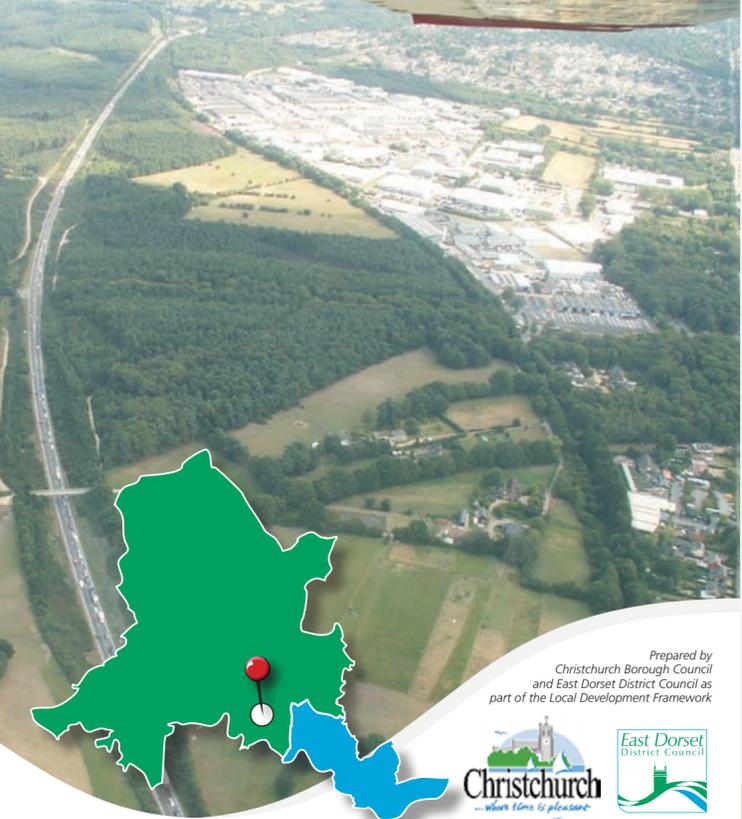


Options for Employment



Prepared by
Christchurch Borough Council
and East Dorset District Council as
part of the Local Development Framework

Christchurch and East Dorset Councils are consulting on potential development options around our towns and key settlements to be included within the Core Strategy, our new plan to manage growth and development up to the year 2027.

In 2008, the Councils held an Issues and Options Consultation, inviting all residents and businesses to consider where new development should be located. Your comments have been taken into consideration, and following the revocation of the Regional Spatial Strategy in June this year, we are considering the following significant issues in Christchurch and East Dorset:

- Whether there should be more employment land allocated, and if so where?
- Whether there should be new housing, and if so where and how?
- How can we improve the provision of open space to encourage residents away from the heathlands and increase access to the countryside?
- How can we provide for the sporting and recreational needs of the area?
- How can we maintain and increase the vitality and viability of the town centres?

It has been recognised for many years that there is a significant need to provide affordable housing in East Dorset. This is because house prices are high compared to wages, the number of public sector homes is very low, and there are consequently a large number of residents who cannot afford to live in the private sector and cannot access appropriate affordable housing. The Councils recognise this problem and therefore considers it necessary to put forward new neighbourhood options for communities to comment upon. These options focus on the main settlements where we have good access to shops, services, transport and employment opportunities, rather than small villages and remote rural locations. We are also looking to the future employment needs of the area to ensure we have enough land allocated for our economic growth.



The Consultation runs from 4th October until noon on the 24th December.
You can log on to our website at: www.dorsetforyou.com/348323 to read the full document, or to view alternative locations for the exhibition. You can contact us with any questions at policy.planning@eastdorset.gov.uk
We look forward to hearing your views.

Councillor Spencer Flower
Leader of East Dorset District Council

To have your say... www.dorsetforyou.com/348323

This leaflet gives information about Options in East Dorset. The Exhibitions will be taking place at the following locations throughout the consultation, and Planning Officers will be in attendance to discuss the Options with you:

November		
Thursday 11th	The Hub, Verwood (a static display will also be present between 1 - 11th November in the foyer)	2 - 8pm
Friday 19th	Allendale House, Wimborne	2 - 8pm
Thursday 25th	The Annexe, St Leonards and St Ives Village Hall	2 - 8pm
Friday 26th	The Barrington Centre, Ferndown	2 - 8pm
December		
Saturday 4th	Corfe Mullen Village Hall (in conjunction with the Give and Take Day)	9.30 - 12.00pm
Monday 6th	Hayeswood First School, Cutlers Place, Colehill	2 - 8pm

Our area has seen a rapid growth in population; principally through the in-migration of people from other parts of the country. The area is popular with older people, leading to a significant imbalance in its age structure. Forecasts show that the proportion of older people is set to increase in the future and the proportion of workers to decrease. To try to maintain a younger workforce, we need to provide a range of homes for them, some of which will be provided through Housing Associations and will be affordable. We also need to provide employment and have included Options for Employment Sites as well.

What is the future for employment land provision?
Over the next 15 years we face significant challenges in the provision of jobs, stimulating inward investment and local business growth, and sustainable growth of the tourist industry. We have looked at locations where new employment sites could be provided. These are currently in the Green Belt and the boundary would therefore need to be amended.

Please complete the form to tell us your views



PC 4
Blunts Farm (west of Ferndown and Uddens Industrial Estate), Wimborne Road West, Ferndown

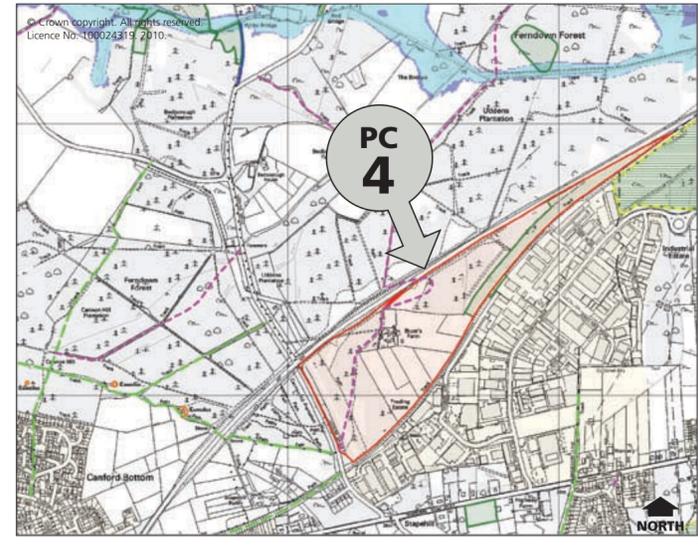
Size of proposed development
20 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses
Ancillary support services, such as cafes

Previously expressed community concerns
Increased traffic movements onto the A31(T) and Wimborne Road West
Potential visual intrusion of the development

Prerequisites for development would include:

- A detailed development brief, subject to public consultation
- Improvements to Canford Bottom roundabout
- Agreement of a comprehensive travel plan including the support of regular bus services
- Protection of the Site of Nature conservation Interest
- Retention of significant landscape buffers to the north and west of the land



PC 6
Bailie Gate, Sturminster Marshall

Size of proposed development
3.3 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses

Previously expressed community concerns
Increased traffic movements onto the A31(T) and into the village
Potential visual intrusion of the development on the countryside

Prerequisites of development would include:

- Approval of a detailed development brief, subject to public consultation
- Agreement of a comprehensive travel plan including the support of regular bus services
- Provision of significant landscape buffers along the countryside edges of the site

PC 6
Bailie Gate, Sturminster Marshall

Size of proposed development
3.3 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses

Previously expressed community concerns
Increased traffic movements onto the A31(T) and into the village
Potential visual intrusion of the development on the countryside

Prerequisites of development would include:

- Approval of a detailed development brief, subject to public consultation
- Agreement of a comprehensive travel plan including the support of regular bus services
- Provision of significant landscape buffers along the countryside edges of the site

PC 5
Woolbridge Industrial Estate (between Three Legged Cross and St Leonards and St Ives)

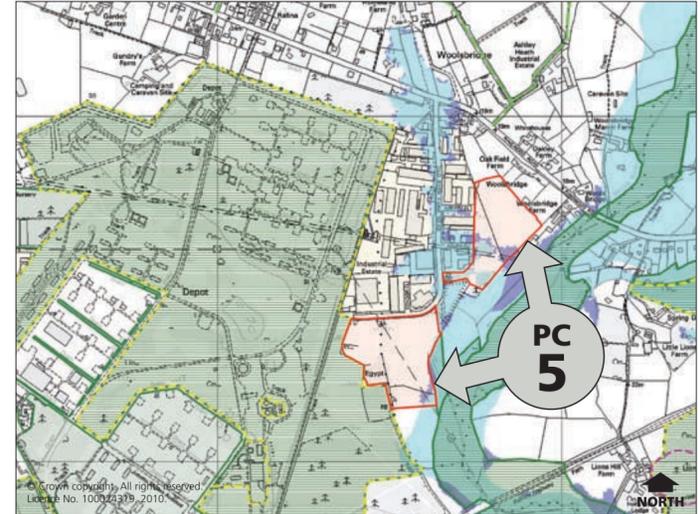
Size of proposed development
9.7 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses

Previously expressed community concerns
Increased traffic movements through Three Legged Cross and St Leonards and St Ives
Potential visual intrusion of the development

Prerequisites of development would include:

- Approval of a detailed development brief, subject to public consultation
- Agreement of a comprehensive travel plan, including the support of regular bus services
- Provision of significant landscape buffers alongside the countryside edges of the site.



PC 7
St Leonards Hospital

Size of proposed development
6 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses

Previously expressed community concerns
Increased traffic movements onto the A31(T)
Potential visual intrusion of the development on the countryside

Prerequisites of development would include:

- Approval of a detailed development brief, subject to public consultation
- Agreement of a comprehensive travel plan including the support of regular bus services
- Provision of significant landscape buffers along the edges of the site

PC 7
St Leonards Hospital

Size of proposed development
6 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses

Previously expressed community concerns
Increased traffic movements onto the A31(T)
Potential visual intrusion of the development on the countryside

Prerequisites of development would include:

- Approval of a detailed development brief, subject to public consultation
- Agreement of a comprehensive travel plan including the support of regular bus services
- Provision of significant landscape buffers along the edges of the site

1 hectare = 2.47 acres

To have your say... http://twitter.com/core_strategy

BUSINESS REPLY SERVICE
Licence No. BH621

Policy Planning
East Dorset District Council
Council Offices
Furzehill
WIMBORNE
Dorset
BH21 4BR

PC 8

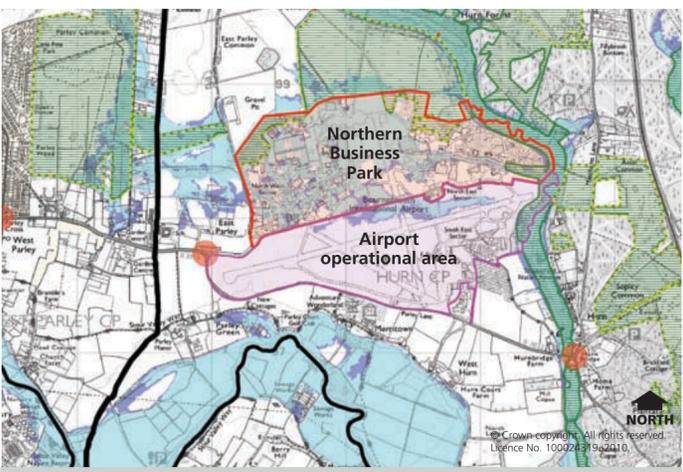
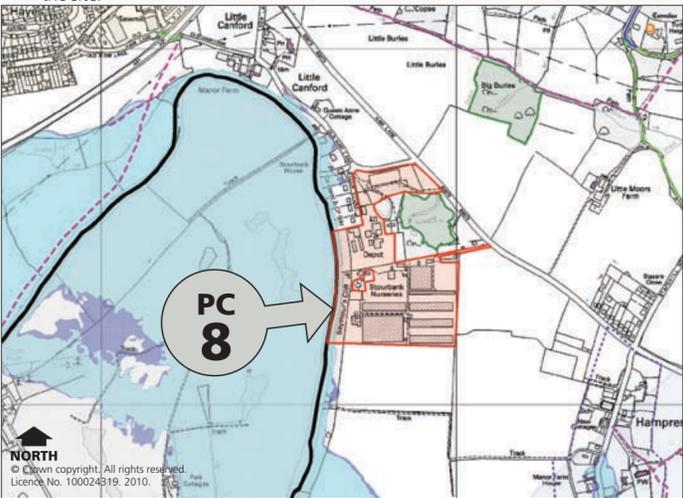
(Non Preferred) Stourbank Nurseries and Little Canford Depot, Hampreston

Size of proposed development
12 hectares

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses
Ancillary support services, such as cafes

Previously expressed community concerns
Increased traffic movements onto the A31(T)
Potential visual intrusion of the development - the site lies in an important Green Belt gap

- Prerequisites of development would include:
- Approval of a detailed development brief, subject to public consultation.
 - Improvements to Canford Bottom Roundabout.
 - Agreement of a comprehensive travel plan including the support of regular bus services.
 - Provision of significant landscape buffers alongside the countryside edges of the site.



KS 13 and BA 1-11
A series of options relating to the northern business park including the development of new employment land, the operational airport and associated transport improvements.

Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage).
Ancillary support services, such as cafes.
Maximise the use of brownfield land through further development of the northern business park.
Transport improvements (both within and outside East Dorset) at Parley Cross Roads, Chapel Gate Roundabout and Blackwater Junction. Road improvements along Parley Lane and A338 widening between Cooper Dean and Blackwater Junctions. Enhanced public transport improvements and cycle routes to serve the business park.

Previously expressed community concerns
Increased traffic movements along the B3073 (Parley Lane) between Parley Cross Roads and Blackwater Junction. This also includes the impact the increased traffic may have on air quality and sensitive protected habitats.



Transport Issues
We have the highest level of car ownership in the country with 88% of households having at least one car. Many journeys are carried out by car due to the employment destination or for shopping, for ease and comfort, or because public transport is not available. We need to begin to change behaviour and attitudes toward the use of public transport in order to relieve some of the local congestion.

We are acutely aware of the traffic problems along the A31(T) corridor, and are awaiting the outcome of the draft preferred South East Dorset Multi Modal Study (SEDMMTS) due to be published in November 2010. We hope this will offer an insight into how to address the traffic problems around our settlements, and what future projections of traffic flow are anticipated to be.

The possible development options listed earlier could increase traffic on our roads, and the developers will be expected to contribute to the provision of transport improvements, including bus routes and cycle lanes. The option below relates to Transport:

TA 1
Developer Contributions
(Tariff based approach)

Key Features and Benefits
Developers will contribute to the provision of transport improvements
This infrastructure will need to be in place prior to the first occupation of the new homes

Previously expressed community concerns
Fear that this cost will be passed onto the home purchaser
The development may become unviable homes

PC 9

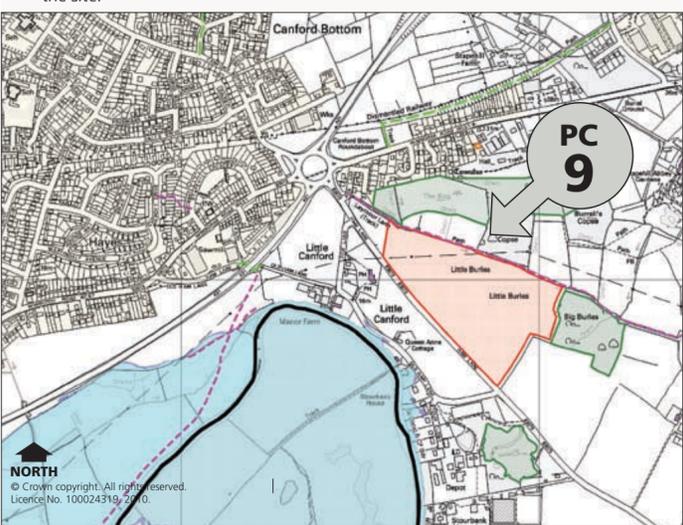
(Non Preferred) Manor Farm, Stapehill

Size of proposed development
11 hectares

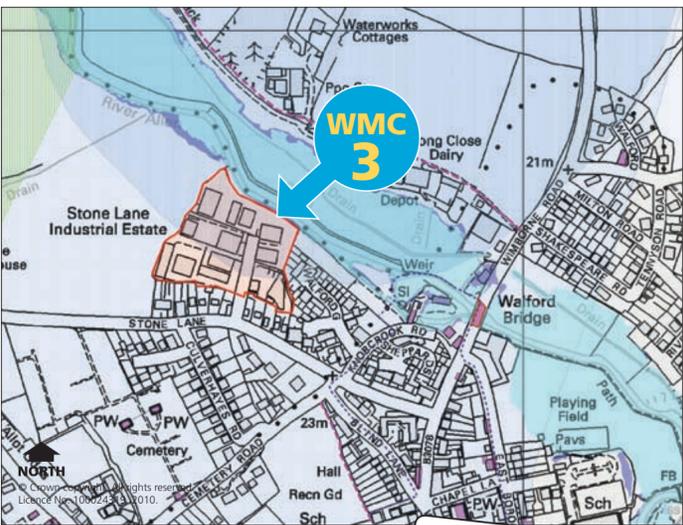
Key Features and Benefits
The provision of B1 (office and light industrial), B2 (general industrial) and B8 (storage) employment uses
Ancillary support services, such as cafes

Previously expressed community concerns
Increased traffic movements onto the A31(T)
Potential visual intrusion of the development - the site lies in an important Green Belt gap

- Prerequisites of development would include:
- Approval of a detailed development brief, subject to public consultation.
 - Improvements to Canford Bottom Roundabout.
 - Agreement of a comprehensive travel plan including the support of regular bus services.
 - Provision of significant landscape buffers alongside the countryside edges of the site.



In Wimborne, one option for housing is on the Stone Lane Industrial Estate. Many of the units are old and some are unused at the moment. Replacing them with homes would improve the amenity of the surrounding existing residents. New, purpose built units on the Option sites may prove to be beneficial to businesses.



WMC 3
Stone Lane Industrial Estate

No. of possible homes (approx)
35 homes
14-18 affordable homes

Key Features and Benefits
New open space with formal play equipment
The residential amenity of existing residents would be improved
Improved access on to Stone Lane.

Previously expressed community concerns
How we relate the new homes to the existing housing

Improved access to Stone Lane would need to be provided. The existing businesses would need to relocate.

What happens next?

The Consultation forms part of our work in producing the Core Strategy for the area, the new plan that will set out how expected growth and change will be delivered and managed over the next few years up to 2027.
Your views will help define the plan, which will be published as a final Draft Submission in the autumn of 2011. There will be a further opportunity to comment on the Draft Submission before it is submitted to the Government for Examination in 2012. We hope it will be adopted in 2012.

Join the debate...
There are various ways to join the debate and make your views known. **Don't forget, the Consultation runs from 4th October until noon on the 24th December.**

You can log on to www.dorsetforyou.com/348323 to read the full document and respond on line, visit the libraries, see alternative locations for the exhibition, or email us at policy.planning@eastdorset.gov.uk Response forms are available from the Council Offices, libraries, town council offices and on line.
Contact us on 01202 886201 ext. 2422
Find us on Facebook - **Christchurch and East Dorset Core Strategy**.
And on Twitter - http://twitter.com/core_strategy
The following documents are also currently available for consultation as part of the Core Strategy:

- Core Strategy 'Options for Consideration'
- Sustainability Appraisal
- Health Impact Assessment
- Environment Impact Assessment
- Core Strategy Consultation Plan

These are available on the website www.dorsetforyou.com/348323 or from:
Policy Planning, East Dorset District Council, Council Offices, Furzehill, Wimborne, Dorset BH21 4HN

Have your say...

PLEASE HAVE YOUR SAY!
Please indicate your support or objections to the options discussed in this leaflet, **tear at the perforated fold, seal and send back to us via the FREEPOST address.**

Employment Options *Do you support or object?*

Option Ref	Site Location	Support	Object	No opinion
PC 4	Blunts Farm, Wimborne Road West, Ferndown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC 5	Woolsbridge Industrial Estate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC 6	Bailie Gate, Sturminster Marshall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC 7	St Leonards Hospital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC 8	Stourbank Nurseries and Little Canford Depot, Hampreston	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC 9	Manor Farm, Stapehill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KS 13 and BA 1-11	A series of options relating to the northern business park including the development of new employment land, the operational airport and associated transport improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WMC 3	Stone Lane Industrial Estate (35 homes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Transport Issues *Do you support or object?*

Option Ref	Description	Support	Object	No opinion
TA 1	Developers will contribute to transport improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any further comments

Please supply your contact details so that we can register your comment and keep you informed of what happens next.

Name:

Address:

Postcode:

Email:

PLEASE DETACH HERE, MOISTEN EDGES, FOLD AND POST

MOISTEN EDGES, FOLD, SEAL AND POST

1 hectare = 2.47 acres