed to answer this question. Of those that did there are slightly more requesting community facilities but 34% felt that no more benefits were needed.

### Question 2 Comments

Comments on Question 2 have been aggregated into common themes/ issues and are shown in Table 5.4 below:

**Table 5.4: Question 2 Comments**

Category Name	Number of responses	Percentage
Youth/teenager facilities	98	24.62%
Car parking	54	13.57%
Community building	36	9.05%
Health facilities	34	8.54%
Sports facilities	26	6.53%
Young children's facilities	24	6.03%
Improved public transport	22	5.53%
Improved local shopping	18	4.52%
Elderly care facilities	18	4.52%
Swanage/Wareham rail link	16	4.02%
Landscaped open space	14	3.52%
Adult education	14	3.52%
Improved public toilets	8	2.01%
Tourist/Visitor attraction/facilities	6	1.51%
Cycle paths	6	1.51%
Local food growing initiatives	4	1.01%

Although the need for youth/teenager facilities was the most frequent comment, this often appeared to come from older people who saw teenagers hanging around the streets as problematic rather than from teenagers or young people themselves actually requesting the facilities.

## 5.5 Letters from Organisations

### **Barton Wilmore**

Acting on behalf of Ashvilla Estates Ltd. Barton Wilmore submitted a detailed critique of the consultation process and its failure to include the Worgret Manor site as an option. It first summarises evidence showing a need for more affordable housing than PDC's preferred options would deliver. Secondly it argues that more housing should be located at Wareham as recommended by the Govt. Office for the South West. It then argues against option B citing a lack of space to provide for SANG, pressures on the Green Belt, and upon the Dorset Heaths SPA. It contrasts this with what it sees as the key benefits of the Worgret Manor site, namely that it is not constrained by the Green Belt, AONB or floodplain areas and has potential for up to 800 dwellings with accompanying infrastructure and benefits.

The response then critiques the draft Green Belt review, in particular objecting to the alteration of the Green Belt required by option A.

Finally the response lists a number of objections to the traffic light methodology with regard to the Worgret Manor site. It then points out how the site would compare well with the other options should these changes be made.

### **CPRE (Purbeck and Poole Group)**

Submitted doubts about the need for housing considering the slow sales at Purbeck Gate, and stressed the need to ensure 50% is affordable. It also expressed the group's opposition to any building on the Green Belt, and to a new supermarket for Wareham, or any new employment land. Finally it suggests extra housing could be built on the middle school site when it closes.

### **Dorset AONB Partnership**

The proposed options do not lie within the AONB, however site A lies in close proximity to the boundary and consideration should be given for its impact upon its setting. The site appears well contained by the existing settlement. In the event that new development is visible from the AONB it should be designed appropriately.

Overall conclusion is that the AONB has no preference for the options to develop.

### **Dorset Wildlife Trust**

Would be concerned were any housing development outside of the bypass to the west of Wareham proposed, or if increased development led to increased car journeys on the A351 and thus demands for road infrastructure.

Site B – They point out that this site is right on the edge of the 400m heathland buffer zone so particular care would be needed in designing Green Infrastructure to mitigate uses of Wareham Forest which might harm the heathland interests.

### **East Lulworth Parish Council**

Following a Parish Council meeting they came to the conclusion that a new supermarket will have an adverse affect on the shops in Wareham town centre.

### **East Stoke Parish Council**

Question the use of the term 'affordable housing' by Purbeck District Council and would like to know why it differs from the Government's definition.

### **English Heritage**

Should Site A be pursued, great care must be taken in the design process to ensure the setting and sense of arrival is not compromised by any crude/standard supermarket design.

### **Environment Agency**

No objection in principle to any of the Wareham sites, subject to site specific assessments being carried out, such as flood risk assessments, ecological surveys etc. They also offer what would need to be done should a specific site be selected.

Option A – Flood zones to the North of the site. A small part of the site lies within an ‘area susceptible to surface water flooding’. Historic landfill shown to be located within the site. Also the presence of protected species.

Option B (large one to north) – Watercourse running along north of site. Parts of the site either lie within or are immediately adjacent to an ‘area susceptible to surface water flooding’. Based on flood risk assessment criteria, agree that it should be marked ‘orange’. Protected species are present in or near the site.

Option B (small one to south) – Extended culvert and watercourse runs through the site. Parts of the site within or adjacent to an ‘area susceptible to surface water flooding’. SSSI adjacent to the proposed site and Natural England should be consulted regarding this.

Option C (combination of options A and B) – See comments above.

### **Highways Agency**

Each option would require a detailed travel plan and transport assessment to support any planning application. They note that new employment land is only proposed within option B and would like clarification as to why provision is not made within option A in order to reduce out commuting. They would need to be satisfied when major proposals come forward that they will not have a major impact on the A35/31 corridor through out commuting to Poole and beyond. Their preference is the development of brownfield land so that the development should be well intergrated with the existing settlement to reduce the need to travel.

### **Natural England**

For all of the possible Wareham sites there would be easy access by car to a large number of heathland access points. This makes the task of providing counter attractions in the form of SANGs inherently difficult particularly for any large development. The northernmost site alongside the golf course would inevitably have easy access on foot to Wareham Forest and the designated heathlands within it, making it hard to avoid impacts. Developments outside the bypass and within the AONB would be likely to have a detrimental impact on the landscape character of the AONB.

### **PEAT (Purbeck Environmental Action Team)**

Considered the consultation to be flawed in combining the issues of housing and supermarket provision together, and failing to allow a response which supported one but not the other. It further concluded this indicted a measure of pro-supermarket bias.

PEAT then highlights aspects of the draft RIA which it says contradict PDC’s position that Wareham should be the preferred position for a supermarket (sections 1.12 and 6.30). It then states how money spent in a supermarket in Wareham would not stay in the town, unlike money spend in local shops.

PEAT finally criticised that its calls for the RIA to consider internet shopping, and whether trips to supermarkets in other towns are made in conjunction with work trips, didn’t appear to have been carried out.

### **Planning Perspectives**

PP was instructed by National Grid Property Holdings to submit a representation. It supports the Council’s preferred option and furthermore seeks to ensure the proposals do not prejudice small scale residential schemes, in particular the former gas depot, North Street, Wareham, which it anticipates submitting a planning application for later this year.



### **Pro Vision (on behalf of the Charborough Estate)**

Submitted a detailed response to the Where Shall we Build in Wareham leaflet, and the Green Belt Review draft report. Its key points are:

- The core strategy may need to include more housing in order to be sound, and specifically more than 200 homes in Wareham may be required.
- The leaflet oversimplifies the possible options available for the Northmoor sites (option B)
- The leaflet fails to take into account mitigating circumstances such as the possible allocation of SANGs (which are not possible at Worgret Road), and natural barriers to the Northmoor sites which would limit further sprawl (similar to the bypass for Worgret Road). These failures lead to a bias within the leaflet towards Worgret Road. This is potentially unsound, and therefore could lead to a core strategy which is unsound.
- Other comments are made specifically related to the Green Belt draft review report.

### **The Purbeck School**

Recognises new houses in Wareham will be likely to increase student numbers, and sees this as a positive. It sees potential risks in a new supermarket nearby, and highlights the need for safe road crossings. It is not able to explain at this stage how the transition from 3 to 2 tier schooling will be implemented, and how this might affect the situation. It welcomes the addition of adjoining facilities for extended education.

### **The Rex Cinema**

Objects to an out of town supermarket, citing the impact it would have upon the town centre. It also objects to the potential for a cluster of community facilities at the western end of Worgret Road, in particular a theatre or conference centre, which it believes could seriously undermine the viability of the Rex Cinema. It also objects to the proposal to move the boundary for the green belt at Worgret Road, citing how it had been deemed important in earlier reviews

### **Swanage Town Council**

Disputes the need for a new supermarket at either Wareham or Swanage. There are adequate facilities in neighbouring larger towns and internet based home delivery is now a well established alternative to travelling to out of town supermarkets.

### **Wareham Golf Club**

Responded to lodge its concerns that development of land around Northmoor/Northport/Carey could place the viability of the golf club in jeopardy. Its concerns are centred on the potential danger posed by golf balls going astray, and possibly causing damage to property or injury to any future tenants or owners of property built in this area.

### **The Wareham Court Leet**

Wrote to remind the council that Wareham Common is privately owned and to express its concern that a large increase in population in the vicinity would lead to a much greater increase in use of this open space, more litter pollution and the need for more gates and fences. It requests that it be consulted accordingly.

### **Wareham Town Trust**

The Wareham Town Trust makes several points:

1. It draws attention to the abolition of housing targets, and implies this gives the opportunity to revisit the council's approach more in line with local wishes.
2. It makes the same point with regard to encroachment into the green belt, implying that the council is now free to rethink its plans and ensure protection of the green belt.
3. It argues that current plans are unlikely to deliver the 50% affordable housing promised, due to cuts in grants and market conditions.
4. With regard to the proposed supermarket, it argues the RIA demonstrates one would have a 'devastating effect' on Wareham (sections 6.2 – 6.23). It also argues the

recommendations do not follow the conclusions, and points out that restrictions on supermarket sales have been difficult to enforce in other cases.

5. It argues that a Wareham supermarket would not prevent leakage to Poole, and that the current central Sainsbury's is more sustainable as 80% of visits are currently on foot, while a new out of town supermarket would encourage visits by car.
6. It argues the consultation itself is very biased and does not give the option of voting 'no' against a supermarket.

### **Wessex Water**

Wessex Water pointed out further engineering appraisal is required but didn't raise any major concerns.

## **5.6 Letters from the Public**

Forty three letters were received in response to the Wareham leaflet from members of the public. The majority of these commented about the proposals for a large supermarket, and 30 believed this would damage or destroy Wareham town centre and/or its small independent shops. Twelve letters were to formally object to a supermarket, and 12 also wished to object to any development within the green belt. The following table shows a full breakdown of the number of times each issue was raised within these letters.

**Table 5.5: Comments in letters from the public**

<b>Comment</b>	<b>Number of responses</b>
Supermarket will damage town centre businesses	30
Objects to building in the green belt	12
Objects to supermarket	12
No need for new supermarket	8
Consultation biased/flawed	7
Present supermarkets will be abandoned	7
Wareham supermarket won't affect numbers driving to larger stores	6
Lack of supermarket gives Wareham its special appeal	6
Restrictions on goods supermarket sells will be unworkable	5
Has detailed critique of Retail Impact Assessment	4
Changes to education not sufficiently considered	4
No need for new supermarket	4
Online trading will reduce need for physical supermarket	4
Will increase traffic on A351	4
Decision has already been made	3
Abolition of RSS/Housing targets scrapped	3
No development until A351 improvements/bypass	2
Promotes alternative sites	2
Supports community benefits	1
Raises questions before filling in response	1
demands answers to specific questions	1
Supermarket was opposed/rejected before - asks what has changed	1
Govt. spending cuts will make development/benefits undeliverable	1
Wareham Town Council wrongly quoted in leaflet	1
Any development would destroy rural nature of Purbeck	1
Provides evidence of need for more housing	0

## 5.7 Purbeck Retail Impact Assessment: 2010 LDF Consultation Response Summaries

### White Young Green (WYG)

*Summary:*

WYG agree that there would appear to be capacity for additional food store within the District, but suggest a need for a further update of data.

*Specific comments:*

WYG have questioned the robustness of the household survey from 2007. WYG suggest that this is out of date in light of new trading conditions. Also some concern that the household survey data is not statistically robust. WYG suggest that the retail assessment and statistical info used as an evidence base is updated if the CS is to rely upon them. WYG suggest that not to do this could lead to challenges that the Core Strategy is not based upon a sound evidence base.

### Wareham Town Trust (WTT)

*Summary:*

WTT are opposed to the proposal for a new supermarket. They quote the DETR 1998 study for support in identifying small market towns as vulnerable to out of centre large supermarket development. WTT also consider the suggested planning conditions to be problematic (in terms of enforcement and longevity).

*Specific comments:*

The supermarket proposal is the most significant proposal within the Core Strategy and would have a major and irreversible impact upon the town centre.

Reference made to the DETR 1998 Study which highlights the potential vulnerability of small market towns to large out of town supermarkets. Suggest that positive steps should be taken to improve the range and quality of food shopping in these centres and to adopt a cautious approach to considering the locations and likely long term consequences of the development of large food stores in non central locations.

*Significant Impact:*

Suggestion made that the impact of a large store at Wareham would be devastating on the town centre (RIA 2010 Sects 6.20 to 6.23).

*Inconsistent Conclusions:*

WTT have questioned the recommendations which advocate that an out of town supermarket should be pursued for Wareham. WTT suggest that this does not follow from the NLP conclusions reached with regard to the highly damaging impact on the retailing in the town centre.

*Planning Conditions:*

WTT have questioned the suitability of enforcing conditions on the supermarket. Such conditions have proved to be difficult to enforce elsewhere and supermarket operators have large resources to have such conditions removed after the supermarket has been established.

*Planning History:*

WTT also point to the local planning history, where previous supermarket proposals have been opposed and rejected by a Planning Inspector (2001-2). 'Small market towns with a relatively weak food store provision are particularly vulnerable to out of centre supermarkets'.

*Trade Clawback:*

WTT suggest that this is extremely flawed. Wareham is close to Poole with a range of large s/ms. WTT suggest that 2,000 m2. would not compete effectively with provision in Poole (which is larger and within 20mins travelling time).

*Brand Loyalty:*

WTT point out that there is brand loyalty amongst food shoppers and this will continue. Also, WTT suggest that those people who work beyond the District may well combine external shopping trips with commuting and that this will continue.

*Sustainability:*

WTT suggest that the existing situation in Wareham is a sustainable situation, with previous surveys suggesting that 80% of people walk to existing retail facilities within Wareham. Development of an out of town s/m could lead to the closure of Sainsbury's and result in more people using their cars to access s/m's.

WTT suggest a need to consider the development of locally held markets.

*Retail Need:*

WTT claim that the RIA acknowledges that there is *no current need* for an out of town s/m even if the high growth scenario was built out.

**Terence O'Rourke (ToR) [on behalf of J.S. Bloor Swindon Ltd]**

*Summary:* ToR question the ranking of the Wareham sites to take account of current land availability and Green Belt designation. They request that Site 2 should become the preferred identified site (although this would not take full account of the sequential assessment). ToR are formally promoting Wareham Site 2.

*Specific Comments:*

ToR question the rationale behind the ranking of Wareham Site 1 and Site 2. The Green Belt designation is highlighted as this applies to both Site 2 (land at Worgret Junction) and part of Site 1 (Wareham Middle School) although the latter is not documented in the NLP report.

ToR therefore suggest that it is premature for NLP to conclude that Wareham Site 1 is potentially available within 5 years and possessing significant development potential.

*Para 5.12 Analysis of Site 2:*

ToR comment that the available area of Site 2 is actually 4.6ha rather than the 4.9ha quoted in the report.

*Paragraphs 5.13 to 5.16 Discussion of Sites and Conclusions:*

NLP's comparative assessment of sites 1 and 2 is flawed and premature. ToR suggest that in the absence of confirmation from Sport England and DCC for a release of land, that site 2 should be the preferred alternative for a foodstore at Wareham.

ToR question the 6.2ha area potentially available at the Middle School site and suggest that this will be lower because of the operational requirements of the remaining schools.

**Wareham Chamber of Trade (WCoT) (comments made at Stakeholders Feedback Session, Wareham Corn Exchange, 6<sup>th</sup> July)**

WCoT understand the need for PDC to prepare a Core Strategy, but do not understand what has changed since a previous proposal for a super market was opposed by PDC. There does not seem to be a significant population growth predicted. View that Wareham is 'a market town which should not be urbanised, but which should retain its identity and open character'. Suggestion that the proposed site at Carey (near rail station) is a 'red herring'.



Suggest that the consultation is leading (in that the answers received support a s/m option). Question the view of the Town Council as quoted in consultation. Accept a need for some new housing at Wareham. Not opposed in principle to some minor redevelopment of existing playing fields. A future 'Park and Ride' scheme could take people out of the town centre. Question the accessibility of the Middle School site. Do not consider that a positive outcome has been demonstrated for the report or that a need for additional retail development has been demonstrated.

# 6. North East Area – Upton and Lytchett Matravers

This section summarises and analyses the results of *Where shall we build in Upton and Lytchett Matravers 2012-2026?* leaflet questionnaire.

In total 5,447 leaflet questionnaires were sent out and 670 questionnaires (including internet responses) were returned within the consultation period. This is a response rate of 12.3%.

Because the leaflet deals with two nearby but separate settlements (Upton and Lytchett Matravers), it is useful to divide the answers to show how the residents from each settlement feel about development in their settlement. Therefore for most questions three sets of results are presented. These are colour coded, and clearly marked throughout to avoid confusion. The three sets of results, and the colour coding used is:

- All responses (the combined results of all respondents regardless of location)
- Only Upton responses (only those who stated a valid Upton postcode)
- Only Lytchett responses (only those who stated a valid Lytchett Matravers postcode)

## 6.1 Question 1 (Upton) – “Do you support the preferred option of developing the Policemans Lane site for 70 dwellings (35 affordable)?”

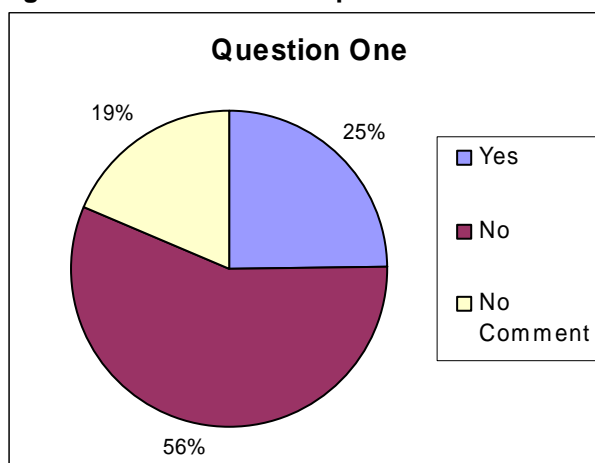
Only one site in Upton was identified as potentially suitable for development, therefore Question 1 simply asked respondents if they supported the option of development or not.

The overall results from all respondents are shown in Table 6.1 and Figure 6.1. The results from just those respondents who stated an Upton postcode are shown in Table 6.1.1. The results from just those respondents who stated a Lytchett Matravers postcode are shown in Table 6.1.2.

**Table 6.1: Question 1 Responses**

Question 1	Number	Percentage
Yes	139	24.78%
No	317	56.51%
No Comment	105	18.72%

**Figure 6.1: Question 1 Responses**



**Table 6.1.1**

Upton Only Results	Number	Percentage
Yes	65	21.17%
No	231	75.24%
No Comment	11	3.58%

**Table 6.1.2**

Lytchett Matravers Only Results	Number	Percentage
Yes	45	25.42%
No	52	29.38%
No Comment	80	45.20%

## Question 1 Comments

Comments on Question 1 have been aggregated into common themes/ issues and are shown in Table 6.2 below:

**Table 6.2: Question 1 Comments**

Category Name	Number of responses	Percentage
Concerns over Congestion/traffic	63	23.25%
Impact on green belt/AONB too great	52	19.19%
Concerns over flood risk	44	16.24%
Concerns over stretched infrastructure	22	8.12%
Development would ruin character of area	21	7.75%
No more housing/development needed/wanted	15	5.54%
More affordable housing needed	10	3.69%
Concerns over affordable housing tenants	10	3.69%
Concerns over use of Policemans lane as rat run	9	3.32%
No building on green fields	5	1.85%
Concerns over second homes/holiday homes	4	1.48%
Has identified better locations	3	1.11%
Other facilities/services should be improved	3	1.11%
Concerns over leading to further development	3	1.11%
Concerns over employment	2	0.74%
Housing on brownfield only	1	0.37%
Has objections to specific location	1	0.37%
Concerns over public transport	1	0.37%
Option selected has best services/location	1	0.37%

Many of those who expressed concerns about congestion or traffic were worried about the exit from Policemans Lane onto Dorchester road (by the bridge), saying it is very dangerous now and would become worse with more traffic.

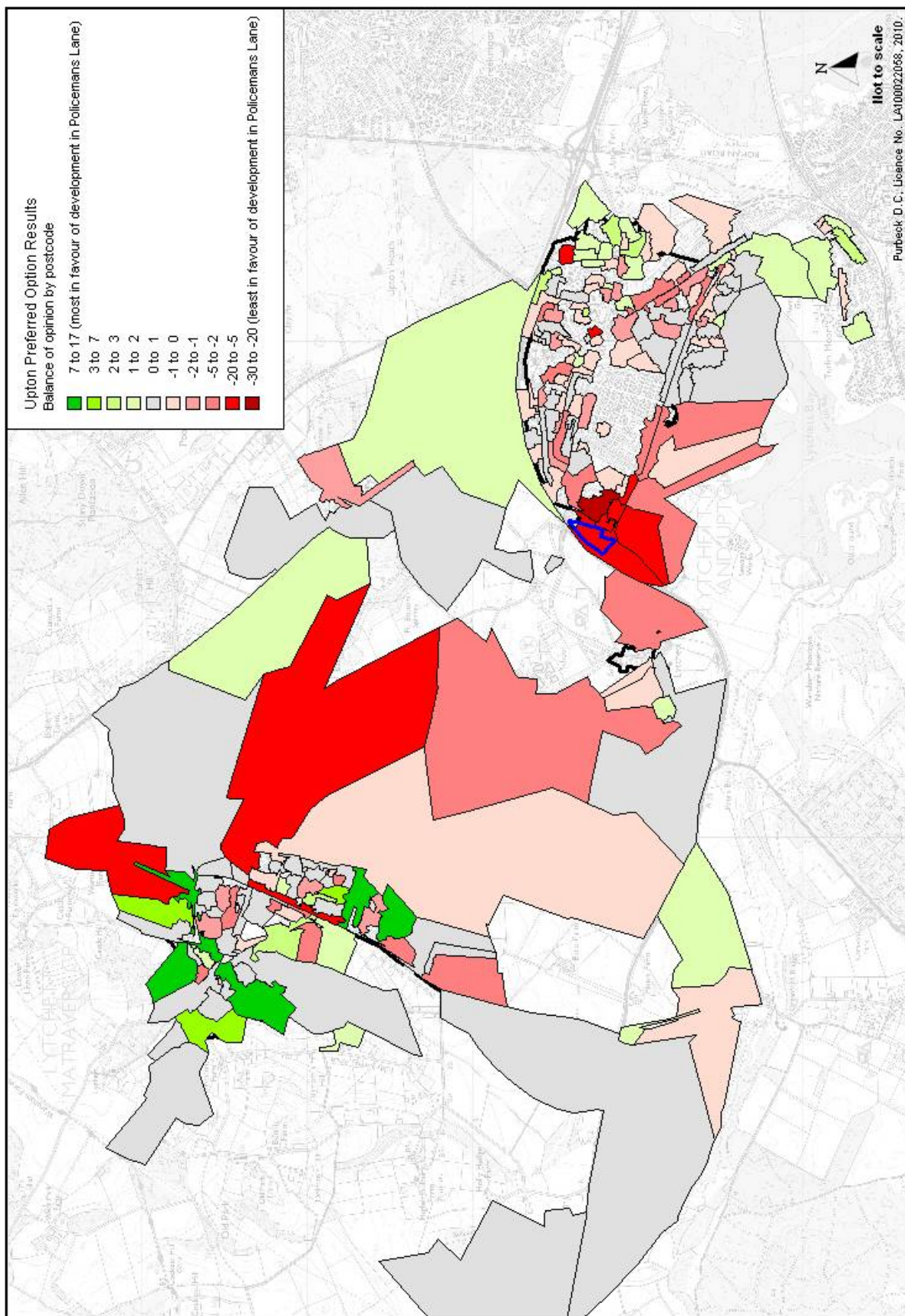
## Postcode Analysis

Postcode analysis has been undertaken to show the level of support for the preferred option in different areas around Upton and Lytchett Matravers. The leaflet asked each respondent to state their postcode and 588 people gave a valid postcode. The remaining 82 either gave a postcode from outside the district, or did not leave a complete postcode.

Map 6.1 shows the geographical distribution of support for the preferred option of development in Policemans Lane. Looking first at Upton only, it shows strong opposition for development from those postcode areas immediately adjacent to the site, mild opposition from most of the town, and support from those areas furthest away from the site. There is stronger support from Lytchett Matravers for development in Upton, but also some strong opposition.



Map 6.1: Upton and Lytchett Matravers – Support for the Preferred Option in Upton



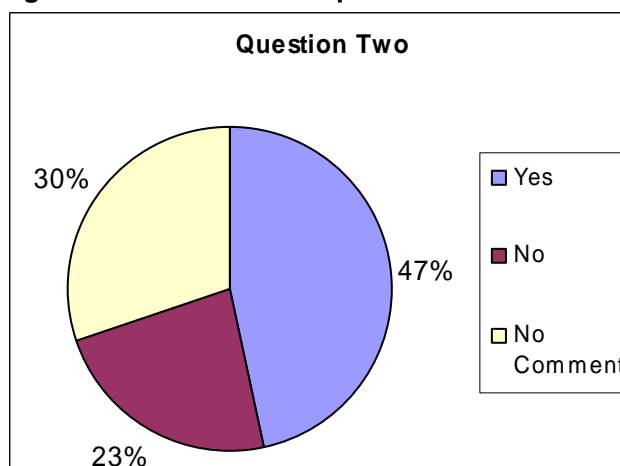
## 6.2 Question 2 (Upton) – “Are there any new or improved community facilities needed in Upton?”

The question asked for a Yes/No/No Comment answer and then gave space for respondents to state what community facilities they believed were needed, or to give other comments. The results are shown in Table 6.3 and Figure 6.2.

**Table 6.3: Question 2 Responses**

Question 2	No.	Percentage
Yes	247	46.60%
No	122	23.02%
No Comment	161	30.38%

**Figure 6.2: Question 2 Responses**



**Table 6.3.1**

Upton Only Results	No.	Percentage
Yes	178	61.81%
No	85	29.51%
No Comment	25	8.68%

**Table 6.3.2**

Lytchett Matravers Only Results	No.	Percentage
Yes	42	25.00%
No	20	11.90%
No Comment	106	63.10%

Comments on Question 2 have been aggregated into common themes/ issues and are shown in Table 6.4 below:

**Table 6.4: Question 2 Comments**

Category Name	Number of responses	Percentage
Café/pub/restaurant	86	32.21%
Redevelop Greenridge pub	61	22.85%
Swimming pool	28	10.49%
Improved shopping	18	6.74%
Town square	18	6.74%
Youth centre	11	4.12%
Improved public transport	9	3.37%
Improved road access	8	3.00%
Community centre	6	2.25%
More parking	6	2.25%
Gardens	6	2.25%
Children's play area	6	2.25%
More school places	2	0.75%
Cycle facilities/lanes	1	0.37%
Tree planting	1	0.37%

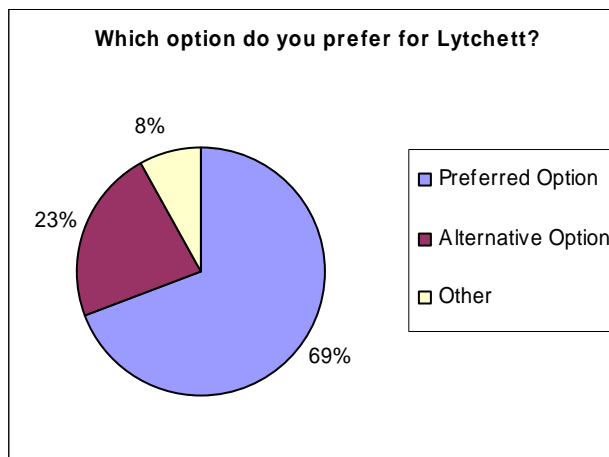
### 6.3 Question 3 (Lytchett Matravers) – “Do you support the preferred option of development of 50 dwellings (25 affordable) on site C?”

Question 3 asked whether respondents supported the preferred option of 50 dwellings (25 affordable) on Site C, or any other alternative option. The results are shown in Table 6.5 and Figure 6.3.

**Table 6.5: Question 3 Responses**

Question 3	No.	Percentage
Preferred Option	346	69.06%
Alternative Option	114	22.75%
Other	41	8.18%

**Figure 6.3: Question 3 Responses**



**Table 6.5.1**

Upton Only Results	No.	Percentage
Preferred Option	117	79.59%
Alternative Option	30	20.41%

**Table 6.5.2**

Lytchett Matravers Only Results	No.	Percentage
Preferred Option	171	74.03%
Alternative Option	60	25.97%

There is clear majority support for development at the preferred option of Site C with 69% of respondents giving it their support.

### Question Three Comments

**Table 6.6: Question Three Comments**

Comment	Number of responses
Impact on green belt/AONB too great	5
Has objections to specific location	4
No more housing needed	3
Concerns over stretched infrastructure	2
Concerns over Congestion/traffic	2
No building on green fields	1
Other facilities/services should be improved	1
Housing on brownfield only	1
Development will impact on tourism (negative)	1

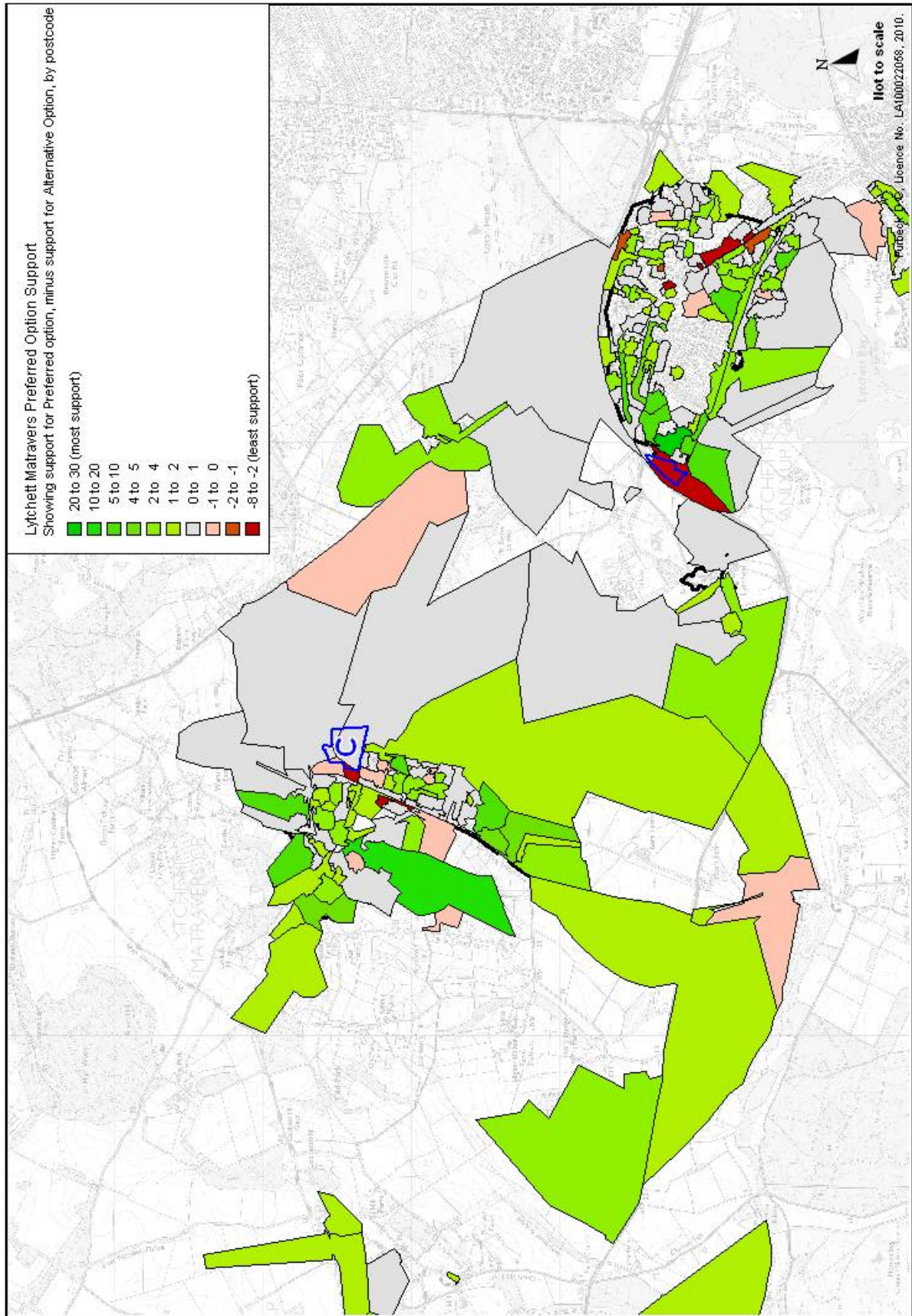
## Postcode Analysis

Postcode analysis has been undertaken to show the level of support for the preferred option for Lytchett Matravers in different areas around Upton and Lytchett Matravers.

Map 6.2 shows the geographical distribution of support for the preferred option for development in Lytchett Matravers. It shows the widespread general support for development of Site C, with only very localized opposition from the areas immediately adjacent to Site C.



**Map 6.2: Upton and Lytchett Matravers – Support for the Preferred Option in Lytchett Matravers**



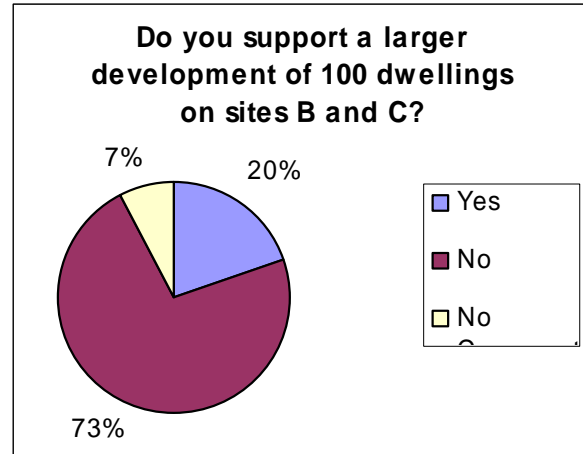
## 6.4 Question 4 (Stage One) – “Do you support a larger development of 100 dwellings on Sites B and C?”

The results to this question are shown in Table 6.7 and Figure 6.4 below.

**Table 6.7: Question 4 Responses**

Option	Number	Percentage
Yes	101	19.84%
No	370	72.69%
No Comment	38	7.47%

**Figure 6.4: Question 4 Responses**



**Table 6.7.1**

Upton Only Results	Number	Percentage
Yes	39	22%
No	110	61%
No Comment	30	17%

**Table 6.7.2**

Lytchett Matravers Only Results	Number	Percentage
Yes	40	17%
No	194	82%
No Comment	4	2%

The proposed larger development at Lytchett Matravers does not seem popular with residents of both Upton and Lytchett Matravers with a total of 73% respondents being against the idea. When the settlement results are split it becomes clearer that development is objected to by the vast majority of Lytchett Matravers residents whereas some Upton residents do support development at this site.

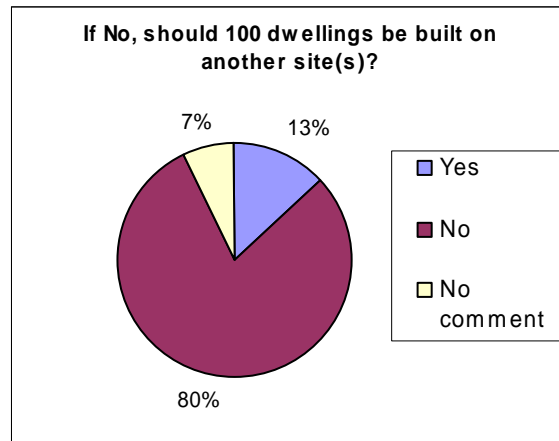
## Question 4 (Stage Two) – “If ‘no’ should 100 dwellings be built on another site(s)?”

The question then asks whether an alternative site or sites would be preferred. The results of this question are shown in Tables 6.8 & 6.9, and Figures 6.5 & 6.6.

**Table 6.8: Question 4 Responses**

Option	Number	Percentage
Yes	41	13%
No	243	80%
No comment	22	7%

**Figure 6.5: Question 4 Responses**



**Table 6.8.1**

Upton Only Results	Number	Percentage
Yes	12	13%
No	66	70%
No comment	16	17%

**Table 6.8.2**

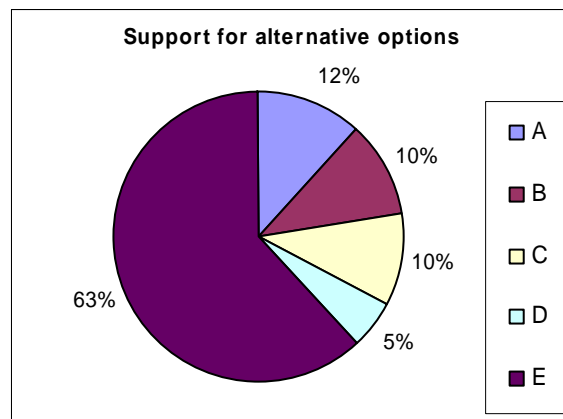
Lytchett Matravers Only Results	Number	Percentage
Yes	22	14%
No	135	85%
No comment	2	1%

The results show that an alternative site or sites would not be preferred for this larger number of dwellings.

**Table 6.9: Question 4 – which alternative site?**

Option	Number	Percentage
A	14	12.07%
B	12	10.34%
C	12	10.34%
D	6	5.17%
E	72	62.07%

**Figure 6.6: Question 4**



**Table 6.9.1**

Upton Only Results	Number	Percentage
A	4	12.12%
B	4	12.12%
C	4	12.12%
D	1	3.03%
E	20	60.61%

**Table 6.9.2**

Lytchett Matravers Only Results	Number	Percentage
A	8	11.94%
B	7	10.45%
C	5	7.46%
D	4	5.97%
E	43	64.18%

From the respondents that support development at an alternative site, Site E is the preferred choice amongst both Upton residents and Lytchett Matravers residents.

## Question 4 Comments

Comments on Question 4 have been aggregated into common themes/ issues and are shown in Table 6.10 below:

**Table 6.10: Question 4 Comments**

Category Name	Number of responses
Concerns over stretched infrastructure	12
Concerns over Congestion/traffic	11
Impact on green belt/AONB too great	8
Development would ruin character of area	5
Concerns over second homes/holiday homes	3
No more housing needed	3
Has identified better locations	2
No building on green fields	2
More affordable housing needed	1
Other facilities/services should be improved	1
Concerns over employment	1
Housing on brownfield only	1

## 6.5 Question 5 – “Do you support the following community benefits in Lytchett Matravers or are there any others?”

Question 5 asked respondents whether they supported three suggested community benefits in Lytchett Matravers. These were:

- High street enhancements
- New footpath links
- Doctor’s surgery/dentist

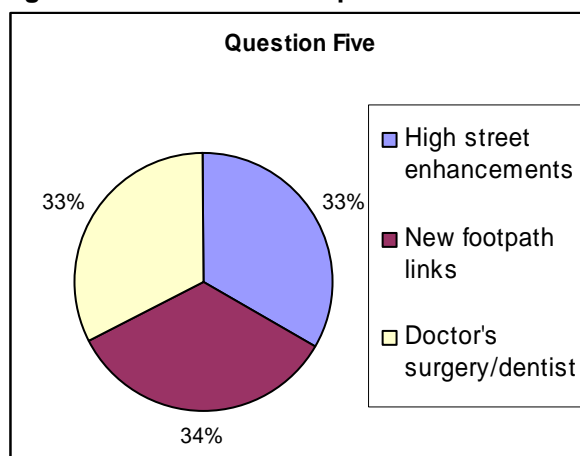
Finally it asked if there were any other community benefits that were required in Lytchett Matravers. The results of this are shown in Tables 6.11 and Figure 6.7.



**Table 6.11: Question 5 Responses**

Community benefit	No.	Percentage
High street enhancements	283	33.45%
New footpath links	286	33.81%
Doctor's surgery/dentist	277	32.74%

**Figure 6.7: Question 5 Responses**



**Table 6.11.1**

Upton Only Results	No.	Percentage
High Street Enhancements	89	33.97%
New footpath links	84	32.06%
Doctors surgery/dentist	89	33.97%

**Table 6.11.2**

Lytchett Matravers Only Results	No.	Percentage
High Street Enhancements	144	33.41%
New footpath links	153	35.50%
Doctors surgery/dentist	134	31.09%

## Question 5 Comments

Comments on Question 5 have been aggregated into common themes/ issues and are shown in Table 6.12 below:

**Table 6.12: Question 5 Comments**

Category Name	Number of responses	Percentage
More parking	16	22.22%
More school places	13	18.06%
Cycle facilities/lanes	10	13.89%
Community centre	6	8.33%
Recycling facilities	6	8.33%
Improved public transport	5	6.94%
Youth centre	5	6.94%
Children's play area	3	4.17%
Improved shopping	3	4.17%
Improved street lighting	3	4.17%
Improved road access	2	2.78%

Support for the three community benefits is fairly equal. 33% of respondents would like to see each of the community benefits. This is roughly the same for Upton residents and Lytchett Matravers residents.

## 6.6 Letters from Organisations

### **Dorset Wildlife Trust**

The site proposed for housing development in Upton is assessed as having a low impact on ecology. However concerns have been raised to DWT by members of the public regarding hedge rows and ditches which could be of wildlife value. It has also been mentioned that the site floods in winter, which given the location close to Poole Harbour SPA could also have wildlife value. Further work is needed to assess the ecological value of habitats prior to any decision on whether it is appropriate to allocate it for 70 dwellings.

DWT state that it is unfortunate that the map produced for Lytchett Matravers did not include Sites of Nature Conservation Interest, as it would have highlighted the land around the village as Green Belt as well as it having high levels of ecological interest. There is a good population of Great Crested Newts (a European protected species) as well as many veteran trees. DWT suggest further work on ecology is needed prior to a final decision on the allocation.

### **English Heritage**

The design of any new development at sites A to E at Lytchett Matravers should retain and respond to historic landscape features such as the field system pattern, hedgerows and old clay pit (see site C).

### **Environment Agency**

Has no objection in principle to any of the Upton and Lytchett Matravers sites, subject to site specific assessments being carried out, such as flood risk assessments, ecological surveys etc.

Upton, Policeman's Lane Site – FZ1. Parts of the site lie within an 'area susceptible to surface water flooding'. Extended Culvert and watercourse located very close to site. Water voles are present in the vicinity.

Upton, potential new community/ retail uses or town square – FZ1. Protected species recorded nearby.

Lytchett Matravers A – FZ1. SPZ3. protected species are present in or near to this site.

Lytchett Matravers B – FZ1. SPZ3. Watercourse running through site, which should be protected and enhanced where possible. Protected species are present in or near to the site.

Lytchett Matravers C – FZ1. SPZ3. watercourse to the north of the site. Protected species are present in or near to this site.

Lytchett Matravers D – FZ1. A watercourse runs close to the site (or within depending on site boundary). This would need to be protected and enhanced where possible. The flood risk associated with this watercourse would need to be assessed.

### **Highways Agency**

Have concerns over strategic development within Lytchett Matravers in particular in light of its proximity to the SRN. They would expect any future development to be well integrated with the existing settlement and provide a mix of uses in order to reduce the potential for in and out commuting. They also note with some concern that the proposed options do not include employment development which would assist in reducing out commuting.

### **Policeman's Lane Action for Concern about our Environment (PLACE)**

Has been formed with the object of protecting the Green Belt land between Policeman's Lane in Upton and the A35. PLACE contest many of the 'traffic light' classifications made by Purbeck District Council, a summary of their views can be seen below:

Ecology – PLACE feel the evaluation should be higher than green due to many ecological features. They also state that the site forms part of the green corridor around Upton, 'an ecological link between urban gardens and the wider countryside'.

Flood Risk – The site should not be developed due to the aggravated flood-risk which buildings would create. PLACE have photographic evidence of standing water and flooding which they have already submitted to PDC. A planning application was previously rejected for one extra building in Policeman’s Lane, the inspector was concerned about the flood implications.

Townscape – PLACE believe that any building would detract from current rural character of the area. Again they quote the planning inspector, who stated that one more building would not be appropriate to the character and appearance of the area – PLACE apply these arguments to the proposed development.

Landscape – PLACE disputes the assertion that development on the site “would not be prominent in short and long distance views of the wider landscape”. At present the view from the A35 and from the B3067 through Lytchett Minster is of countryside. They quote from the Purbeck District Townscape Character Appraisal for Public Consultation for Upton to reinforce their arguments.

Green Belt – PLACE are concerned the Green Belt could be changed again, leading to urban sprawl.

Accessibility – PLACE disputes the classification of ‘green’ due to it being on the edge of the settlement and 0.8miles away from the clock tower and the cluster of local shops. They believe the development will only be suitable for car drivers.

Highways – PLACE argue that Policeman’s lane is unsuitable for the increase in traffic volume. The road is largely single track with a steep and curving hill which becomes unsuitable in icy conditions. The B3067 and Policeman’s Lane are at times very busy with cars as well as children walking / cycling to school.

Overall – Development on the site would have a major impact which could not be overcome so PLACE object strongly to this proposal.

Problems with the consultations in Upton – PLACE also raise concerns about questionnaires not being delivered to homes around the proposed site for development. They also feel many views of the public were not taken onboard at the roadshow.

### **Wessex Water**

For site B further appraisal will be required on the impact of additional flows upon the receiving SPS. For site D and E off site water connection will be required. For the Upton site off site connections are required and foul may have to be pumped.

## **6.7 Letters from the Public**

Only one letter was received from a resident of Lytchett Matravers in response to the questionnaire campaign. They have a variety of concerns including urban sprawl into the Green Belt, out commuting leading to more pressure on the roads and question the need for more housing especially affordable.

# 7. South East Area – Swanage and Corfe Castle

This section summarises and analyses the results of the *Where shall we build in Swanage and Corfe Castle 2012-2026?* leaflet questionnaire.

In total 9,607 leaflet questionnaires were sent out and 1,002 questionnaires (including internet responses) returned within the consultation period. This is a response rate of 10.4%.

## Ambiguous Results

92 (9.1%) respondents failed to answer Question 1 as directed on the leaflet, meaning it was not possible to ascertain their intended answers without risk of misinterpreting their answer. Therefore these answers have been treated as spoiled and removed from these results of Question 1, although their answers to all other questions have been included.

In addition 20 internet results were received from a single IP address located in Leicester, all within one hour and all voting identically. The postcodes and names given with these records do not match with the council tax records, and the decision was taken to disregard these records.

### 7.1 Question 1 – “Which option do you prefer or is there a different option?”

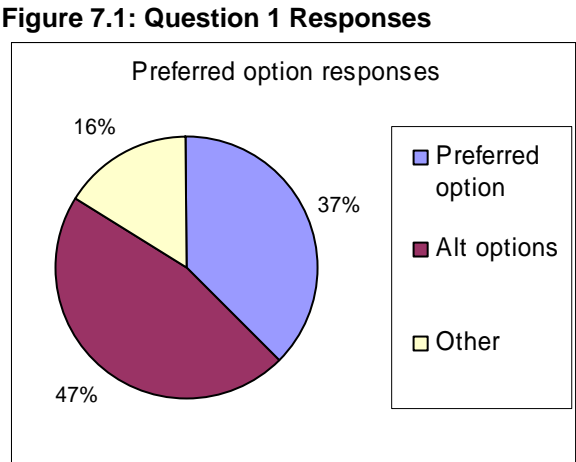
Question 1 asked respondents to say what they thought was the best combination of sites to develop for housing in Swanage.

- PDC’s preferred option - Sites B and D
- Alternative combination of Sites A, B,C and D
- Other (which may include other sites, no support for any option, or any other comment)

The results to this question are shown in Table 7.1 and Figure 7.1 below.

**Table 7.1: Question 1 Responses**

Option	Number	Percentage
Preferred option	333	37%
Alt option	413	46%
Other	143	16%



These results show that 37% of all respondents support Sites B and D for development. 46% of respondents would prefer development on an alternative combination of Sites A, B, C and D.

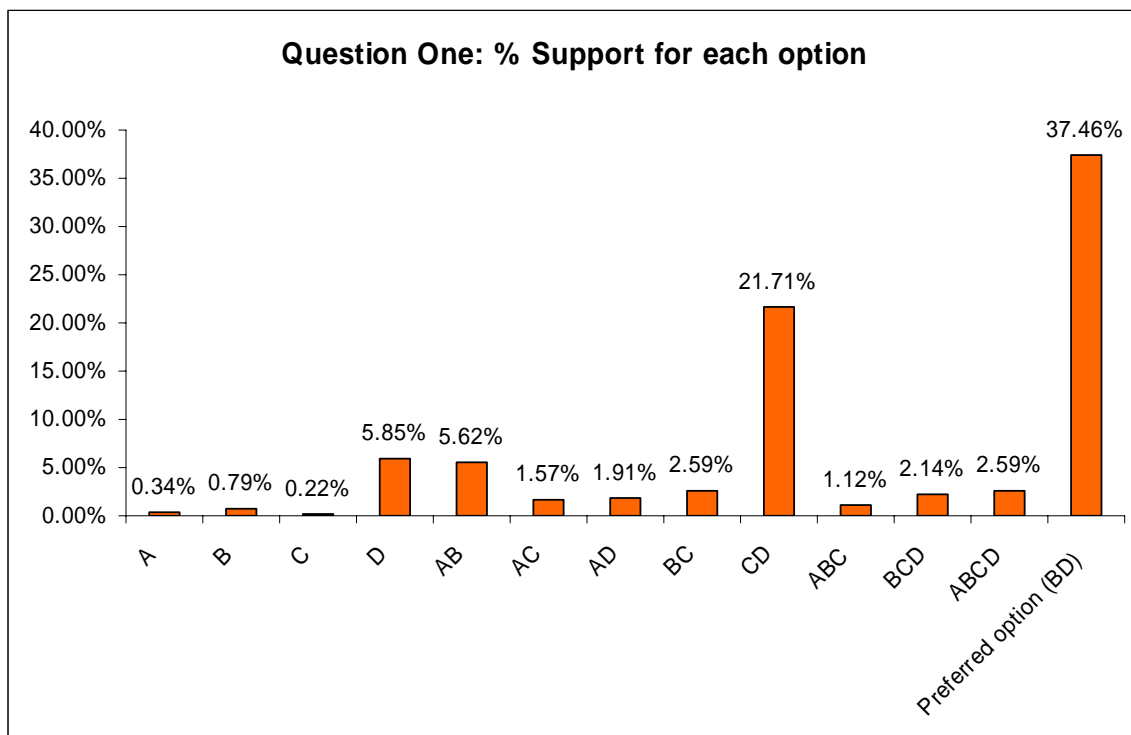


Below is a breakdown of the sites chosen in the Alternative Option (with the preferred combination of B and D shown for comparison).

**Table 7.2: Breakdown of sites chosen in Alternative Option**

Option	Number of responses	Percentage
A	3	0.34%
B	7	0.79%
C	2	0.22%
D	52	5.85%
AB	50	5.62%
AC	14	1.57%
AD	17	1.91%
BC	23	2.59%
CD	193	21.71%
ABC	10	1.12%
BCD	19	2.14%
ABCD	23	2.59%
Preferred option (BD)	333	37.46%

**Figure 7.2: Support for each option**



The preferred development option of B and D is the most popular amongst the respondents. The combination of C and D is the next most popular.

Using the data in Table 7.2 it is helpful to see the number of people who supported each site regardless of combinations. This is shown below:

**Table 7.3: Site selections regardless of combinations**

Site	Number of responses	Percentage
D	637	85.38%
B	465	62.33%
C	284	38.06%
A	117	15.86%

Overall Site D is clearly the preferred site with 85% of all responses choosing solely D or it is included in the combination they selected. A high number of respondents also selected Site B. Site A is the least preferred with only 16% of all responses selecting it in any combination.

## Question 1 Comments

Comments on Question 1 have been aggregated into common themes/ issues and are shown in Table 7.4 below:

**Table 7.4: Question 1 Comments**

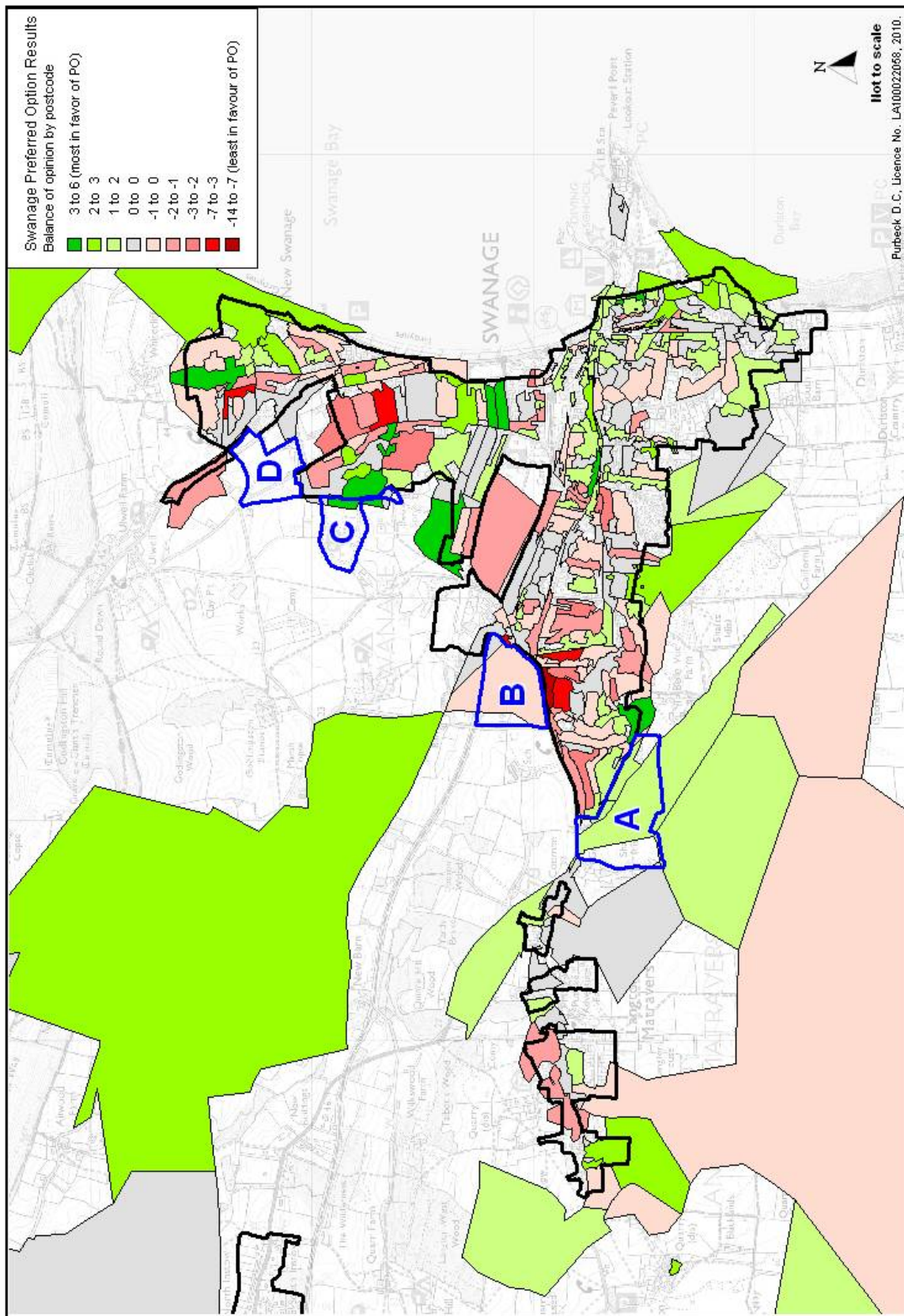
Category Name	Number of responses	Percentage
No more housing needed	38	14%
Concerns over second homes/holiday homes	32	12%
More affordable housing needed	27	10%
Concerns over congestion/traffic	26	9%
Has objections to specific location	20	7%
Concerns over employment	17	6%
Keep grammar school building in Swanage	17	6%
Concerns over flood risk	16	6%
Concerns over stretched infrastructure	13	5%
Development would ruin character of area	13	5%
No building on green fields	12	4%
Development will impact on tourism (negative)	7	3%
Development would negatively impact on environment	7	3%
Has identified better locations	6	2%
Less affordable housing/causes problems	5	2%
Concerns over public transport	4	1%
Option has greater potential for development	3	1%
Housing on brownfield only	3	1%
Other facilities/services should be improved first	2	1%
Impact on green belt/AONB too great	2	1%
TOTAL CATEGORIZABLE COMMENTS	274	100%

## Postcode Analysis

Postcode analyses have been undertaken to show the level of support for the Preferred Option in different areas of the town. The leaflet asked each respondent to state their postcode and 724 people gave a valid postcode. The remaining 166 either gave a postcode from outside the district, or did not leave a complete postcode.

Map 7.1 shows the geographical distribution of support for the preferred option of development on sites B and D. Generally the preferred option, to develop sites B and D, is either mildly supported or mildly opposed throughout much of Swanage, but there are pockets of strong opposition in the areas very close to the proposed development sites.

Map 7.1: Swanage and Corfe Castle – Support for Preferred Option Swanage



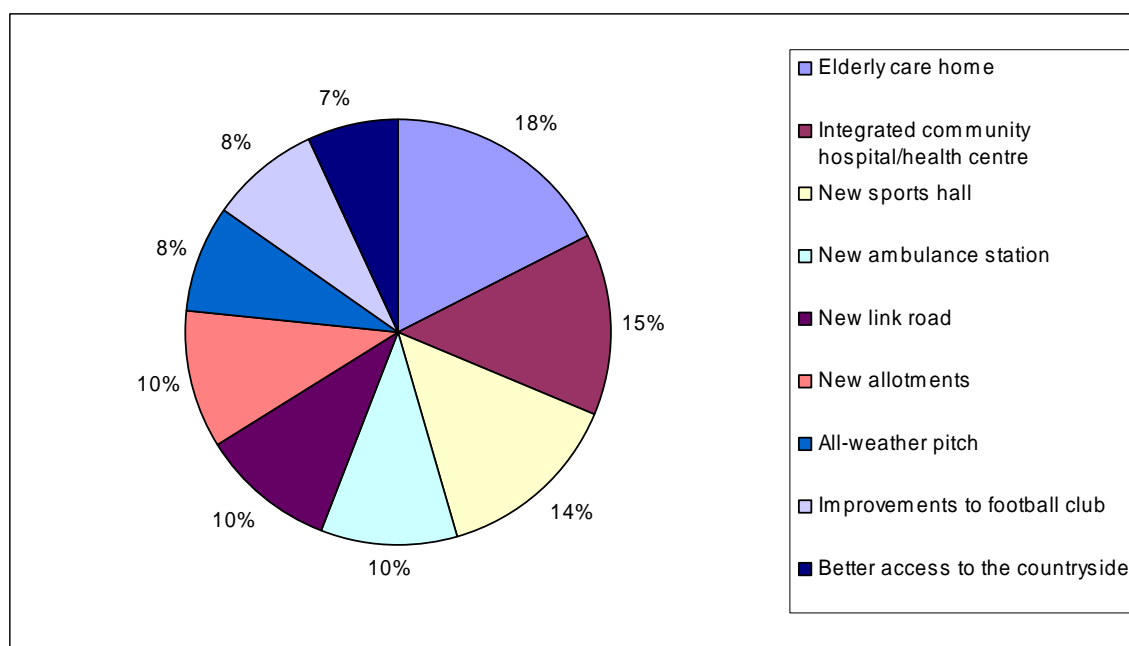
## 7.2 Question 2 – “Which community benefits do you agree with or are there any others you would like in Swanage?”

Question 2 presented respondents with a list of community benefits which could potentially be delivered with new housing, and asked them to tick all those they thought were needed. The results to this question are shown in Table 7.5 and Figure 7.3 below.

**Table 7.5: Community Benefits**

Elderly care home	515	17%
Integrated community hospital/health centre	407	14%
New sports hall	421	14%
New ambulance station	301	10%
New link road	308	10%
New allotments	307	10%
All-weather pitch	237	8%
Improvements to football club	246	8%
Better access to the countryside	208	7%

**Figure 7.3: Community Benefits**



The most popular new community benefits would be an elderly care home, an integrated community hospital/ health centre and a new sports hall. The least popular possible community benefit is ‘better access to the countryside’ which only 7% of respondents want.



## Question 2 Comments

Comments on Question 2 have been aggregated into common themes/ issues and are shown in Table 7.6 below:

**Table 7.6: Question 2 Comments**

<b>Community benefit</b>	<b>Number of comments</b>	<b>Percentage</b>
Swimming pool	35	23%
Improved public transport	20	13%
Secondary school	12	8%
Youth centre	11	7%
Improved road access	10	6%
Community centre	9	6%
Wet weather facilities	9	6%
Improved shopping	7	5%
More parking	6	4%
Swanage/Wareham rail link	6	4%
Pedestrianise seafront	6	4%
Theatre/Arts	5	3%
Children's play area	5	3%
Cycle facilities/lanes	3	2%
Tree planting	3	2%
Marina	2	1%
Improved cinema	1	1%

### 7.3 Question 3 – “Provided a suitable site can be found, should 30 dwellings be built in Corfe Castle?”

This question gave the opportunity to select either ‘yes’, ‘no’ or ‘no comment’, and gave space to comment.

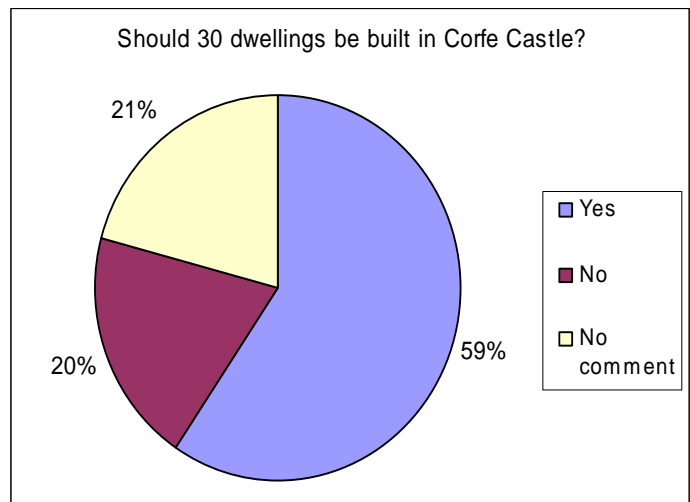
548 people answered this question, the remainder either ticking ‘no comment’ or choosing not to answer at all. The results of these are shown in Table 7.7 and Figure 7.4. However, only 387 people who answered this question stated a valid postcode and of these, only 36 gave postcodes from within the Corfe Castle parish. These 36 people were evenly split with 18 in favour and 18 opposed to development.

The responses to whether development should take place in Corfe Castle, *from only those postcodes within the Corfe Castle parish* are shown in Table 7.8 and Figure 7.5.

**Table 7.7: Question 3 Responses**

Option	Number	Percentage
Yes	410	59%
No	138	20%
No comment	143	21%

**Figure 7.4: Question 3 Responses**

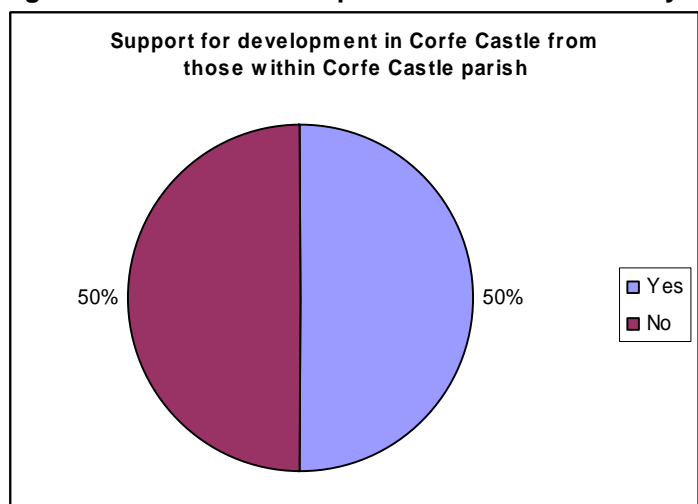


The majority of the residents (59%) who responded to this question think that development should take place in Corfe Castle. On the other hand, 20% of residents object to development in this area.

**Table 7.8: Question 3 Responses – Corfe Castle only**

Option	Number	Percentage
Yes	18	50%
No	18	50%

**Figure 7.5: Question 3 Responses – Corfe Castle only**



The response from Corfe Castle residents is interesting. The results show a 50/50 split over whether there should be development in the village. 36 responses is quite low though so further consultations would have to be done to truly gauge the opinion of the village.

## Question 3 Comments

Comments on Question 3 have been aggregated into common themes/ issues and are shown in Table 7.9 below:

**Table 7.9: Question 3 Comments**

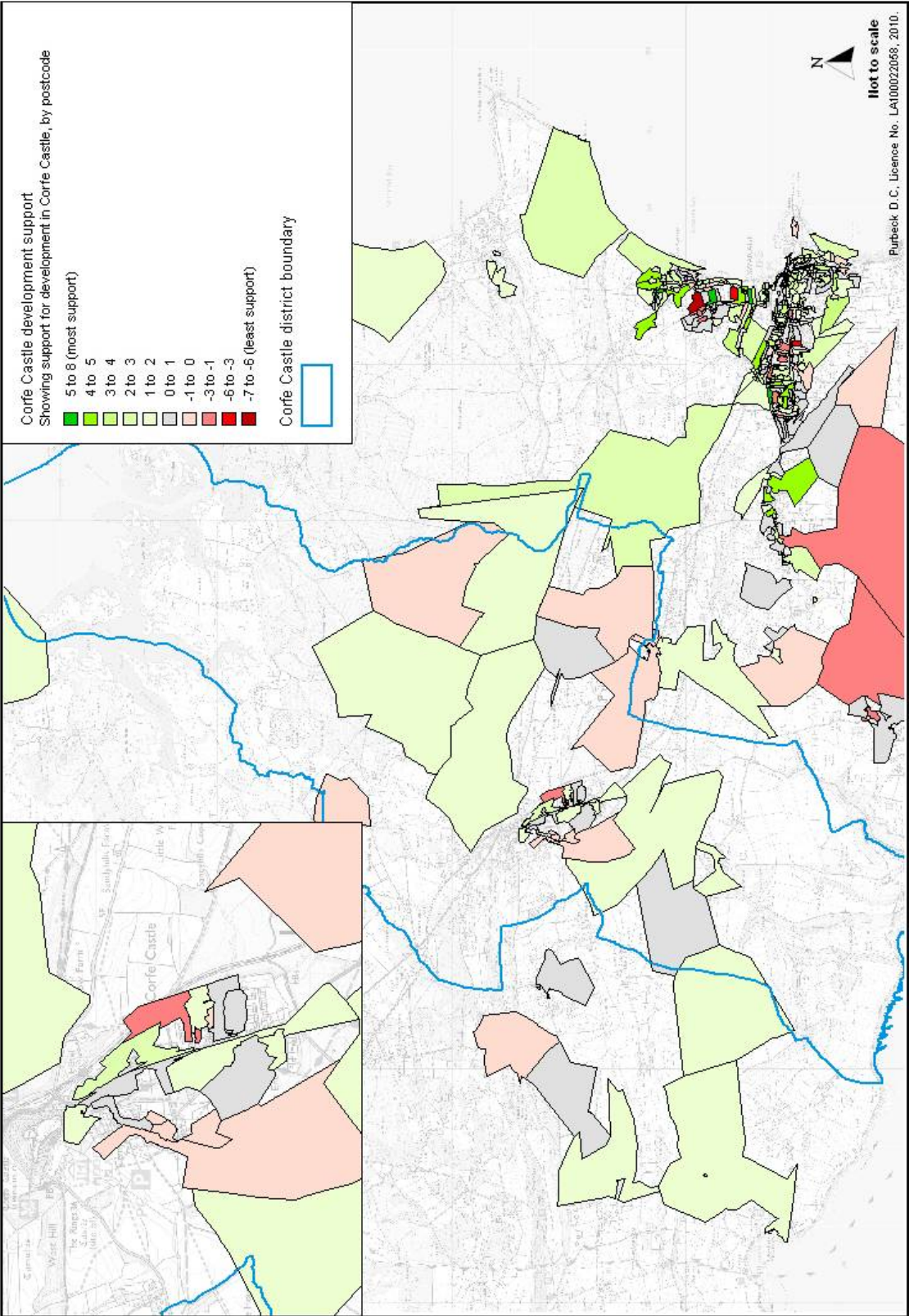
<b>Comments</b>	<b>Number of comments</b>	<b>Percentage</b>
Concerns over second homes/holiday homes	22	24%
Concerns over Congestion/traffic	17	19%
More affordable housing needed	16	18%
Development would ruin character of area	13	14%
Concerns over employment	6	7%
No more housing needed	4	4%
Concerns over stretched infrastructure	3	3%
Less affordable housing/ tenants cause problems	2	2%
Concerns over public transport	2	2%
Development will impact on tourism (negative)	2	2%
Has objections to specific location	1	1%
No building on green fields	1	1%

## Postcode Analysis

Postcode analysis has been undertaken to show the level of support for 30 dwellings in Corfe Castle in different areas around Corfe Castle and Swanage.

Map 7.2 shows the geographical distribution of support for development at Corfe Castle. There is a relatively even distribution of support and objection to the proposed development around the area.

**Map 7.2: Swanage and Corfe Castle – Support for development at Corfe Castle**



## 7.4 Letters from Organisations

### **Corfe Castle Parish Council**

Corfe Castle Parish Council is committed to exceptions sites of 100% affordable housing. Therefore it does not support any development within the village which falls outside of this category due to fear over landowners holding out for higher land value with private developers and/or the land being used for second homes. 100% affordable homes in Corfe Castle is the only way forward. Also the Council has a problem with the siting of more houses and businesses in Swanage because of the traffic impact in Corfe Castle. The Council also express an interest in finding land for the employment of local people within the Parish.

### **Dorset AONB Partnership**

Dorset AONB Partnership state that in line with national policy, major development should not take place within AONBs except in exceptional circumstances, any necessary development should be of the highest calibre. It should be sensitively located and not adversely impact upon the tranquility of the area or the quality of its panoramic views. It should be of high quality, and sympathetic in style, scale and materials to local character.

Site A – Concern that development here would be of negative landscape and visual impact. Development on the site would compromise the ‘green gap’ between Swanage and Langton Matravers. The southern and western portions of the area feel remote from the existing settlement due to the orientation of the landform, sloping away from the town and towards the wider landscape.

Site B – Located within the flat valley floor, well contained by the A351 and existing housing to the south, Washpond Lane and the school to the west, and the Swanage railway line to the north. The site contributes to the landscape setting of the town and any new development should aim to conserve and enhance the rural character of the landscape and the quality of the views.

Site C – Is currently used as a caravan park and due to its elevated and exposed position is of significant negative landscape and visual impact. Considering the isolated elevated and exposed nature of the site permanent development here would not be desirable.

Site D – Is well defined by the existing road network and some existing housing to the east and south. Despite its elevated location, the site appears to occupy a relatively flat shelf of land that together with the surrounding established existing vegetation would serve to help soften views of the development and help assimilate it with a landscape setting.

Overall conclusion is that the AONB prefers the Preferred Option for development on Sites B and D.

### **Dorset County Council**

Dorset County Council make mention of issues arising in Swanage as a result of the recent closure of the James Day care home, and the uncertainty over the future of two of the existing care homes. The Care Provision for Older People Joint Planning Group has initially found that there will be a need for specialist care for people with dementia and for extra care housing.

### **Dorset Wildlife Trust**

Site B is the preferred development for Swanage. Dorset Wildlife Trust would like further information on why the site was rated ‘amber’ for ecology and state that further survey work would be needed before a decision was made. They highlight some important ecology which could be on site such as Otters and Water Voles as well as the possibility of the White-letter Hairstreak Butterfly within the Elm hedges.



### **English Heritage**

English Heritage encourage reference to the National Monument Record which provides information on undesignated heritage assets and can indicate the likelihood of further important undiscovered archaeology e.g. Mesolithic activity at site C in Swanage. They provide no further comments on Swanage. This letter was followed with a telephone conversation to see if they had anything else to add regarding Swanage. The response was that he simply couldn't think of anything specifically relevant to the town. More general comments were given with regard to how the Council should be encouraged to utilise the townscapes in the leaflets to show conservation areas. There was also mention that potential development on site C should have regard to nearby listed buildings.

### **Environment Agency**

The Environment Agency have some reservations with regard to sites B and D due to flood risk issues. They have no objection 'in principle' to sites A and C, subject to site specific assessments being carried out, such as flood risk assessments, ecological surveys etc.

Site A – FZ1 watercourse along western edge of proposed site. Small parts of the site lie within an 'area susceptible to surface water flooding'. Protected species are in the vicinity of this site. Site specific FRA would be required due to size of site. Biodiversity associated with watercourse should be protected and enhanced where possible.

Site B – Part of the site appears to lie within Flood Zones 2 and 3. A significant proportion of the site lies within an 'area susceptible to surface water flooding'. They have some reservations about this site being considered for development. Potential wetland habitat and also water voles are present in the area. FZ2/3 area must be avoided for development. The extent of future flooding should be established.

Site C – FZ1 watercourse on western boundary. Site adjoins an 'area susceptible to surface water flooding'. Water voles recorded near to site.

Site D – Part of the site appears to lie within Flood Zones 3 and 2. Also a small part of the site lies within an 'area susceptible to surface water flooding'. They have some reservations about this site being considered for development. FZ2/3 area must be avoided for development.

Also important to consider coastal erosion issues, in particular along the 'New Swanage' part of the coast.

### **Highways Agency**

The Highways Agency are concerned about further growth within Corfe Castle, they see it as a unsuitable location for significant growth and wonder whether there are suitable services and employment opportunities to support a development of 30 dwellings.

They feel the majority of growth should be in Swanage. But they are concerned that Swanage lacks employment opportunities within the town, leading to out-commuting. They state that the proposed residential development appears to rely on employment opportunities outside of the settlement, an approach which is 'highly unsuitable and difficult to support'. Any new development in the town must create a more balanced mix of uses which help to create more self-contained patterns of travel to work movements.

### **Isle of Purbeck Liberal Democrats**

Isle of Purbeck Liberal Democrats wrote to state its support for the alternative option of sites B, C and D. It supports smaller edge of settlement sites to larger ones, and for this reason prefers three sites over two.

Supports no housing on site A for the reasons stated in leaflet, although identifies opportunity for allotments.

Supports some housing on site B, but with some fields retained for local Herston residents.  
Suggests the linking of development in site B with community benefits is unwise

### **Landopen LTD**

Landopen LTD wrote on behalf in its role representing the owners of the caravan park at Cauldron Barn. It confirms the owners are still willing to promote an area of land to the west of the existing caravan site, and attached a plan showing the exact limits of this site.

### **Langton Matravers Parish Council**

Langton Matravers Parish Council has passed the resolution "It was unanimously agreed that the Parish Council strongly opposes any building on Site A and fully supports its retention as an important gap". Parishioners also argue that the site is completely unsuited to housing due to its use as a mine and quarry in the past.

### **Natural England**

Natural England state that a relationship between development sites and new green infrastructure west of Swanage should be the key consideration both for its inherent value and to mitigate potential effect on the Area of Outstanding Natural Beauty. All sites are within the AONB, site A would be likely to have the more serious impacts. It would be inherently more difficult to integrate development into this type of landscape than it would the sites further north. Disagree with the evaluation of this area as not having a major impact on landscape. They also question the basis of the evaluation of site A as having limited or no ecological value.

### **The Purbeck Society**

The Purbeck Society commended PDC on the Swanage roadshow and requested a copy of the document relating to townscape. It also asked for confirmation that all developers costs in attending the meeting were not borne by council tax payers.

The Purbeck Society opposes the development of housing on site B, and highlights the clear statements given by PDC that the fields would not be developed when they were removed from the conservaton area two years ago. The PS sees least objections with sites C and D, provided most of the development takes place on site D. It recommends only 20-25 dwellings on site C, which need not be affordable,

Regarding site D, it recommends:

- Some open space be retained to the north, to be linked via pedestrain routes to the cricket and football grounds, Washpond lane and/or Ulwell lane
- A max of twenty 2/3bedroom affordable homes on the south of the site
- The Grammar School building itslef retained either for community or education use.
- The character of Washpond lane retained as a lane

The Purbeck Society makes a series of further points:

- It is opposed to relocating the heath centre to any out of town site, and discounts improved bus services as mitigating the problems out-of-town health would cause.
- It recommends retaining the existing facilities and improved or added to in due course and as funds allow.
- It is opposed to the proposals for a supermarket in Worgret Road, Wareham
- It is in favour of development in Corfe Castle providing it consists of only affordable homes (max 20), and their is a local need, and appropriate site and suitable infrastructure.
- It is opposed to any significant changes to the seafront.

### **Save Herston Fields Group**

The Save Herston Fields Group made a series of points:

- The land is used by many people for recreation, and consequently

- Should be a village green
- Areas of the site flood
- There is nowhere for runoff to go
- No local employment is being created alongside the housing
- Concerns over second homes
- Health should stay central
- Concern that fields taken out of conservation area
- The open spaces at Herston are the gateway to Swanage

### **Sibbett Gregory**

Sibbett Gregory write, as agents for the landowners of the Grammar School site (D), in support of the council's preferred option. It confirms its client is ready, willing and able to proceed. It also notes:

- All contributions and affordable housing can only be provided out of gross profit, therefore
- The development can be made more viable if it includes development which generates value
- Only 2 of the proposed community developments generate value – integrated community hospital/health centre, and elderly care home
- Therefore its clients have considered including a 60 bed care home within the development. This would create 60 local jobs and reduce number of affordable housing units from 50 to 40.
- Client anticipates a contribution of ½m to Transport Authority
- Supports restoration of rail link
- Is not convinced new link road between Ulwell and Northbrook road is necessary, but changing the junction priority may be beneficial.
- Believes transport contribution should therefore be ringfenced for the above two uses.
- Suggests other site specific details relating to bats (provision can be made within gable roof of substantial building for roosting), runoff (grey water systems and irrigation of landscaped areas)

### **Studland Parish Council**

Studland Parish Council Outline a number of concerns:

- Most important concern is employment. They state that currently there are not enough employment opportunities, especially off season, so 200 new homes would make this situation far worse. The emphasis should be on a strategy for creating employment in the area.
- Secondly there is concern over the traffic volume on the Corfe to Studland Road (B3351). Already there is a far too large volume of Swanage bound traffic using this road, any increase in housing, especially at Site D, would increase road use to 'dangerous proportions'.
- Overstretching of the infrastructure is also a concern, especially a lack of parking.
- They are also worried about a non-affordable housing development creating a potential for more second homes.
- They are of the opinion that no affordable housing development should take place in the Isle of Purbeck, as another place could be found where there are better employment prospects.

### **Swanage Medical Practice**

Swanage Medical Practice are unhappy with their current building and are looking to relocate. They have been looking for a suitable town centre site for the last six years, but none have been available. They have considered the sites put forward by PDC, and have decided that Herston Fields would be the most suitable. They also approve of the idea of developing an integrated healthcare facility. The Old Grammar School Site was very

attractive to them as one that could accommodate a new facility, however they have been unable to discuss or negotiate this option on a professional basis with the current landowner.

### **Swanage Town Council**

Swanage Town Council does not support the preferred option. The Town Council agrees that Swanage should continue to provide new housing, but not at the level proposed by the District council's preferred option. The Town Council believes that the principal requirement is for additional affordable housing for local families. Development should be across a number of smaller sites, including a mixture of town centre locations and small settlement extensions. They suggest it may be possible to develop parts of sites A and D without having a significant detrimental impact e.g. confining development of A to the eastern most part of the site.

The Town Council also highlights these following points:

- The potential for the former Grammar School site to be developed as a local secondary school should not be precluded by policies contained in the Local Development Framework.
- District Council should work together with the Town Council to identify suitable sites for additional allotments to address the current waiting list and additional demand from increased housing in the future.
- They support the further exploration of the provision of new joined-up healthcare facilities in the town.
- The Core Strategy and LDF must fully take into account the consequences of coastal change over the next century.

### **Wessex Water**

Wessex Water identified specific engineering issues and highlighted potential for nuisance of odours and flies from Prospect Farm Sludge Treatment on Site C.

## **7.5 Letters from the Public**

In total 61 members of the public wrote to the council, or included letters or notes within their leaflets or online response to make detailed comments about the proposals for development in Swanage. The overwhelming majority were chiefly concerned with development at Herston fields.

The top six most frequently cited comments all specify either an objection to development at Herston, that the fields flood, or how development would negatively impact upon views, the local residents' amenity or wildlife. Seventeen people wrote about their concerns that the fields were recently removed from the conservation area, and expressing various levels of cynicism about the council's motives for this. Several included extracts from a letter sent by PDC Conservation Officer Benjamin Webb which stated how the fields were unsuitable for development, usually questioning how this could have changed.

Fourteen letters detailed concerns about moving health facilities out of the town centre and this was the leading concern after Herston, followed by concerns about a lack of employment in Swanage to support new housing (leading to an increase in commuting to Poole, increasing pressure on the A351). Traffic in Herston, and on the A351 was also a concern.

Table 7.10 shows a complete breakdown of the number of times each issue was raised in the letters received from the public.

**Table 7.10: Comments in letters from the public**

<b>Comment</b>	<b>Number</b>
Herston fields flood	28
Objects to building on Herston fields	26
Development at Herston would be detrimental for appearance of area	24
Herston fields are used for recreation	21
Herston fields are of high ecological value	17
Site B was recently removed from conservation area	17
Health centre should remain central	14
There is no employment to support new building	12
Herston field should be a town green	11
Traffic is already a problem around Herston	11
A351 is already at full capacity	10
Development at Herston will be detrimental for tourism	10
Grammar school building should be used/kept for education	8
Housing will be lost to second home owners	7
Abolition of RSS/scrapping of housing targets	7
Consultation is biased/flawed	6
Objects to closing of old people's homes	6
Concern/confusion over meaning of 'access to countryside' comment	5
Has detailed alternative plans for Swanage	3
Affordable housing will not be affordable for those on housing list	3
Grammar school building should be converted	3
House people in second homes	2
Herston is only green land accessible to older people	2
affordable housing tenants cause problems	2
Has detailed criticisms and questions requiring response	2
Need to reconnect to railway	1
No leaflet received	1
Commendation on quality of consultation	1
Pedestrianise the seafront all year round	1
The need for more housing in Corfe Castle	1
No link road between Ulwell and Northbrook	1