

Purbeck Local Plan

Submission January 2019

Economy monitoring



Thriving communities in balance
with the natural environment

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Introduction

1. This report contains monitoring data on the gains and losses of employment land, retail space and tourism accommodation within Purbeck District.
2. It is important to ensure our towns and villages have the necessary support for their residents; offices, businesses and shops are vital to maintain local communities. Where practicable to do so, the Council wishes to encourage the use of alternative forms of transport to the car and a spread of employment opportunities across the District, as well as locating housing in sustainable locations. In this way, we hope to provide the necessary jobs for people to continue to live and work in Purbeck. Town centres act as hubs to create communities and in Purbeck the town centres are fortunate to have a large number of independently run and unique shops which the Council wishes to ensure are retained. Purbeck is a popular tourist destination and contributes to the local economy directly through visitor spend and indirectly by employing our residents. It is therefore important that through implementation of its planning policies the Council supports tourism wherever possible.
3. It is also important that these uses are in the best places to ensure that they are sustainable and make the best and most efficient use of land. The NPPF states that 'retail or employment land could be redeveloped for homes in areas of high housing demand provided this would not undermine key economic sectors or sites' (para. 121, NPPF, 2018). Monitoring reports can be used to identify trends and begin to point towards areas that are either underdeveloped or not effective for its intended use.
4. Purbeck District Council has an adopted Local Plan, Purbeck Local Plan (PLP1) (2012), but a new plan is due to be submitted to the planning inspectorate in January 2019 for examination. The revision contains different targets and safeguarded sites to PLP1.
5. The District also has one adopted Neighbourhood Plan, Lytchett Matravers Neighbourhood Plan and the Swanage Local Plan (SLP) (2017).
6. This report measures how well the District has met targets set out in the Purbeck Local Plan Part One and Swanage Local Plan in relation to employment, retail and tourism. This data is then used to give a flavour of the economic climate of Purbeck prior to the new plan being examined.
7. The measurements are mainly quantitative records of the gains and losses of employment land and floor space (safeguarded or otherwise), gains and losses of retail space and footfall of pedestrians on the streets, and additionally gains and losses of holiday accommodation and attractions. Qualitative analysis has been provided where applicable and trustworthy.

Employment land supply

Introduction and context

8. PLP1 safeguarded employment land to ensure there was a wide variety of sites whilst making best use of previously developed land, to support growth.
9. Purbeck lies in the Eastern Dorset housing market area as well as within the Dorset Local Enterprise Partnership (LEP) area. In the context of this wider economic environment, the district contains two important strategic sites; Holton Heath industrial Estate and Dorset Innovation Park. Dorset Innovation Park boasts Enterprise Zone status and a Local Development Order.
10. The rest of the safeguarded employment land is distributed across the District, as outlined in the table below.

List of safeguarded sites
Westminster Rd, Wareham*
Sandford Lane, Wareham
John's Rd, Wareham*
Factory Rd, Upton
Prospect Business Park, Swanage
Victoria Avenue, Swanage
Holton Heath Industrial Estate
Admiralty Park, Holton Heath
Romany Works, Holton Heath
Freeland Park, Lytchett Matravers
Axiom Centre, near Lytchett Matravers
Dorset Green Technology Park
Old Milk Depot, Corfe Castle
North St, Bere Regis

* Westminster Road and St Johns Road are proposed for removal from safeguarded employment land in the new Purbeck Local Plan.

11. The Council measures gains and losses of B1, B2 and B8 use classes on the safeguarded sites to ensure they are fulfilling their potential whilst allowing for churn. Additional to this windfall is monitored as this also contributes towards the target.

What are PLP1’s targets for promoting a prosperous local economy?

12. The table below sets out the Purbeck Local Plan Part 1 monitoring targets related to employment land supply and employment floor space provision.

What we measure	Our target by 2027
Total amount of additional employment floor space (by use class type) (local authority area)	A minimum of 11.5ha by 2027
Total amount of additional employment floor space (by use class type) (safeguarded employment sites)	
Total amount of employment floor space (by type) on previously developed land	Majority of new employment floor space
Employment land available by type	Maintain a choice of available sites that exceed 11.5ha up to 2027
Loss of employment land at safeguarded employment sites	No significant loss on safeguarded employment sites by 2027

What are The Swanage Local Plan’s targets for promoting a prosperous local economy?

What we measure	Our target
Total employment sites at Prospect Business Park and Victoria Avenue Industrial Estate	No change or year on year increase in employment floor space
Policy KCD: Kings Court Depot	Redevelopment of Kings Court Depot Site to meet the requirements of Policy KCD.

Target monitoring

Total amount of additional employment floor space (local authority area)

Total Floor Space Completions 1st April 2006 – 23 January 2019

Year	Total floor space completions	Total floor space losses	Safeguarded land gains	Safeguarded employment land losses	PDL (%)
April 2006 - March 2012	36,831sqm	1,318sqm	19,324sqm ¹	668sqm	83%
April 2012 - March 2013	14,727sqm	215sqm	14,727sqm ¹	215sqm	100%
April 2013 - March 2014	6,052sqm	252sqm	6,031sqm	252sqm	69% ²
April 2014 - March 2015	3,704sqm	14,043sqm ¹	3,133sqm	0sqm	97%
April 2015 – March 2016	2,648.48sqm	162.5sqm	1,789sqm	76sqm	98.2%
April 2016 – March 2017	8,403.83sqm	82.10sqm	8,485.93sqm	0sqm	83.3%
April 2017 – March 2018	330.06sqm	1278.57sqm ³	168.46sqm	1163.57sqm ³	86%
April 2018 – January 2019 (to be finalised in April)	727sqm	37sqm	690sqm	0sqm	75%
Total April 2006-Jan 2019	74,311.97sqm	17,929.74sqm	55,038.39sqm (5.5ha)	2374.57sqm (0.2ha)	86% (ave)

1. Figures include a number of larger developments at Holton Heath Industrial Estate, Sandford Lane Industrial Estate and delivery of both Freeland Park and The Axium Centre near Lytchett Matravers.
2. Lower percentage of floor space completions on PDL reflects the greenfield floor space developed at Prospect Farm, Swanage during this year.
3. The larger losses in this year were from change of use to A1 and C3.

Safeguarded employment land

13. The amount of available safeguarded employment land has recently been more thoroughly explored. There are changes between this table and previous tables published especially with relation to Dorset Innovation Park. This has evolved through master planning of the strategic site during the creation of a Local Development Order. The table below includes all safeguarded employment land proposed within the new Purbeck Local Plan.

Site Name	Safeguarded employment land (ha)	Available employment land (ha)
Dorset Innovation Park, Wool / Winfrith	43.4	38.4
Holton Heath Industrial Estate, Wareham	35	5.7
Axium Centre, Organford	0.5	0
Factory Road Trading Estate, Upton	3.9	0
Freeland Business Park, Lytchett Matravers	0.6	0
Old Milk Depot, Corfe Castle	0.4	0.3
Prospect Business Park, Swanage	2.2	0
Romany Works Estate, Sandford	1.6	0
Sandford Lane Estate, Wareham	9	1
Townsend Business Park, North Street, Bere Regis	0.8	0
Victoria Avenue Estate, Swanage	2.4	0
Admiralty Park, Sandford	12	0
Total Provision	111.8	45.4

How well are we doing?

14. The table below sets out our monitoring targets in the Local Plan Part 1 that we have been able to monitor, as well as additional data that we think is useful.

15. The table shows where we have reached our targets (✓) and where we have not reached our targets and/or where we would like our outcomes to improve (×).

What we measure	Target	Achieved by 2018	On target?
Total amount of additional employment floor space (by use class type) (local authority area)	Maintain a minimum of 11.5ha by 2027	The Council has 74,311.97sqm of employment floor space.	✓
Total amount of additional employment floor space (by use class type) (safeguarded employment sites)	Maintain a minimum of 11.5ha by 2027	The Council has 111.8 ha of safeguarded employment floor space.	✓
Total amount of employment floor space (by type) on previously developed land	Majority of new employment floor space created on brownfield land	The Council achieves on average 86% of employment development on PDL each year	✓
Employment land available by type	Maintain a choice of available sites that exceed 11.5ha up to 2027	The employment land available exceeds 11.5ha	✓
Loss of employment land at safeguarded employment sites	No significant loss of safeguarded employment sites by 2027	2017-2018 saw losses of employment uses on safeguarded employment land, this will be closely monitored to ensure this does not become a trend.	×
Swanage Local Plan			
Total employment sites at Prospect Business Park and Victoria Avenue Industrial Estate	No change or year on year increase in employment floor space	Prospect Business Park and Victoria Avenue Industrial Estate are fully utilised.	✓
Policy KCD: Kings Court Depot	Redevelopment of Kings Court Depot Site to meet the requirements of Policy KCD.	Not met	×

What is proposed to change for the new plan?

16. The Bournemouth, Dorset and Poole workspace strategy 2016 models various scenarios for calculating land demand in the wider functional area - the Dorset LEP area. This covers the economic areas of Eastern Dorset (this sector includes a hinterland around the Poole, Bournemouth and Christchurch conurbation) and Western Dorset. The methodology used the impact of housing growth combined with employment projections from Cambridge Econometrics Local Economy Forecasting Model (LEFM); however, it's important to note that in 2016, the housing need calculation was much greater than is currently forecast.
17. The study concludes that 'there is currently adequate employment land supply in Eastern Dorset to meet current and projected market requirements for industrial development in relation to the Step Change growth scenario with 20% flexibility' but this is dependent on 'minimising any net loss of employment land suitable to meet market requirements for office use' (page 154, Workspace Strategy 2016). Yet it was the local agents' view that Eastern Dorset has 'insufficient employment land and premises of the right type, quality and appropriate location' (Pg. iii, Workspace Strategy 2016). In Western Dorset it was concluded there was sufficient supply.
18. Wareham Town Council's Neighbourhood Plan Steering Group has considered the potential to deliver homes on two existing industrial estates at Westminster Road and John's Road. Both sites are currently safeguarded for employment uses by policies in PLP1. Taking account of the local housing need (LHN) for homes, the assessed need for further employment land and local communities' preference to deliver new homes at specific sites, the Council has decided not to continue safeguarding the land at Westminster Road and John's Road for employment use. In reaching this decision the Council has also taken account of:
 19. The suitability of the Westminster Road site for new homes. The site is in single Council ownership (as identified in the SELAA 2016) and is a relatively large site benefitting from road access to the north and south with good accessibility to the local road network. The northern part of the site is partially occupied by the Local Waste Recycling Centre and Electricity Substation. The southern part of the site is comprised of mixed mid-20th century office and light industrial units. Redevelopment of this land with new homes, is also consistent with 'effective use' of suitable brownfield land.
 20. The suitability of the John's Road site for new homes. The site is in mixed ownership, and is a very small site dominated by a single unit with several smaller units. The buildings of lower order quality date from the early to mid-20th century. The site offers an attractive location adjacent to the train station, whilst road access via Carey Approach is considered adequate it is somewhat restricted
21. The Council has decided to propose maintaining a need for 11.5ha of safeguarded employment land as supported by the Bournemouth, Dorset and Poole Workspace strategy 2016 to:
 - support delivery at the same level anticipated in the Purbeck Local Plan Part 1 (2006 to 2027);
 - reflect the comments of commercial agents;
 - support the wider growth of the LEP area;
 - allow for response to market changes in circumstances where demand is greater than the model anticipates;

- reflect the Council's work (including preparing a local development order) in creating the conditions necessary to support sustainable economic growth in the Enterprise Zone at Dorset Innovation Park; and
 - support the Council's strategy of encouraging growth at key employment sites.
22. The Council proposes through the Purbeck Local Plan 2018 - 2034 to remove Westminster Road and St Johns Road as safeguarded employment sites but monitor any potential effects arising from this such as redistribution or decline in floor space. The Council also proposes to retain the two strategic employment sites at Holton Heath and Dorset Innovation Park recognising their long standing experience and expertise regarding the sites' support for specific areas of advanced manufacturing, research and development. The wider distribution of small industrial estates across the District is particularly tailored to support a range of business opportunities for residents, and ultimately will be fundamental to the area's sustainable growth.

Summary

23. Our overall aim is to maintain a healthy and diverse provision of employment land across the district. We have managed to do this through the provision of employment land on safeguarded sites and also through some new provision of employment land outside safeguarded sites.
24. The conversion of agricultural buildings into employment use also results in development of greenfield land although the uses are supported by existing agricultural structures. These changes of use provide valuable local and small scale employment opportunities across the rural parts of the district.

Recommendations

25. Monitor losses of employment use on safeguarded land and monitor any potential effects arising from the removal of Westminster Road and St Johns Road from safeguarded status should the proposed plan be adopted.

Retail land provision

Introduction and context

26. In Purbeck there are three main retail centres and several smaller centres. They are vibrant and boast unique local shops which help add to the exclusive flavour of Purbeck. They include a diverse range of facilities including use classes that increase footfall throughout the day and into the evening which enrich the areas further.
27. Purbeck is located close to the conurbation of Poole where the retail environment is much larger.
28. The Council measures gains and losses of retail floor space for A1, A2, A3, A4, A5, D1, D1 and sui generis use classes.

What are PLP1's targets for vibrant retail space?

29. The table below sets out the Purbeck Local Plan Part 1 monitoring targets related to retail supply and use class variety.

What we measure	Our target by 2027
Total amount of floor space for town centre uses (A1, A2, B1a and D2) (town centre areas)	No change, or year on year increase
Total amount of floor space for town centre uses (A1, A2, B1a and D2) (Local authority area)	No change, or year on year increase
Amount of completed retail, office and leisure development (A1, A2 and D2) (Local authority area)	2,000sqm (net) of non-food retail floor space by 2027 1,300sqm (net) of food floor space in town centres and local centres by 2027
Amount of completed retail, office and leisure development (town centre areas) (A1, A2 and D2)	Greatest proportion of new provision to be in town centres by 2027
Town centre health checks i) pedestrian counts Wareham town centre, ii) pedestrian counts Swanage town centre.	Long term trend increase by 2027

What are Swanage Local Plan's targets for retail?

What we measure	Our target by 2027
Policy TCR: Town centre redevelopment	Redevelopment of the land between Kings Road West and the railway station to

	<p>provide new retail space to include the majority of:</p> <p>1,000sqm (net) of non-food retail floor space; and</p> <p>1,130sqm (net) of food floor space</p>
	<p>Provision of new car parking within the redevelopment area to serve the needs of the town centre shoppers and the medical practice to replace the existing facilities lost to development</p> <p>Provision of a new town centre square within the redevelopment area, where possible, and enhanced townscape and conservation area with good walking and cycling links to the rest of the centre.</p> <p>Provision of a replacement health centre within the redevelopment area to meet the identified needs of the medical practice, subject to approval by NHS England.</p>
<p>Policy STC: Swanage Town Centre</p>	<p>No change or year on year increase in total amount of floor space for 'town centre uses' in Swanage Town Centre.</p> <p>The provision of the majority of:</p> <p>1,000sqm (net) of non-food retail floor space; and</p> <p>1,130sqm (net) of food floor space</p> <p>Within Swanage Town centre.</p> <p>Greatest proportion of new provision in Swanage to be in the town centre.</p>

Target monitoring

Total amount of floor space changes for town centre uses

Floor Space Completions (sq.m) 1st April 2006 – 23 January 2019

Retail Centres	Year completed	A1	A2	A3	A4	A5	B1	D1	D2	Sui generis	Total
Wareham Town Centre	2006 - 2012	100.9	0	302	0	0	0	0	0	0	402.9
	2012 - 2013	-97	60	0	0	0	0	28	0	0	-9
	2013 - 2014	-103	125	0	0	0	0	0	0	0	22
	2015 - 2016	-82	-68.9	82	0	0	0	0	0	0	-68.9
	2016 – 2017	-49	32.35	0	0	0	0	0	0	0	-49
Total	2006 – Jan 2019	-181.1	116.1	384	0	0	0	28	0	0	347
Swanage Town Centre	2006 - 2012	888	0	-87.5	0	0	0	0	0	0	800.5
	2012 - 2013	-194.3	0	194.3	0	0	0	0	0	0	0
	2013 - 2014	-85	0	85	0	0	0	0	0	0	0
	2014 - 2015	120	-25	95	0	0	0	0	0	0	190
	2015 - 2016	0	-33.9	-70.8	0	100.8	0	0	0	0	-3.9
	2016 – 2017	0	0	-113	0	112.5	0	0	0	0	-0.5

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	2018 – Jan 2019	0	0	59.54	0	0	-55.94	0	0	0	660
Total	2006 – Jan 2019	728.7	-58.9	216	0	100.8	0	0	0	0	986.6
Upton Local Centre	2013 – 2014	-33.4	0	0	0	0	0	33.4	0	0	0
	2014 – 2015	160.5	0	160.5	-330	0	0	0	0	0	-9
	2015 – 2016	-174.8	0	0	0	174.8	0	0	0	0	0
	2016 - 2017	348.9	0	0	0	0	0	0	0	0	348.9
Total	2006 – Jan 2019	-47.7	0	160.5	-330	174.8	0	33.4	0	0	-9
Total for town centres	2006 – Jan 2019	499.9	57.2	760.5	-330	275.6	-55.94	61.4	0	0	1324.6
Outside Retail Centres	Year completed	A1	A2	A3	A4	A5	B1	D1	D2	Sui generis	Total
Bere Regis	2006 - 2012	-120	-66.56	0	0	0	0	0	0	0	-186.56
	2014 - 2015	18	0	0	0	0	0	0	0	0	18
Corfe Castle	2006 - 2012	-25	0	0	0	0	0	0	0	0	-25
	2014 - 2015	40	0	0	0	0	0	0	0	0	40
	2016 - 2017	-129.1	0	0	0	0	0	0	0	0	-129.1
Corfe Mullen	2017 - 2018	115.9	0	0	0	0	101.6	0	0	0	190.7

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East Knighton	2018 – Jan 2019	0	0	55	0	0	0	-55	0	0	0
East Stoke	2014 - 2015	2	0	33	0	0	0	0	0	0	35
Harmans Cross	2006 - 2012	75	0	0	0	0	0	0	0	0	75
Holton Heath	2012 - 2013	166	0	0	0	0	0	0	0	0	166
Kimmeridge	2015 - 2016	6.5	0	0	0	0	0	0	0	0	6.5
Lytchett Minster	2018 – Jan 2019	0	0	0	0	0	37	0	0	0	37
Lytchett Matravers	2006 - 2012	190	0	0	0	0	0	0	0	0	190
	2015 - 2016	0	-60	0	0	0	0	0	0	0	-60
	2018 – Jan 2019	-20	0	0	0	0	0	10	0	0	-10
Studland	2013 - 2014	0	0	0	0	0	0	-62	95.5	0	33.5
Wareham St Martin	2006 - 2012	-75	0	0	0	0	0	0	0	0	-75
	2013 - 2014	0	0	0	0	0	-120	0	120	0	0
	2015 - 2016	37.5	6.81	0	0	0	-86.5	0	0	0	-42.19
	2017 - 2018	0	0	0	0	0	168.46	0	0	0	168.46
West Lulworth	2014 - 2015	0	0	0	0	0	0	62.1	0	-62.1	0
	2015 - 2016	0	0	62.1	0	0	0	-62.1	0	0	0

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	2017 - 2018	0	0	0	-927	0	0	0	927	0	0
Winfrith	2006 - 2012	70	0	0	0	0	0	0	0	0	70
Wool	2006 - 2012	57.6	0	0	0	54	0	0	0	43.76	155.36
	2012 - 2013	184.80	0	0	0	0	0	0	0	0	184.80
	2015 - 2016	-168.02	0	0	0	168.02	0	0	0	0	0
Worth Matrovers	2006 - 2012	-100	0	0	0	0	0	0	0	0	-100
Total	2006 - 2019	326.18	-119.75	150.1	-927	222.02	100.56	17.2	1142.5	-18.34	881.57
Total All Retail 2006 - 2019		826.08	-61.55	910.6	-1257	497.62	44.62	78.6	1142.5	-18.34	1997.07

How well are we doing?

30. The table below sets out our monitoring targets in the Local Plan Part 1 that we have been able to monitor.
31. The table shows where we have reached our targets (✓) and where we have not reached our targets and/or where we would like our outcomes to improve (×).

What we will measure	Target	2006 -2019	On target?
Total amount of floor space for ‘town centre uses’ (A1, A2, B1a & D2) in town centre areas	No change or year-on-year increase up to 2027	There have been losses in Wareham and Upton town centres in A1 uses	×
Total amount of floor space for ‘town centre uses’ (A1, A2, B1a & D2) in the district	No change or year-on-year increase up to 2027	There has been a decrease in A2 uses, increase in all others	×
Amount of completed retail, office and leisure ‘town centre uses’ development (A1, A2, B1a & D2) in town centre areas	Greatest proportion of new provision to be in town centres by 2027	Greatest proportion of new provision has been delivered in the town centres	✓
Amount of completed A1 retail development in town centres and amount of completed A1 retail development outside town centres	Majority of 2,000 sqm (net) of non-food retail floor space and majority of 1,300sqm (net) of food floor space in town centres by 2027	This target has not yet been achieved.	×
The Swanage Local Plan			
Policy TCR: Town centre redevelopment	Redevelopment of the land between Kings Road West and the railway station to provide new retail space to include the majority of: 1,000sqm (net) of non-food retail floor space; and	This target has not yet been achieved	×

What we will measure	Target	2006 -2019	On target?
	1,130sqm (net) of food floor space		
	Provision of new car parking within the redevelopment area to serve the needs of the town centre shoppers and the medical practice to replace the existing facilities lost to development	This target has not yet been achieved	×
	Provision of a new town centre square within the redevelopment area, where possible, and enhanced townscape and conservation area with good walking and cycling links to the rest of the centre.	This target has not yet been achieved	×
	Provision of a replacement health centre within the redevelopment area to meet the identified needs of the medical practice, subject to approval by NHS England.	This target has not yet been achieved	×
Policy STC: Swanage Town Centre	<p>No change or year on year increase in total amount of floor space for 'town centre uses' in Swanage Town Centre.</p> <p>The provision of the majority of:</p> <p>1,000sqm (net) of non-food retail floor space; and</p> <p>1,130sqm (net) of food floor space</p> <p>Within Swanage Town centre.</p> <p>Greatest proportion of new provision in Swanage to be in the town centre.</p>	There has been an increase in retail floor space in Swanage of 986.6sqm being delivered	✓

What is proposed to change for the new plan?

32. The new Purbeck Local Plan allows for use classes that allow footfall throughout the day and evening to occur in retail boundaries. The plan aims to protect the vibrant retail environment of Purbeck. Any retail proposals for more than 200sqm need to provide a retail impact assessment to ensure no harm would come to the current unique shops within the towns. The plan accords with the NPPF and aligns a sequential test to retail applications discouraging any retail development outside of the designated retail areas.
33. The Council will monitor planning applications for retail uses to ensure the vibrant town and local centres are maintained at least if not strengthened.

Summary

34. Retail provision fluctuates from year to year depending on trends yet Purbeck's retail environment remains healthy and vibrant.
35. Nationally the retail environment is unstable at present, certainly in terms of town and local centres as retail trends are undergoing a period of rapid change. The health of town centres needs to be closely monitored over the coming years to ensure they remain fit for purpose, whatever that purpose may be.

Recommendations

36. Closely monitor the Swanage Local Plan delivery rates and talk to developers to determine any reasons why the allocations are not being delivered.

Tourism provision in Purbeck

Introduction and context

37. Policy LD of PLP1 sets out a settlement hierarchy to ensure that new development is located in the most sustainable locations. The Towns of Swanage, Upton and Wareham are at the top of the hierarchy. This is followed by the Key Service Villages of Bere Regis, Bovington, Corfe Castle, Lytchett Matravers, Sandford and Wool. The third group in the hierarchy is the Local Service Villages of Langton Matravers, Stoborough, West Lulworth and Winfrith Newburgh.
38. Policy TA of PLP1 permits new accommodation and extensions to existing serviced and self-catering tourist accommodation in the District's towns, key service villages and local services villages in accordance with Policy LD.

Purbeck Local Plan target

What we will measure	Target
Provision of hotels, guesthouses, boarding houses and bed & breakfast uses with more than 6 bedrooms granted planning permission	Majority to be provided in towns and key/local service villages in accordance with Policy LD* by 2027

39. There are no Swanage Local Plan targets relating to tourism

Target monitoring

Year	In AONB	In Green belt	Chalet	New touring sites or static caravans	Total
2006 – 2012	0	0	0	No new sites. 121 new pitches within 4 existing sites. No site extensions.	More provision within existing caravan site
2012 – 2013	22 self-catering lodges (see below)	0	22 self-catering lodges (see below) 64 (max) tents/caravans + 4 huts (see below)	No new sites. 65 new pitches within 3 existing sites. No site extensions.	More provision within existing caravan site / 22 self-catering lodges and huts
2013 – 2014	0	0	0	No new sites. 2 new pitches within 1 existing site. No site extensions.	More provision within existing caravan site
2014 – 2015	0	0	4 timber cabins	No new sites. 1 new pitch within 1 existing site. No site extensions.	More provision within existing caravan site / 4 timber cabins
2015 – 2016	0	0	0	Replacement of 155 mixed pitches with 58 static 'lodge style	Replacement only / More provision within existing caravan site

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				caravans' within existing site. No site extensions.	
2016 – 2017	1 refurbishment and extension to Marine Villas for exhibition, interpretation and educational facilities	0	0	2 new sites, one extension to a site.	More provision within existing caravan site / 1 attraction
2017 – 2018	2 changes of use, one to holiday accommodation, one from holiday accommodation to a private dwelling	1 caravan park is within the green belt	0	4 new sites, one of them already existing but without permission.	More provision within existing caravan site
April 2018 – Jan 2019	1 outbuilding to holiday accommodation, 1 B&B to single dwelling. Change of use of pub to assembly and leisure	Land set aside for flying of model helicopters	0	4 new mobile homes and change of use of part of Toms Field camping site to allow motorised caravans and tents	More provision within existing caravan site / 1 holiday accommodation / 1 pub to Assembly and leisure

How well are we doing?

40. The table below sets out our monitoring targets in the PLP1.
41. The table shows where we have reached our targets (✓) and where we have not reached our targets and/or where we would like our outcomes to improve (×).

What we measure	Target	On target?
Provision of hotels, guesthouses, boarding houses and bed & breakfast uses with more than 6 bedrooms granted planning permission	Majority to be provided in towns and key/local service villages in accordance with Policy LD by 2027	✓
Number of planning permissions granted for new holiday chalet and tented camping sites within the district	No target figure	Not applicable
Number of planning permissions granted for new holiday chalet and tented camping sites within the AONB	None in AONB	✓*
Number of planning permissions granted for new holiday chalet and tented camping sites within the Green Belt	None in Green Belt	✓
Provision of new touring or static caravan sites or extensions to existing site areas	None by 2027	✓

*22 lodges were granted permission in 2012, but this application was approved before the adoption of Purbeck Local Plan Part 1 and Policy TA.

Self-catering tourist accommodation (not monitored by PLP1)

42. In addition to the types of tourist accommodation monitored in accordance with Policy TA of PLP1, planning permission was granted for 3 new units of self-catering tourist accommodation across the District during the 2015 – 2016 monitoring year. During the same monitoring period, permission was also granted for the loss of 10 self-catering tourist accommodation units to unrestricted residential occupation. Whilst PLP1 does not set out specific monitoring requirements in relation to this type of tourist accommodation, its provision is important across the district and gains and losses will therefore be monitored from this report onwards.

Summary and Recommendations

43. We have met our PLP1 targets for provision of tourist accommodation in Purbeck. All of our new hotel provision is in Swanage, which is the largest town in Purbeck. All of our new static caravan provision is on existing sites, and since the adoption of our Local Plan we have not granted planning permission for any new sites, or for any chalet and camping sites within the AONB or the Green Belt.
44. There are no recommendations to make.

Appendix 1: Planning applications relevant to 2017 – 2019 monitoring period

Employment floor space completions - safeguarded sites 1st April 2017 – 23 January 2019

Site address	Proposal	Planning permission reference	Status
The Anvil Centre, 1 Prospect Business Park, Prospect Way, Swanage, BH19 1EJ	Change of Use from B1 Business, B2 General Industrial, B8 Storage and distribution to A3 restaurant and Cafe	6/2017/0078	completed
Nomad Restaurant, 12A North Street, Wareham, BH20 4AG	Change of use from B2 General Industrial to C3 Dwelling House and single storey extension to rear	6/2017/0015	completed
Land at the corner of Holton Road & Blackhill Road, Holton Heath Trading Park, Poole, BH16 6LT	Extension to existing industrial unit, to include single storey factory space and two storey ancillary offices.	6/2017/0404	completed
Beacon Hill Farm, Old Wareham Road, Beacon Hill, Corfe Mullen, BH21 3RZ	Change of use from barn to farm shop with food preparation areas and offices (B1(a)).	6/2017/0516	completed
Hill View Farm, Church Lane, East Stoke, BH20 6AW	Conversion of redundant light industrial building into 3 residential units and creation of first floor	6/2017/0682	completed
4 Sentry Road, Swanage, BH19 2AG	Use of building for B1(c) Light Industrial - Certificate of Lawfulness (Existing)	6/2018/0018	completed

Units 5 & 8, Plot 2/3, Prospect Business Park, Victoria Avenue, Swanage BH19 1AP	Change of use of 2 existing industrial units (B1, B2 & B8) to Sui Generis category for use as council depot premises, to include alterations to units.	6/2018/0058	completed
4 Sentry Road, Swanage, BH19 2AG	Non material amendment to planning permission 6/2018/0126 (Conversion of former workshop into a single private dwelling) to alter the stair tower and 2nd floor window	6/2018/0475	completed
Plot 5, 25 - 30 Prospect Business Park, Swanage	Erect 6 industrial and commercial units (Use Classes B1, B2 and B8) with associated parking.	6/2014/0206	completed
Charity Farm, Dorchester Road, Lytchett Minster	Demolish existing office use building, existing cottage and further outbuildings to rear. Erect new office buildings and house. Layout car parking and form new vehicular access.	6/2015/0153	completed
The Tank Museum King George V Road Bovington BH20 6JG	Erect extension to Vehicle Conservation Centre to include: office and ancillary space, staff car park and access road onto Lindsay Road.	6/2016/0741	completed

Appendix 2 – Retail use completions (Net) 2016 – 2019

Site address	Proposal	Planning permission reference	Status
27 West Street, Corfe Castle	Change of use from shop unit to dwelling and alterations to doors, windows and rooflights	6/2015/0621	completed
The Upton Garage, 6 Poole Road, Upton	Demolition of car repair workshop to rear and conversion and extension of car showroom to form Class A1 convenience store with two bedroomed flat above and new access and car park	6/2015/0366	completed
69 High Street, Swanage, BH19 2LY	Change of use from restaurant (Use Class A3 - Restaurants & Cafes) to a takeaway (Use Class A5 - Hot Food Takeaway) and to install a kitchen extraction system with external ducting attached to the rear of the building.	6/2016/0032	completed
The Royal British Legion, Church Road, WEST LULWORTH, BH20 5SG	Change of use from A4 Drinking Establishment to D2 Assembly and Leisure.	6/2017/0207	completed
19 Beacon Hill Lane, Corfe Mullen, Wimborne, BH21 3RU	Change of use of domestic garage from use class C3 (dwelling) to use class A1 (retail)	6/2017/0288	completed
12 Daniel Drive, Wareham, BH20 4RU	Change of use from use class A1 (retail) to	6/2017/0375	completed

	use class C3 (dwellinghouses)		
Sandford Filling Station, Sandford Road, Sandford BH20 7AG	Demolition of existing retail store/kiosk and jet wash facility; erection of replacement retail store/kiosk; removal and replacement of existing petrol pumps, canopy and underground tanks; resurfacing; and installation of air conditioning and refrigeration plant within enclosure.	6/2017/0237	completed
Beacon Hill Farm, Old Wareham Road, Beacon Hill, Corfe Mullen, BH21 3RZ	Change of use from barn to farm shop with food preparation areas and offices (B1(a)).	6/2017/0516	completed
Harrys Bar, 20 South Street, Wareham, BH20 4LT	Change of use of Harry's to a restaurant/cafe use under Class A3 of the Town and Country Planning Use Classes Order 1987 (as amended)	PDN/2018/0001	completed
26 South Street, Wareham, BH20 4LT	Change of use of ground floor office from use class A2 (office) to use class C3 (dwellinghouses)	6/2017/0714	completed
The Anvil Centre, 1 Prospect Business Park, Prospect Way, Swanage, BH19 1EJ	Change of Use from B1 Business, B2 General Industrial, B8 Storage and distribution to A3 restaurant and Cafe	6/2017/0078	completed

Unit 11 The Courtyard Centre Cottage Farm, Huntick Road, Lytchett Matravers, BH16 6BA	Change of use from class use A1 Retail to use class D1 non residential institution Podiatry Clinic	6/2017/0122	completed
Rainbow Garage Dorchester Road East Knighton DT2 8LF	Change of use of petrol filling station shop (Sui Generis) to use class A3 (restaurant and cafes).	6/2017/0339	completed

Appendix 3: List of tourism related planning applications granted between 1 April 2016 and 23 January 2019

45. Caravan sites and pitches have not been physically monitored as we measure their permission granted not their completion status.

Site address	Proposal	Planning permission reference	Status
Organford Manor Country Park, Organford	Proposed use of land as a caravan site. Certificate of Lawfulness Proposed.	6/2016/0230	n/a
Marine Villas, High Street, Swanage	Refurbishment, extension and internal alterations to Marine Villas to improve information, exhibition, interpretation, shop, café and education facilities	6/2016/0317	completed
Land at East Cottage, Organford Manor Country Park, Organford	Proposed use of land for the siting of four caravans. Certificate of lawfulness proposed.	6/2016/0385	n/a
Swanage Coastal Caravan Park, Priests Way, Swanage	Seasonal use of the Top Ledge for touring caravans, motor homes and tents between 1 March and 2 November - Certificate of Lawful Use - Existing.	6/2016/0441	n/a
1 Highland Cottages, Acton, Langton Matravers, BH19 3LA	Change of use of outbuilding to holiday accommodation.	6/2017/0111	completed
Herston Yards Farm, Washpond Lane, Ulwell, Swanage, BH19 3DJ	Use of land for recreational camping & touring (but not static) caravanning	6/2017/0182	completed
Knoll Residential Mobile Home Park, Gatemore Road, Winfrith Newburgh DT2 8LD	Relocate existing, & site additional mobile home	6/2017/0372	n/a
Silent Woman Mobile Home Park,	Use of land as a residential caravan site for 53 caravans	6/2017/0533	n/a

Coldharbour, Wareham, BH20 7PE			
Toms Field Camping Site, Toms Field Road, LANGTON MATRAVERS, BH19 3HN	Stationing of a replacement warden's caravan of any size within the definition of the Caravan Act for use for the whole year.	6/2017/0615	completed
Birchwood Tourist Park, Bere Road, Coldharbour, Wareham, BH20 7PA	Station mobile home for use as wardens accommodation (renewal)	6/2017/0735	n/a
Clare House, 1 Park Road, Swanage, BH19 2AA	Change of use from Bed and Breakfast to single dwelling	6/2017/0672	completed
Holton Heath Park, Wareham Road, Holton Heath, Poole, BH16 6JS	Use of land as a caravan site - Certificate of Lawfulness (Existing)	6/2018/0013	completed
Beacon Hill Touring Park, Blandford Road North, Beacon Hill, Poole, BH16 6AB	Lawful Development Certificate (Existing) for use of the land as part of the caravan site known as Beacon Hill Caravan Park	6/2017/0595	completed
Toms Field Camping Site, Toms Field Road, Langton Matravers, BH19 3HN	Use of part of existing campsite, by motorised caravans and tents, throughout the year.	6/2016/0771	completed
1 Highland Cottages, Acton, Langton Matravers, BH19 3LA	Change of use of outbuilding to holiday accommodation.	6/2017/0111	completed
Land Off Foxhills Road, Foxhills Road, Lytchett Matravers	Change of use of set aside farmland to the flying of model helicopters for more than the permitted 28 days per year.	6/2017/0010	completed
The Royal British Legion, Church Road, WEST LULWORTH, BH20 5SG	Change of use from A4 Drinking Establishment to D2 Assembly and Leisure.	6/2017/0207	completed

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Clare House, 1 Park Road, Swanage, BH19 2AA	Change of use from Bed and Breakfast to single dwelling	6/2017/0672	completed
Knoll Cottage caravan park, gatemore road, winfrith newburgh, dorchester DT2 8LD	Site 4 additional residential mobile homes - cert of law propose	6/2018/0324	n/a
the white house, bed and breakfast, 31A dorchester road, Upton BH16 5NJ	Use of dwelling as B&B	6/2018/0507	completed

Appendix 4: Explanation of terms

Use classes

46. Employment land in Purbeck includes all land that is allocated or has planning permission for employment development and employment uses. The land uses that are monitored as 'employment' include B1 (business), B2 (general industry), and B8 (storage and distribution) in accordance with the Town and Country Planning (Use Classes) Order 1987 (and subsequent amendments).

Curtilage (ha)

47. Employment land includes a whole site or plot area. Within this site or plot area, space will be provided for buildings (employment floor space), parking, vehicle turning areas, landscaping and other uses. In most cases, the employment land available on a particular plot will be much greater than the floor space of the built development or uses proposed. Employment land is measured in hectares.

Floor space (sq.m)

48. Employment floor space is the area of employment land that is developed or used specifically for an employment use. This may include, for example, the floor space of a factory unit, offices, or an external storage area. The employment floor space provided on a particular plot is likely to be less than the total employment land area of the plot as it will not include other uses such as car parking and landscaping. Employment floor space is measured in square metres.

Purbeck's town centres

49. The town centre areas in Purbeck, for the purposes of retail monitoring of targets for PLP1, are located at Swanage and Wareham.
50. Swanage supports the largest town centre, where some growth in comparison retail floor space has been provided in the ground floor levels of several small mixed-use redevelopment schemes.
51. Wareham town centre is more compact and characterised by small independent units.
52. Although Upton is a town in terms of population, it is not classed as a major retail centre in PLP1 monitoring.
53. For the purposes of this document, the town centre areas will include Upton, Swanage and Wareham.

Rest of District

54. For the purposes of monitoring, the 'rest of district' refers to areas outside Swanage and Wareham town centres. Although the majority of retail floor space is located within these town centres, some local facilities are located in local centres at Bere Regis, Bovington, Corfe Castle, Lytchett Matravers, Upton, Wool, Carey and Herston. These

are the larger villages of Purbeck and support a variety of local facilities such as small convenience stores and public houses.

Retail Use Classes

Use class	Description
A1	Shops; post offices, ticket and travel agencies, sale of cold, food for consumption off premises, hairdressers, funeral directors, hire shops, dry cleaners, internet cafes.
A2	Financial and professional services; Banks, building societies, estate and employment agencies, professional services (not health or medical services), betting offices.
A3	Restaurants and cafes
A4	Drinking establishments; Public houses, wine bars or other drinking establishments.
A5	Hot food takeaway
D1	Non-residential institutions; Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court, non-residential education and training centres.
D2	Assembly and leisure: Cinemas, concert halls, bingo halls, dance halls, swimming baths, skating rinks, gymnasiums, other areas for indoor and outdoor sports or recreations not involving motorised vehicles or firearms.
Sui Generis	This is a 'miscellaneous' group which includes car showrooms, petrol stations, theatres and nightclubs.

Town Centre Uses

55. The National Planning Policy Framework (2018) does not list town centre use classes but PLP1 identifies suitable uses in Purbeck (pg. 133 – 134, PLP1, 2012) as:
 - A1 shop uses
 - A2 financial and professional service uses
 - B1a office uses (other than a use within Class A2)
 - D2 assembly and leisure uses (D2)
56. When measuring PLP1 targets, we only take account of A1, A2, B1a and D2 uses however for the purposes of this report and to reflect changing retail circumstances we have included A1, A2, A3, A4, A5, B1a, D1, D2 and sui generis.
57. This report only measures new development and changes of uses that have taken place following the grant of planning permission. The Use Classes Order for England

and Wales allows some changes of use to take place without the requirement for planning permission. These changes are known as 'permitted development' and will not be identified through our monitoring processes.