

15 Creating Prosperous Communities

15.1 Over the next 15 - 20 years Christchurch and East Dorset face significant challenges in the provision of sufficient jobs, stimulating inward investment and local business growth and sustainable development of the tourist industry. In meeting the future needs of the economy and local communities it is also important that an appropriate range of retail facilities are maintained across the area.

15.2 This section of the Core Strategy establishes an approach for addressing issues associated with establishing sustainable and prosperous communities which include:

- Provision of sufficient jobs, land and business premises in the right location to allow for business growth and inward investment
- The range of business activity locating on employment sites in the area
- Sustainable growth of the rural economy and farm diversification
- Safeguarding local shops and other local community facilities
- Maintaining the area as a vibrant and attractive location for visitors fulfilling objectives for sustainable tourism

15.3 Options relating to the future of our larger retail centres are addressed in the Core Strategy chapters 5, 8, 10 and 11.

15.4 Options set out in this section have been established following responses received to the issues and options consultation and informed by the evidence base. For further detail concerning the development of options please refer to the following documents:

- Key Issue Paper: Town, Village and Neighbourhood Centres
- Key Issue Paper: Sustainable Economic Growth
- Key Issue Paper: Tourism

Rules, Regulations and Advice

15.5 National

- Locate development in or on the edge of existing settlements where employment, housing (including affordable housing), services and other facilities should be provided close together. (PPS4)
- Sustainable patterns of development should be achieved that reduce the need to travel, especially by car. (PPS4)
- In rural areas economic development should be strictly controlled in the open countryside away from existing settlements. (PPS4)

15.6 Local

15.7 Dorset Community Strategy

- Improve the perception of Dorset as a place to do business.
- Improve infrastructure to support sustainable development including promotion of live/work opportunities.
- Reduce the number of people not engaged in employment, education or training.
- Seek the release of land for employment in locations that will encourage shorter journeys to work and help reduce carbon emissions.
- Develop a skilled workforce which can respond to the needs of employers and take into account the changing demographics of Dorset.
- Enhance the performance of key business sectors including advanced engineering, marine, aerospace, care, food and drink, tourism, and creative industries.

- Ensure local benefits are achieved from European and regional development programmes.
- Support the innovation and development of low carbon sectors, including environmental technologies such as renewables.

15.8 Christchurch and East Dorset Community Strategies

- Economic growth should be achieved within environmental limits.
- Bring new businesses to the area and improve the skills base.
- Raise levels of economic productivity and wage levels.
- Transport infrastructure improvements required to support the growth of Bournemouth Airport.
- Need to provide learning / training opportunities for rural areas.

Where are we now?

Key Facts
<p>Value of the Economy</p> <ul style="list-style-type: none"> • Total Gross Value Added is around £740 million in Christchurch and £1.170 million in East Dorset.
<p>Business Structure</p> <ul style="list-style-type: none"> • There are around 2,020 firms in Christchurch and 4,340 firms in East Dorset. • Most firms in the area are small but large firms employ one fifth of employees. • More than half the firms in Christchurch and East Dorset fall within the following sectors: distribution, hotels, restaurants, banking and finance and insurance. • The proportion of knowledge intensive firms is in line with the County average in Christchurch and above the County average in East Dorset.
<p>Local Economic Activity</p> <ul style="list-style-type: none"> • About 77% of the working age population is economically active in Christchurch and 81% in East Dorset.
<p>Working age Population</p> <ul style="list-style-type: none"> • The proportion of population of working age in Christchurch and East Dorset is below the Dorset County Council area average. • The working age population is around 22,970 in Christchurch and 44,680 in East Dorset. • The percentage above state pension age is above the County average in Christchurch and East Dorset. • The proportion of elderly people in the population is expected to grow across the area. • By 2030 it is predicted that for every four people working in the Districts that three people will be retired.
<p>Employment by Sector</p> <ul style="list-style-type: none"> • Christchurch has around 18,900 employees in employment and East Dorset has 31,800 (excluding the self employed) • The majority of employment in Christchurch and East Dorset is in the service sector but manufacturing is also very significant in East Dorset. • In Christchurch almost half of employment in the Borough is in Distribution, hotels and restaurants and public administration, education and health. • In East Dorset more than two thirds of employment is within 3 sectors: Public Administration, Education and Health; Distribution, Hotels; and Banking, Finance and Insurance.

Self Employment

- About 16% (above county average) of working age employees are self employed in Christchurch and 13% in East Dorset (below County average).

Employment Growth

- Employment growth in Christchurch is predicted to be service sector led especially in Distribution, Transport and Communications and Education and Health.
- Employment growth in East Dorset is predicted to be service sector led in Distribution, other business services and Education and Health.

Unemployment

- Unemployment in Christchurch as of August 2009 was 2.7% and 2.0% in East Dorset.

Earnings and Affordability

- Workplace based earnings are above the County average in Christchurch and below the County average in East Dorset.
- Residence based earnings are below the County average in Christchurch and above the County average in East Dorset.
- Average house price to household earnings ratio was above the national and regional figures indicating that affordability continues to be a serious problem in Christchurch and East Dorset.

Skills and Qualifications

- Christchurch and East Dorset have an average proportion of working age population with no qualifications compared to Dorset.
- The percentage of 15 years olds gaining five or more A – C grades in Christchurch and East Dorset is above the national average
- Christchurch has above the County average level of young people not in education, employment or training and in East Dorset the level is below the county average

The Natural Environment and Climate Change

15.9 The area is renowned for the quality of its natural environment; these natural assets are a valuable resource for the area and help to sustain our local tourism industry as well as attracting businesses to locate in the area. Growth in employment and tourism will need to avoid harmful impacts on the environment and on factors that contribute to the causes of climate change.

15.10 Parts of Christchurch and East Dorset are affected by flood risk which has an impact on the local economy by restricting investment and some development opportunities. Areas at significant risk in Christchurch include Bournemouth Airport Business Park, parts of the town centre, Christchurch Quay, Bridge Street, Purewell and parts of Stanpit and Mudeford. Within East Dorset, parts of the town centre of Wimborne are also at risk.

Connectivity and Accessibility

15.11 Within the wider sub-region Christchurch and East Dorset are not well connected to the rest of the South West and South East with no motorway access and parts of the area are served by limited public transport services which has implications for the level of future inward investment that can be achieved in comparison to better connected areas in the South East.

15.12 Rural areas, particularly in East Dorset only provide limited employment opportunities and shopping facilities. There is a requirement for key rural centres such as Sturminster Marshall, Sixpenny Handley, Cranborne and Alderholt to maintain and possibly expand existing employment,

shops and facilities to reduce the number of car journeys to shopping facilities in town centre locations. Nevertheless it is unrealistic to believe that sufficient facilities can be provided in these small settlements to avoid shopping trips to other centres in the area. However, the rise of internet shopping now enables rural communities to access goods by sharing deliveries.

The Local Workforce

15.13 A high proportion of the population is retired which has implications for the number of people who are able to contribute to sustaining the local economy through employment and business, this situation is exacerbated by a net out flow of young skilled graduates. Local skill levels are also below average which raises significant issues of skills shortages for local business and is a deterrent to inward investment.

The Local Economy and Future Requirements

15.14 The Key Strategy chapter (chapter 4) provides detail of the main industries in Christchurch and East Dorset, projected growth in jobs and employment land requirements over the plan period to 2027. Key Strategy Option KS 13 sets out the overall strategy for the broad location and level of new employment development across Christchurch and East Dorset to 2027. The Bournemouth Airport and Business Park chapter (Chapter 7) provides further detail of the strategy for the airport business park. This chapter sets out detailed options for further employment development in East Dorset (options PC 4 - 9) which form part of Key Strategy option KS 13.

15.15 There is a need to consider new employment sites in East Dorset due to the shortage of employment land available over the plan period to meet business needs. It is also important to consider employment land provision over and above projected requirements to provide sufficient choice and flexibility for businesses locating in the area to 2027. In view of constraints on employment land supply and in order to meet future need it is necessary to consider Green Belt sites in East Dorset for employment use.

What you said at Issues and Options

Location of employment development and employment land supply / demand

- Plans for the location of employment development should consider the implications of flood risk.
- There is significant support for rural diversification related to tourism, leisure and local industries. Heavy industries associated with higher levels of pollution should be restricted in rural areas.
- New employment development in rural areas should be located near to larger settlements.
- To provide for market choice employment land provision should be made in excess of projected market demand.
- A mix of employment land should be provided as part of a balanced strategy.
- Ferndown Industrial Estate should be extended.
- The need for further employment development was identified for East Dorset across a range of existing business park locations.
- In Christchurch there is demand for Small business / industrial units, warehouses, start up / incubator premises and some office units.
- There should be clear evidence to justify the release of employment sites for alternative uses that are not required by the market. High quality sites should be protected.

Business activity across the area

- It is inappropriate to adopt an overly prescriptive approach to the type of employment uses locating on employment sites.

- A considered approach is required toward the appropriate mechanism to make provision for business activity that can be attracted to the plan area without overly constraining the market.
- There is support for providing land for employment activity within B use classes (Office and Industrial uses) and non B use classes (other employment generating operations).

The Options

15.16 *Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting the locational requirements of businesses?*

Preferred Option PC 1

Developing an Employment Site Hierarchy

The following site hierarchy is proposed to influence the location of higher order employment uses that are economically productive and offer highly skilled and well paid employment and to identify sites where a more flexible approach to business activity will be adopted.

The following sites are considered to be 'high quality' and offer the necessary locational attributes to attract higher order uses. Sites at the top of the hierarchy including Bournemouth Airport Business Park, the former BAE site, and those in East Dorset, will be the focus for meeting projected requirements for B1 (Office and Light Industrial uses), B2 (General Industry) and B8 (Warehousing and Distribution) uses. On these sites activity within non B use class (other employment generating uses) will only be considered where it makes a significant contribution to raising levels of productivity and offers skilled employment opportunities. On the Airport Business Park there will be a requirement for non B ancillary uses that contribute to making this an attractive location for employees with an appropriate range of amenities.

- **Bournemouth Airport Northern Business Park (West and Eastern Sectors), Christchurch**

- In order to realise its potential for attracting business activity this site will require 'upgrading' to ensure it offers the necessary locational site attributes such as improvements in transport infrastructure and the identification of clear zones for the attraction of different forms of business activity.

East Dorset Sites:

- **Bailie Gate Industrial Estate, Sturminster Marshall, East Dorset**
- **Brook Road Industrial Estate, Wimborne, East Dorset**
- **Ebblake Industrial Estate, Verwood, East Dorset**
- **Ferndown Industrial Estate, East Dorset**
- **Gundrymoor Industrial Estate, West Moors, East Dorset**
- **Riverside Park Industrial Estate, Wimborne, East Dorset**
- **Woolsbridge Industrial Estate, Three Legged Cross, East Dorset**
- **Uddens Industrial Estate, Ferndown, East Dorset**

The following sites including the former BAE and Stony Lane sites have also been identified for 'upgrading':

- **Former BAE site located at Grange Road, Christchurch.**
- **Stony Lane sites including Beagle Aircraft, Christchurch.**
- **Sites located directly off Somerford Road, Christchurch.**

A more flexible approach will be adopted for the following sites where B1, B2 and B8 uses will be accommodated in addition to a more diverse range of non B employment uses:

Christchurch Sites:

- **Avon Trading Park, Christchurch**
- **The Gasworks Site, Christchurch**
- **Groveley Road, Christchurch**
- **Somerford Road, Christchurch**

Why is it the Preferred Option?

This option maximises economic potential of individual employment sites in Christchurch and East Dorset which helps to attract a range of businesses that support the economy and offer training opportunities.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.17 Issue: How important is it to protect employment sites, given competing uses for the land?

Preferred Option PC 2

Consider alternative uses for employment land where justified by market evidence

Where there is strong evidence of the lack of market demand over the plan period (2012 – 2027) sites could be considered for non employment uses such as housing, affordable housing, leisure and retail. High quality mixed use schemes may be considered to ensure a site can be brought forward for development.

Why is it the Preferred Option?

This option protects employment sites required by the market which assists the economy and provides flexibility to address other land use requirements.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

Non Preferred Option PC 3

Maintain all employment sites

All established and allocated sites should remain in employment use.

Why is it not a Preferred Option?

This option does not provide flexibility to assist in meeting other land use requirements when employment sites are not required by the market.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

In part

This option is supported by the following evidence studies:

- South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)
- The Christchurch and East Dorset Employment Land Review (2007)

This option is not supported by the following evidence study because it compromises the ability to deliver sufficient local housing in Christchurch :

- Christchurch Strategic Housing Land Availability Assessment (2009)

15.18 Issue: Are there any places where new employment sites should be provided in East Dorset?

15.19 When the Issues and Options consultation was undertaken it was done so in the context of a draft Regional Spatial Strategy that identified an area of search for an employment urban extension to the west of Ferndown. The Regional Spatial Strategy has now been revoked so there is no longer a strategic requirement to deliver this policy through the Local Development Framework. However, the revocation of the Regional Spatial Strategy does not remove the need to consider the provision of employment land. Evidence from the Workplace Strategy suggests that there remains a need to identify land for employment purposes beyond what is currently available. It is therefore appropriate to consider reasonable options for new employment through this consultation. A detailed analysis of this issue is considered in the East Dorset Employment Land Key Issue Paper.

What you said at Issues and Options

15.20 The Issues and Options consultation focused primarily on identifying the best location for a 20 hectare employment urban extension to the west of Ferndown in accordance with the draft Regional Spatial Strategy. Of the responses received the large majority felt that the best location was to the west of the Ferndown and Uddens Industrial Estates at Blunt's Farm.

15.21 The Issues and Options consultation also invited suggestions as to other locations that could prove suitable for employment development. In reviewing the sites proposed several of the suggestions made refer to individual employment sites unrelated to areas currently allocated for employment (Longham, Three Legged Cross), rather than representing larger strategic allocations for which the Core Strategy will look towards providing.

15.22 1.5ha of land at St Leonards Hospital is subject to a current approval for a Care Home Village, and so has the potential for employment uses if this approval is not pursued.

15.23 8.48ha of land east of Cobham Road on Ferndown Industrial Estate has received an outline planing permission, subject to the signing of legal agreements for a range of B uses.

15.24 Sites have been promoted closer to Canford Bottom Roundabout at Manor Farm and Stourbank Nurseries.

15.25 North of Uddens Industrial Estate is being promoted as part of the Blunt's Farm proposal.

15.26 Those that can be discounted includes Flight Refuelling, as this is already employment land and north of the airport for being outside East Dorset (it will be considered by Christchurch instead); East of Golf Links Road and land adjacent to the Police Headquarters are both international and nationally protected heathland; Stapehill Farm/land west of Uddens Drive is not sufficiently defined; Land east of Ferndown Industrial Estate would encroach into the proposed open space buffer that separates the Industrial Estate from the residential areas of Ferndown.

Options

15.27 None of the following options are put forward as preferred as part of this consultation. All of the options are within the Green Belt as this is the area that relates to the large majority of the workforce and employment market. For development to be allowed in the Green Belt it will be necessary to show that there is a need to provide new employment land that cannot be achieved on suitable, available sites outside the Green Belt. Therefore, the sites put forward at this stage are simply considered as options. However, two of the options put forward are not preferred, but assessed as reasonable for consideration through public consultation.

15.28 Blunt's Farm, Ferndown

Option PC 4

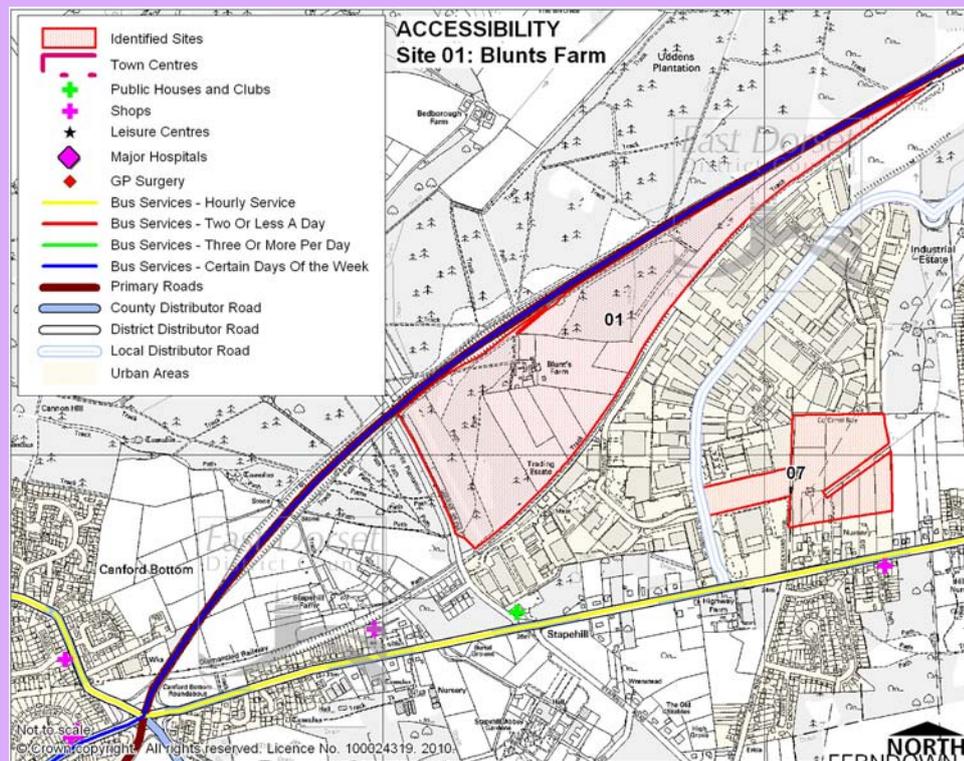
20 hectares of land to the west of Ferndown and Uddens Industrial Estates should be considered as a location for new employment.

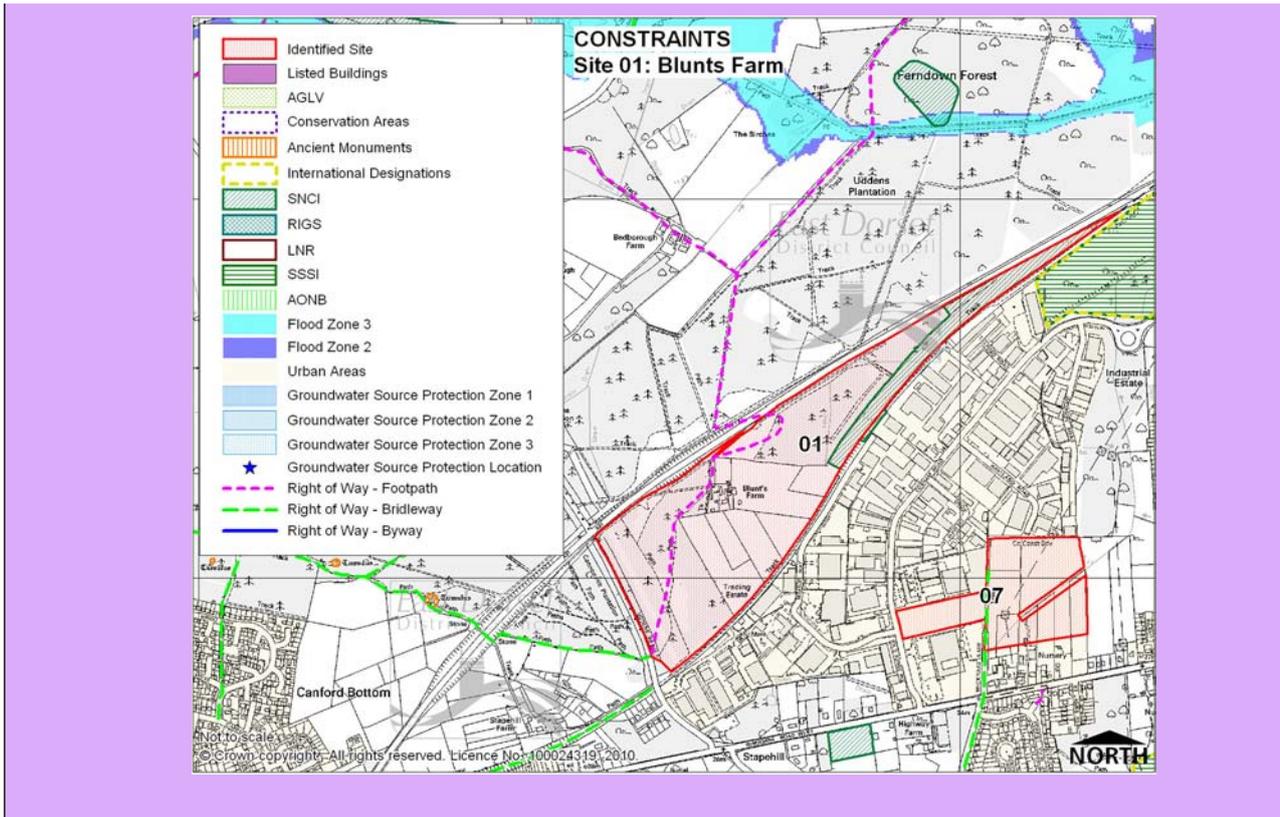
This would involve:

- The provision of B1 (Office and Light Industrial), B2 (General Industrial) and B8 (Warehousing and Distribution) employment uses.
- Ancillary support services, such as cafés.

Prerequisites for 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.
- Protection of Site of Nature Conservation Interest.
- Retention of significant landscape buffers to the north, and west of the land.





Why is it an Option?

This land is owned by the Forestry Commission. It is very well related to the Ferndown and Uddens Industrial Estates, which forms one of the largest areas of current employment in Dorset, with about 5,000 employees and permission for a further 9 hectares of employment land. It is close to the strategic highway network, although this part of it suffers from severe congestion. Local facilities are nearby, but further support services, such as eating and small shopping establishments would be beneficial. The land is close to regular bus services. A small part of the land is identified as a Site of Nature Conservation Interest.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.29 Woolsbridge Industrial Estate

Option PC 5

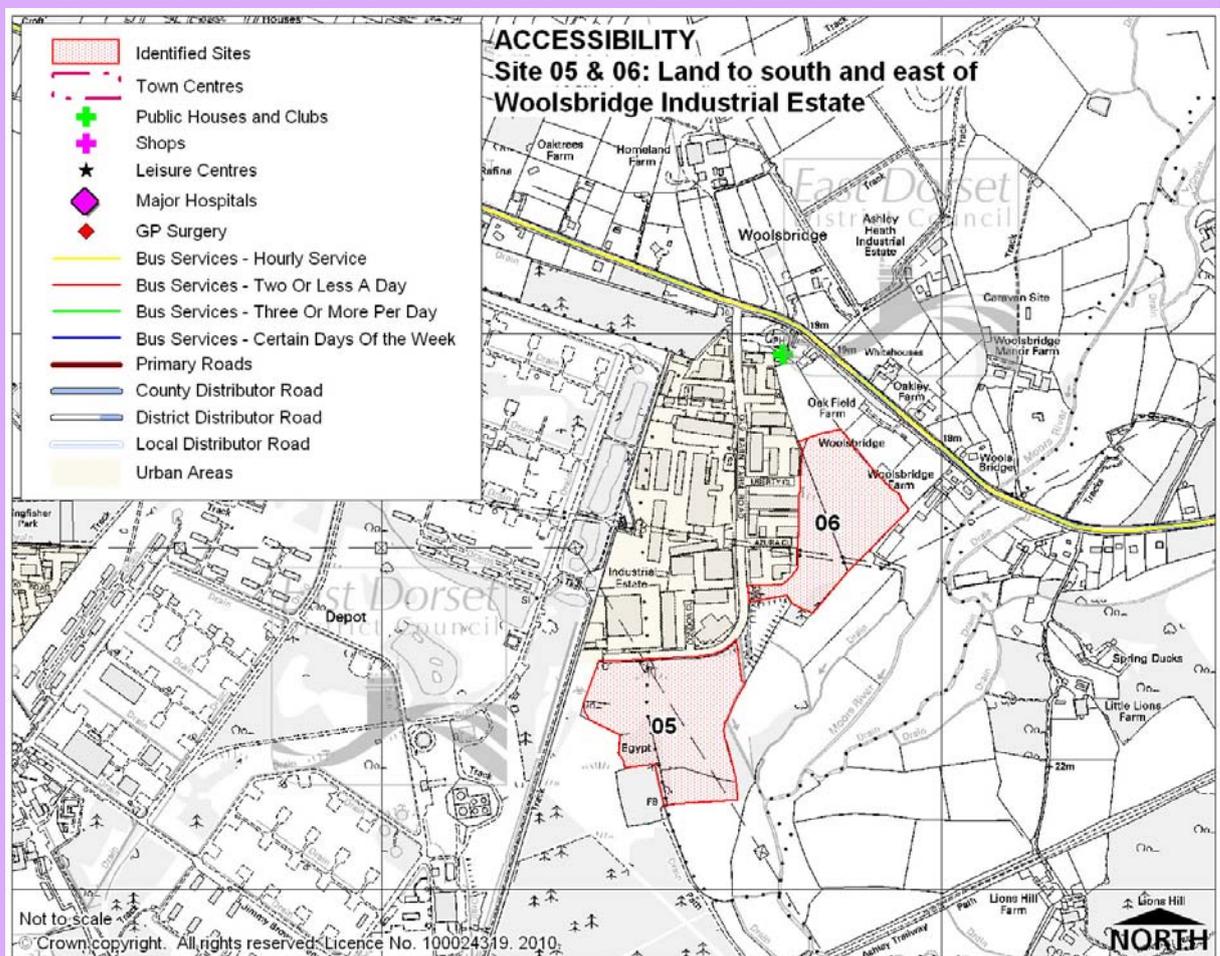
9.7 hectares of land should be considered as a location for new employment.

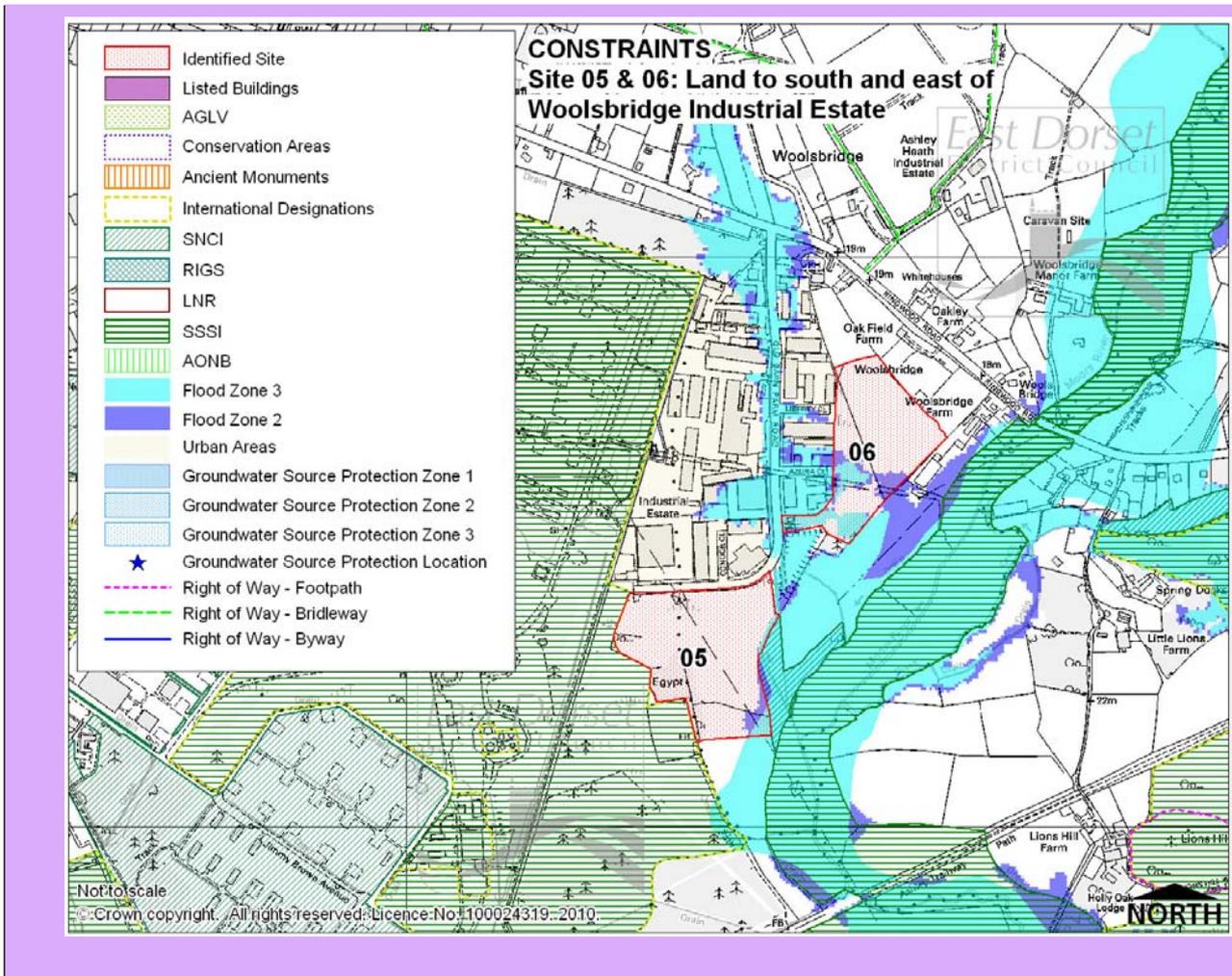
This would involve:

- The provision of B1 (Office and Light Industry) , B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for 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.





Why is it an Option?

The sites would provide extensions to an existing industrial estate, however there are several constraints to overcome if the site were to be developed, with the flood risk being a significant issue to overcome, needing close consultation with the Environment Agency. Accessibility to the larger East Dorset settlements as well as its position in the wider SE Dorset area and hence the potential workforce are a drawback. A key negative aspect of this site is a lack of accessibility to nearby services and public transport. The site is not large enough to support these.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.30 Bailie Gate, Sturminster Marshall

Option PC 6

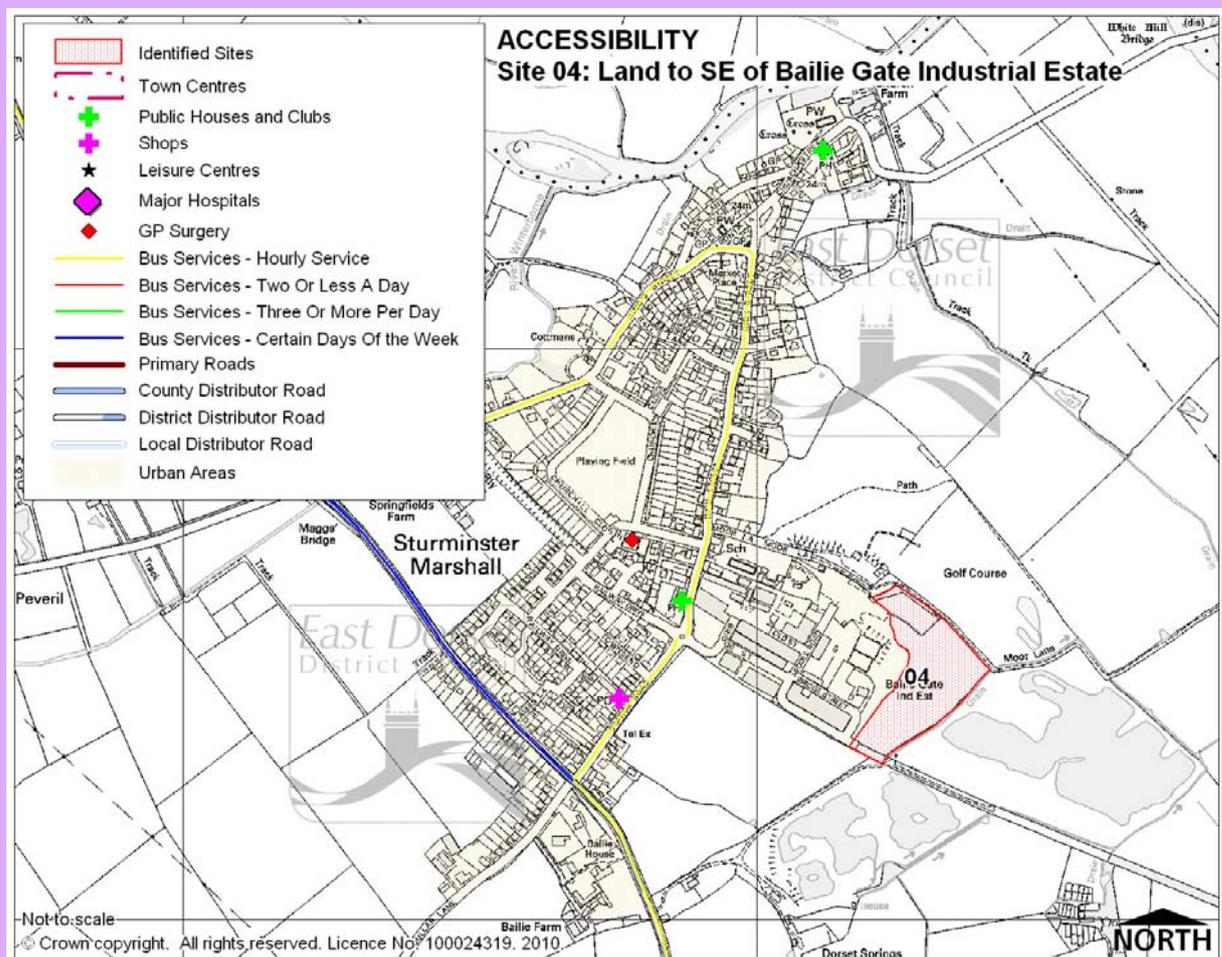
3.3 hectares of land at Bailie Gate, Sturminster Marshall should be considered as a location for new employment.

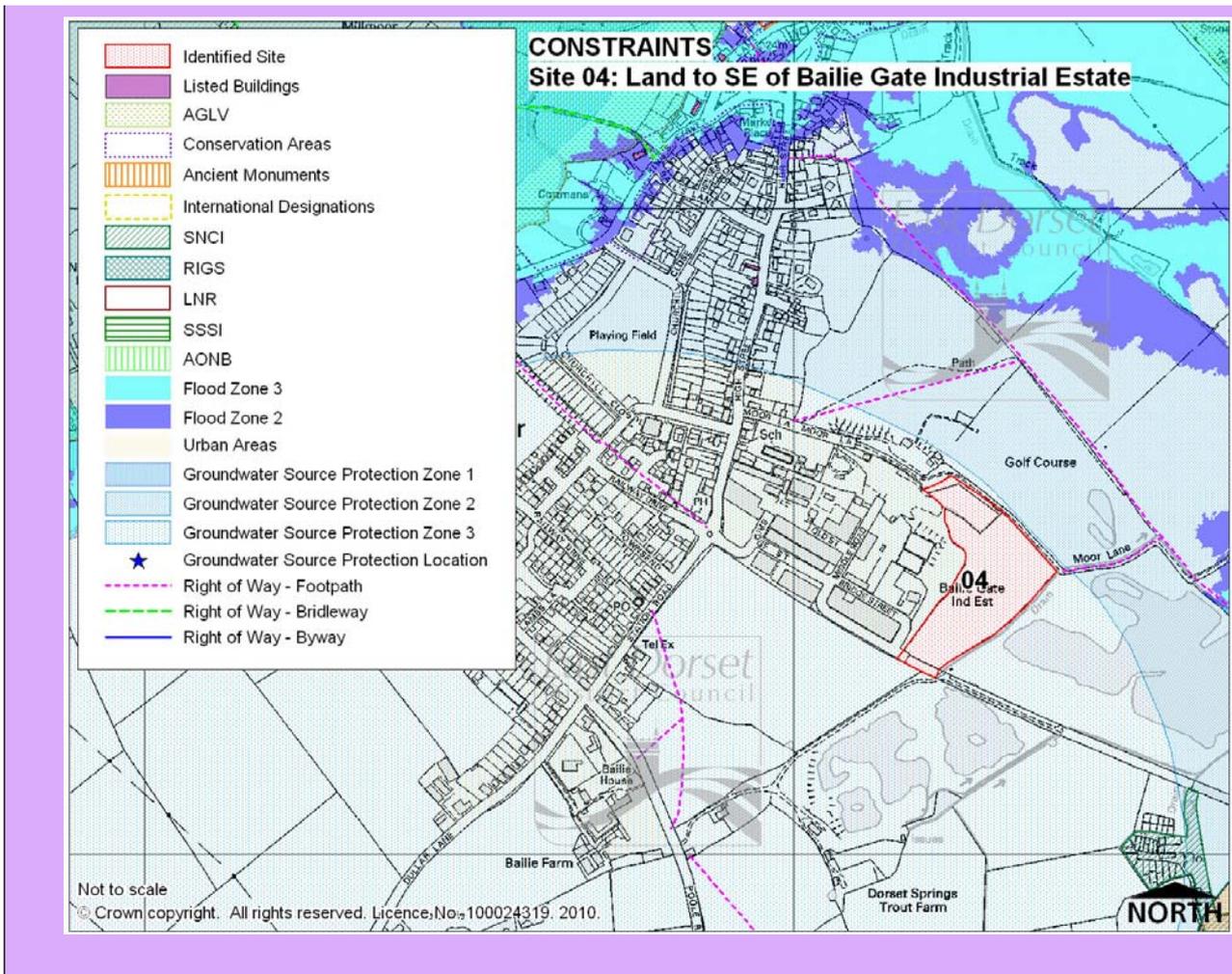
This would involve:

- The provision of B1 (Office and Light Industry) , B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for 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.





Why is it an Option?

The site would form a logical extension of the Bailie Gate Industrial Estate, subject to land contamination issues and risks of pollution to adjoining uses being taken in to account. It would not conflict directly with residential properties. The negative issues relate to access through Sturminster Marshall to reach the primary road network, and remoteness to other settlements in East Dorset and the wider SE Dorset conurbation when comparing it to the other sites in the Core Strategy.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.31 St Leonard's Hospital

Option PC 7

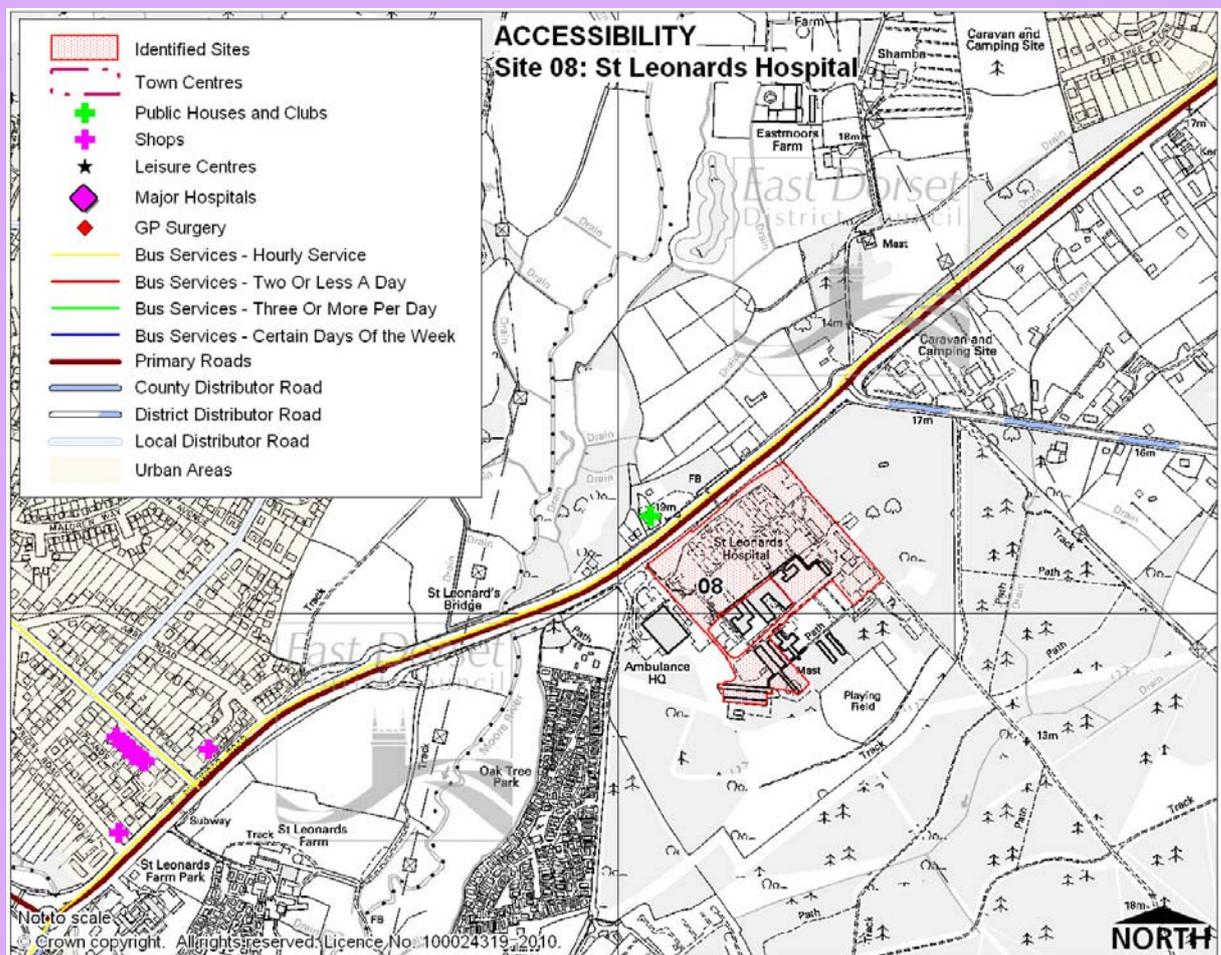
6 hectares of land at St Leonards Hospital should be considered as a location for new employment.

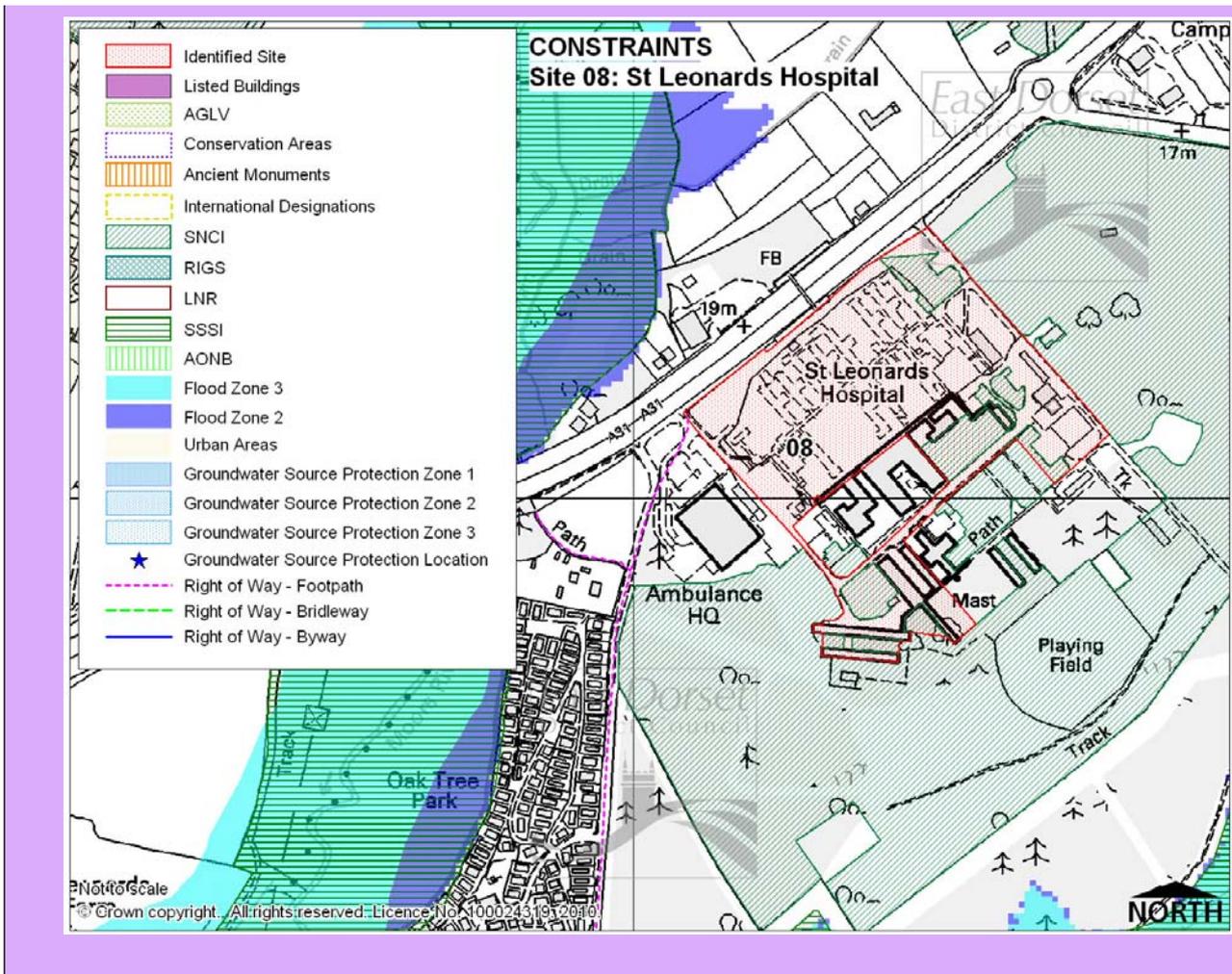
This would involve:

- The provision of B1 (Offices and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for 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 edges of the site.





Why is it an Option?

This site is identified in the current Local Plan as a Major Developed Site in the Green Belt where redevelopment would be acceptable. A preferred option is put forward within the Key Strategy Chapter to continue with this designation. Permission already exists for a care village, so the principles of development in this location have already been established. Should any change of use from a care village be considered, it would need to satisfy the current requirements of its status as a Major Developed Site in the Green Belt, and particularly the impact any new development would have on the A31(T) trunk road. Accessibility is good for direct primary road network access, but less so to local services. The site is not large enough to support these on its own.

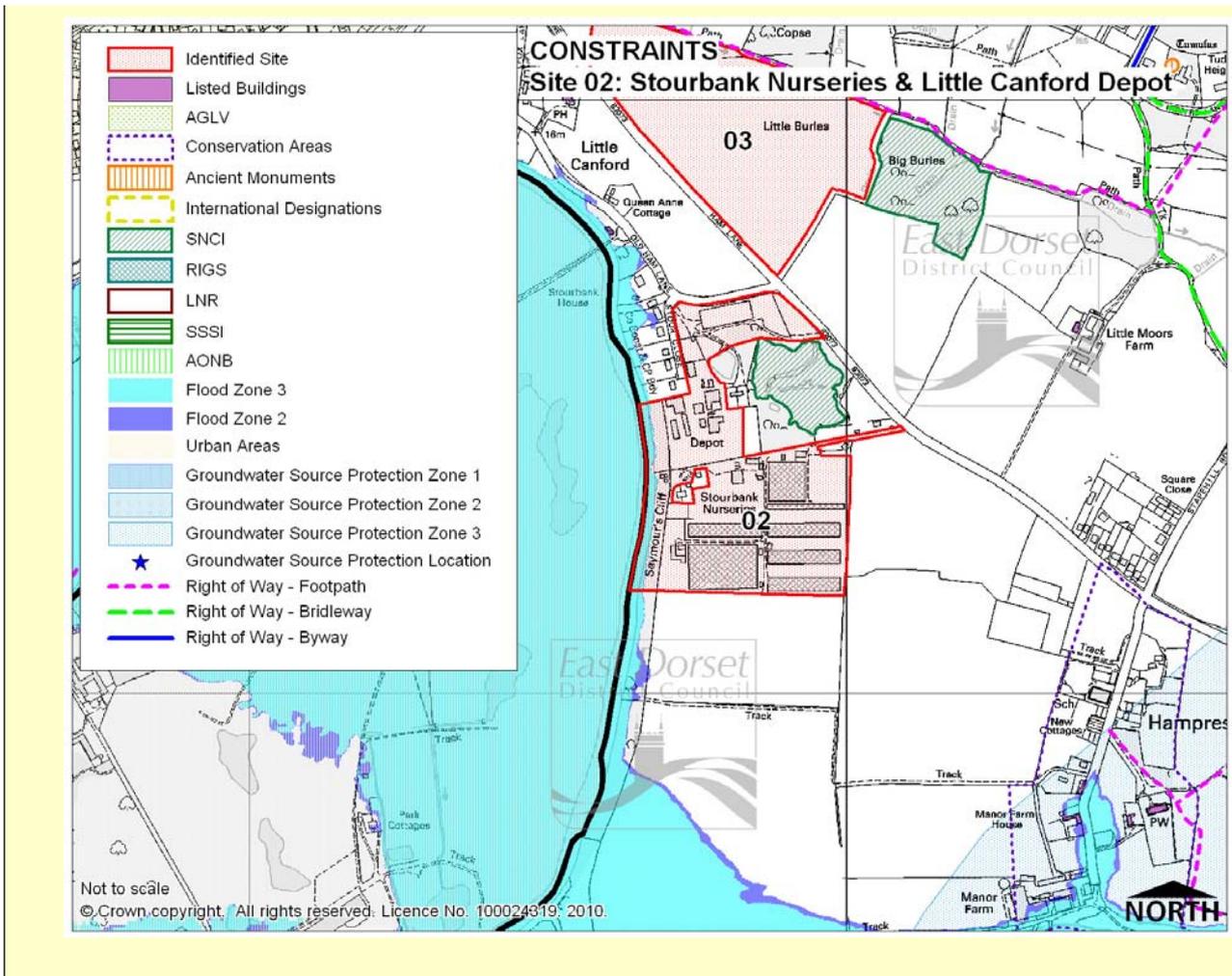
Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.32 Stourbank Nurseries and Little Canford Depot, Hampreston



Why is it not a Preferred Option?

The site does not adjoin an existing urban area and lies within an important Green Belt gap. Its development would compromise this gap. The land does have substantial structures on it, although being for agricultural/horticultural purposes makes them appropriate in the Green Belt. None of the physical constraints identified are considered insurmountable in principle. There is some screening of the site, but it can be viewed from the nearby conservation area so appropriate landscaping would be required if the site were to be developed. A key negative aspect of this site is a lack of accessibility to nearby services and public transport. The site is not large enough to support these.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.33 Manor Farm, Stapehill

Non Preferred Option PC 9

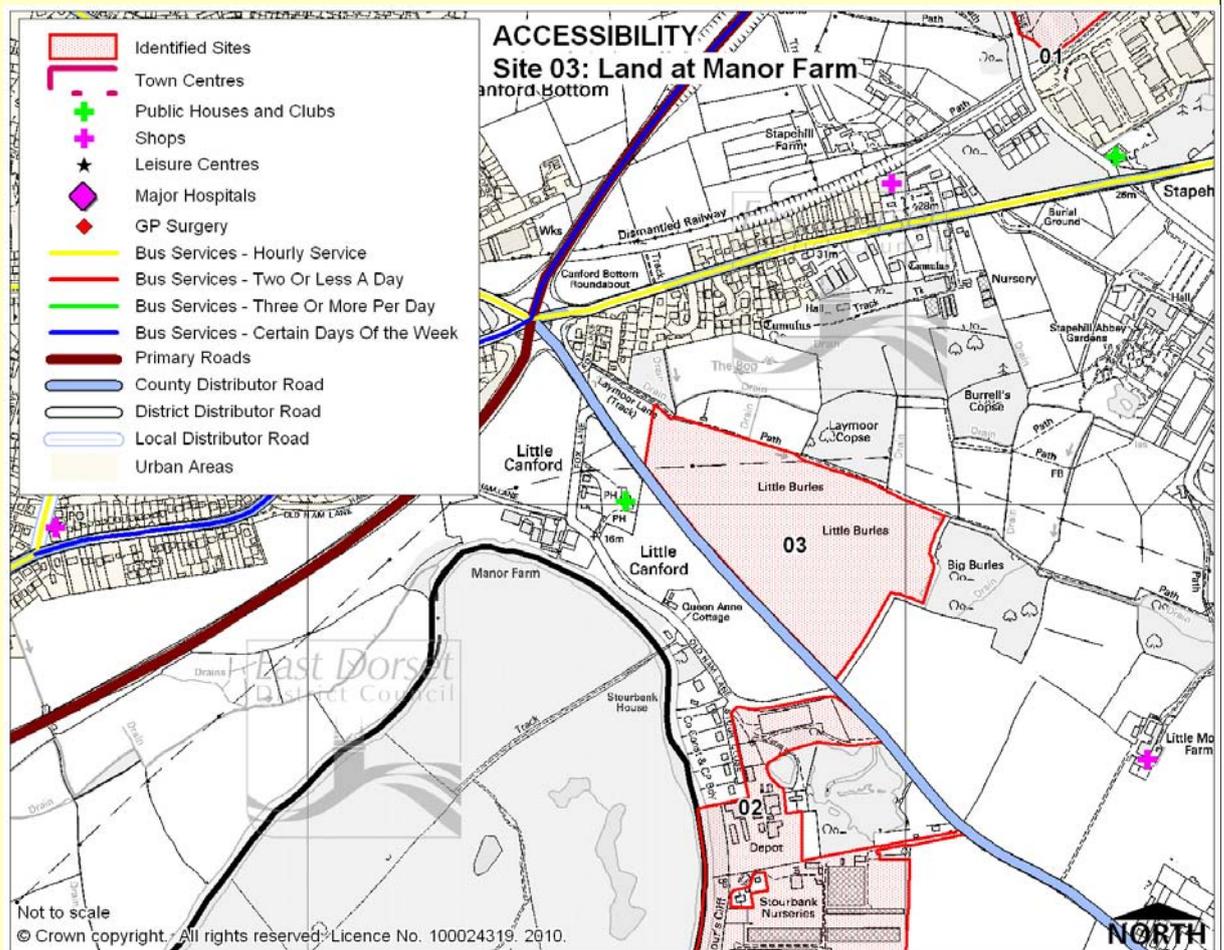
11 hectares of land at Manor Farm, Stapehill should be considered as a location for new employment.

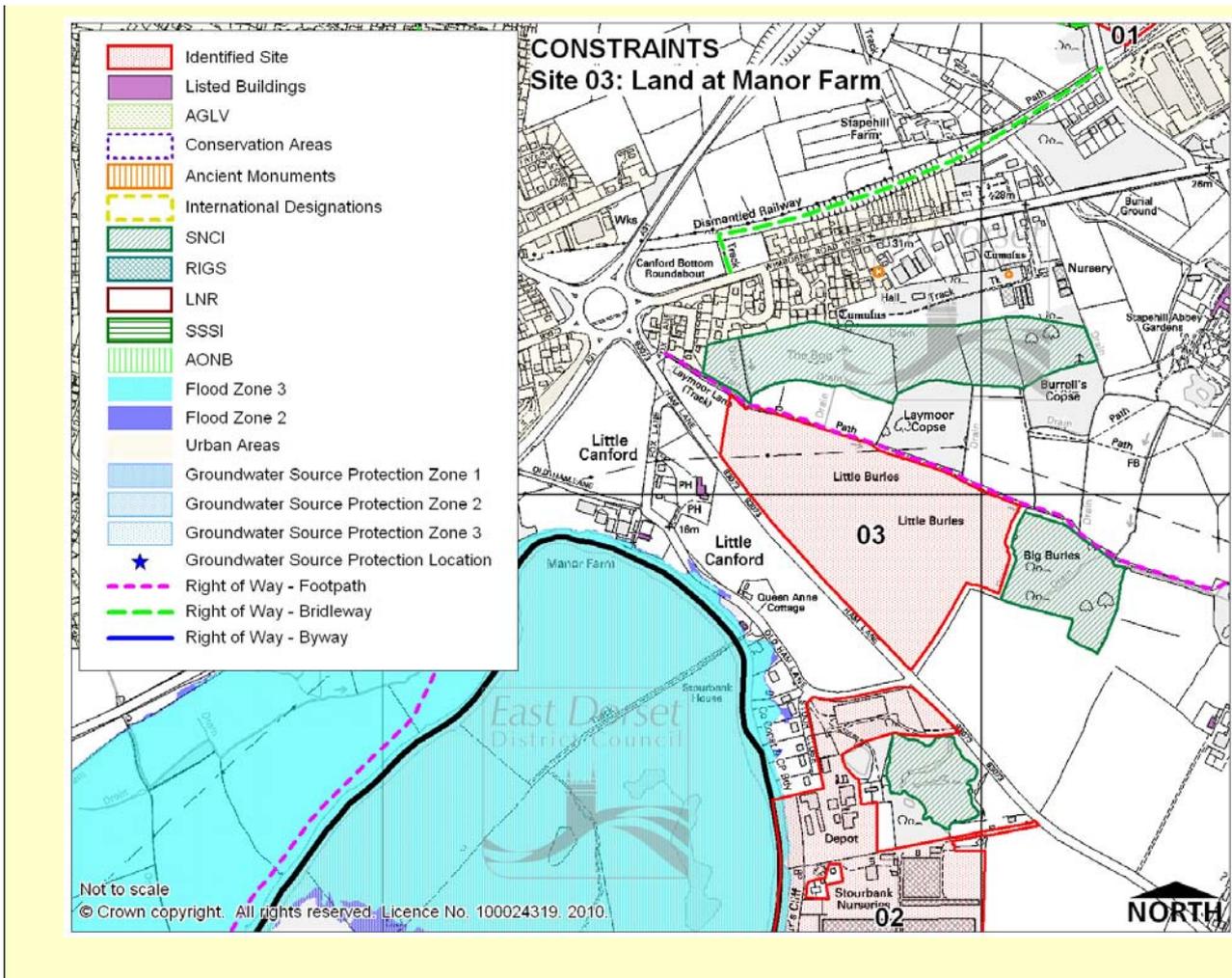
This would involve:

- The provision of B1 (Offices and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.
- Ancillary support services, such as cafés.

Prerequisites for 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.





Why is it not a Preferred Option?

The site does not adjoin an existing urban area and lies within an important Green Belt gap and its development would compromise this gap. The site itself is relatively free from constraints. The site is isolated from local facilities. Key negative impacts relate to the openness of the Green Belt and its position within the countryside in relation to existing employment and urban areas. There is also a need to create a new access on to Ham Lane. A further negative aspect of this site is a lack of accessibility to nearby services and public transport. The site is not large enough to support these.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

15.34 Issue: What sort of employment premises are required in Christchurch and where?

Preferred Option PC 10

Provision of Employment Premises in Christchurch:

Employment sites the sites in Christchurch are more individually distinct. Therefore, the following types of premises are required on business parks within the existing Christchurch urban area:

Business parks accessed from Somerford Road

Small business units/industrial, warehouses, start – up incubator units

Small purpose built office units, larger business units/industrial (moderate demand)

Avon Trading Park

Small business units (industrial), warehouses, start up/incubator premises, small purpose built office units

Bridge Street

Small purpose built offices

Former BAE site

Small business units (industrial), warehouses, start up/incubator premises

Small purpose built offices (moderate demand)

Groveley Road

Small business units (industrial), warehouses, start – up/incubator premises

Priory Industrial Park

Small business units (industrial), warehouses, start – up/incubator premises

Larger business units (industrial), small purpose built office units (moderate demand).

Sea Vixen

Small business units (industrial), warehouses, start up/incubator premises

Recycling / environmental industries e.g. waste recycling plants (moderate demand)

Somerford Road

Small business units (industrial), warehouses, start – up / incubator premises

Stony Lane

Small business units (industrial), warehouses, start up/incubator premises

Small purpose built offices (moderate demand)

Wilverley Road

Small business units (industrial), warehouses, start up/incubator premises

Small purpose built office units, recycling/environmental industries, e.g. waste recycling plants.

Why is it the Preferred Option?			
This option identifies evidenced based commercial premises requirements to meet business needs and maximise the commercial potential of employment sites in the area.			
Does it conform to the rules, regulations and advice?			
National	Yes	Local	Yes
Is it informed by evidence?			Yes
South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008). The Christchurch and East Dorset Employment Land Review (2007).			

Non Preferred Option PC 11

There should be no differentiation in approach toward the location of different types of employment premises on sites across Christchurch and East Dorset.

Why is it not a Preferred Option?			
This option would not meet the requirements for business premises on specific sites in Christchurch which would affect potential for economic development			
Does it conform to the rules, regulations and advice?			
National	In part	Local	In part
In Christchurch this approach would not sufficiently provide for specific premises requirements on individual employment sites in the Borough.		In Christchurch this approach would not sufficiently provide for specific premises requirements on individual employment sites in the Borough.	
Is it informed by evidence?			No
The following evidence study identifies the need for a differentiated approach for employment premises provision on employment sites in Christchurch:			
<ul style="list-style-type: none"> The Christchurch and East Dorset Employment Land Review (2007) 			

15.35 Issue: What range of uses should be promoted on established and allocated sites?

Preferred Option PC 12

The projected requirements for B1 (Office and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) uses will be met on allocated and established employment sites in the plan area. Bournemouth Airport Business Park, a potential range of new sites in East Dorset (options PC4 - 9) and the former BAE site in Christchurch will be the focus for meeting projected demand for B use class employment. Non B uses (other employment generating uses) which make a significant contribution to raising levels of productivity and creating skilled and well paid employment opportunities will be supported on established and allocated sites in the plan area which are capable of meeting their locational requirements. Provision of non B uses on these sites must not prejudice the ability to meet projected employment land requirements for B1, B2 and B8.

On strategic sites which incorporate a significant proportion of office development there is a need to provide a limited amount of ancillary uses which fall within Non B uses. Ancillary uses which could be accommodated at Bournemouth Airport Northern Development Zone include a hotel, leisure facilities, crèche, catering and retail facilities. Similar ancillary uses may be considered for larger sites within the portfolio.

Why is it the Preferred Option?

This option provides a flexible approach to meet employment land requirements for business activity within B use classes and non B use classes.

It supports sustainable economic growth by encouraging economically productive businesses and well paid employment.

It enables provision of facilities on strategic sites to enhance their attractiveness for employees.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008).

The Christchurch and East Dorset Employment Land Review (2007).

15.36 Issue: Which measures should be adopted to support the rural economy?

Preferred Option PC 13

Criteria-based rural economy

Although economic development will be strictly controlled in open countryside away from existing settlements, in order to promote sustainable economic growth in the rural area, farm diversification will be encouraged where development is located in or on the edge of existing settlements where employment, housing, services and other facilities can be provided close together. This includes the settlements of Alderholt, Colehill, Corfe Mullen, Cranborne, Ferndown, St Leonards & St Ives, Sixpenny Handley, Sturminster Marshall, Verwood, West Moors, Wimborne, Burton, Winkton and Hurn and the main urban area of Christchurch.

Proposals for rural diversification will be supported which meet the criteria set out in national policy PPS4, policy EC6 and also:

- Are consistent in scale and environmental impact with their rural location avoiding adverse impacts are the Cranborne Chase and West Wiltshire Downs AONB, sensitive habitats and landscapes identified through landscape character assessments and the openness of the Green Belt.
- Do not harm amenity and enjoyment of the countryside through increased noise and traffic generation.
- That minimise additional trips on the highway network and are accessible by sustainable modes other than the car.

Criteria specifically for the re-use of buildings in the countryside are set out in PPS4, policy EC12.

Acceptable uses for rural diversification include:

- Tourism
- Leisure and related activities
- Equestrian
- Light Manufacturing
- Storage/haulage and offices
- Renewable energy
- Retail (farm shops and pick your own)

Support will be given to new forms of working practises, which include the creation of live/work spaces in rural areas of East Dorset. The assessment of these proposals will be made in accordance with rural housing need and potential affordable housing exception sites as well as access to services.

Why is it the Preferred Option?

This option enables employment development to come forward in sustainable locations in rural areas and includes criteria to avoid / minimise potential environmental impacts. The option also sets out a range of business activity appropriate to rural areas.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

No

Alternative Preferred Option PC 14

Criteria-based rural economy, including Re-use of buildings to support the rural economy

As preferred option PC13, except that the re-use of rural buildings for the purposes and in accordance with the criteria set in preferred option PC13 must also ensure:

- The form, bulk and design are in keeping with their surroundings.
- Proposals meet specific local economic and social needs, and opportunities not met elsewhere.
- The building is suitable for the proposed use without major re-building and would not require any significant alteration which would damage its fabric and character, or detract from the local characteristics and landscape quality of the area. Any necessary car parking provision should also not have an adverse impact on the setting of the building in the open countryside.
- The preservation of buildings of historic or architectural importance/interest, or which otherwise contributes to local character.
- Proposals do not have a materially greater impact on the openness of the Green Belt and the purpose of including land within it.
- Any extensions to buildings and associated uses of land surrounding the building should not conflict with the purposes of including land within the Green Belt.

Why is it a Preferred Option?

This option provides additional criteria to be applied to the re use of rural buildings in addition to those set out in national guidance Planning Policy Statement 4.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

No

Local shops and facilities in urban and rural areas

Rules Regulations and Advice

15.37 National

- It is necessary to plan for a strong retail mix to meet the requirements of the local catchment area, recognising that smaller shops can significantly enhance the character and vibrancy of a centre. (PPS4)
- Support and maintain shops and services and other important small scale economic uses such as post offices, petrol stations, village halls and public houses in local centres and villages. (PPS4)

15.38 Local

15.39 Community Strategy

- The Dorset Community Strategy identifies the importance of retaining important local retail and other community facilities such as post offices to meet local needs.

15.40 Dorset, Christchurch and East Dorset Community Strategies

- The community strategies identify the need to improve the range of retail outlets and other community facilities.
- The community strategies also recognise the importance of local shops to reduce travel distances.

Where are we now?

15.41 Christchurch and East Dorset have a range of local commercial facilities that provide for the basic needs of the community, including shops, pubs, post offices etc. Most of these are in the urban area and some rural communities, particularly in East Dorset lack convenient access to basic facilities. The rural settlements and villages are particularly vulnerable to the loss of non profitable facilities. It is important that existing facilities are maintained and this will also help reduce the need to travel and promote a sense of community identity. Monitoring of the Christchurch and East Dorset Local Plans have demonstrated that maintaining retail uses has been important in maintaining the vitality and viability of local centre. Additionally the Joint Retail Study (2008) identifies the importance of shopping parades and village shops and that these facilities should be maintained as fulfilling a vital function for the community.

What you said at Issues and Options

- There was strong support towards protecting local shops and services and also essential community facilities in rural areas such as village shops, pubs and post offices.

15.42 Issue: How can we maintain the vitality and viability of local urban shopping areas?

Preferred Option PC 15

Retail uses should be safeguarded in local shopping areas. The loss of all A1 (Shop) units to non-retail uses would be resisted to ensure the area remains viable as a neighbourhood parade.

Proposals for the change of use of existing retail premises to non-retail uses would only be permitted in exceptional circumstances where as a result of no proposed alternative land use, the business would not be likely to continue to operate and the loss would not result in a substantial decline in the range and quality of services for local people.

The emerging Core Strategy should maintain the thrust of the current Local Plan policies, restricting the loss of A1 units in shopping parades and residential areas within the urban areas. Retention of local shopping facilities will help reduce the need for travel, promote a sense of community identity, and are convenient for the less mobile members of the community.

Why is it the Preferred Option?			
This option aims to retain a balanced range of retail facilities in local shopping areas that meets the needs of the local community and reduces the need to travel to other retail centres.			
Does it conform to the rules, regulations and advice?			
National	Yes	Local	Yes
Is it informed by evidence?			Yes
The Joint Retail Assessment (2008).			

15.43 Issue: How can we retain important local community facilities in settlements, such as village shops and pubs, which may be economically unviable?

Preferred Option PC 16

To support the continued provision of village shops, pubs and services and prevent the loss of premises to other changes of use.

Why is it the Preferred Option?

This option helps to maintain essential village shops and services which are important for community life and the local economy. Maintaining local shops also helps to reduce the number of car trips to other retail centres which lowers levels of harmful emissions that may harm habitats and contribute to pollution and climate change.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Joint Retail Study (2008)

Tourism

Rules, Regulations and Advice

15.44 National

15.45 Sustainable rural tourism and leisure developments should be supported that benefit rural businesses, communities and visitors which do not harm the character of the countryside, towns, villages, buildings and other features.

15.46 Local

15.47 Dorset Cultural Strategy (2009 – 2014)

- Develop Dorset's economy – creative sector, festivals, cultural tourism, arts and business.
- Improve planning and use of resources through collaboration across Dorset, Bournemouth and Poole.

15.48 Dorset Community Strategy (2007 – 2016)

- The high quality environment is a key driver for the local economy.
- The development of environment based sectors including sustainable tourism can boost Dorset's economic growth.

15.49 Christchurch and East Dorset Community Strategies

- Improve the evening economy in Christchurch and East Dorset for tourists and visitors.
- Work with tourist attractions in the heritage quarter to promote the area as a tourist destination.
- East Dorset should be 'an enjoyable place to live and visit where culture and leisure is valued.
- Support access to cultural venues and opportunities in East Dorset.
- Need to improve the range of retail outlets and promote tourism.

Where are we now?

Key Facts

Tourism and the Economy

- Tourism contributes about £77 million to the local economy in Christchurch and £110 million in East Dorset.
- A large proportion of employment in Christchurch and East Dorset is in hotels and restaurants as part of the tourist economy.
- Christchurch and East Dorset provide 12% of tourist accommodation for the whole of Dorset and there is scope to increase this market share.

Key Attractions and Visitor Numbers (2007 figures)

Christchurch

- The Priory 89,000 visitors
- Highcliffe Castle 50,000 visitors

East Dorset

- Kingston Lacy 146,000 visitors
- Moors Valley Country Park 828,000 visitors
- Wimborne Model Town 29,000 visitors

Countryside and Landscape

- In East Dorset 45% of the land is designated as the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty

Flooding and sea level rise

- Much of Christchurch Town Centre is in flood zone 3b and within Wimborne there are significant areas of flood zone 2 and 3 which restricts development potential.
- The beaches in Christchurch are at risk from coastal erosion from rising sea levels as a result of climate change.

15.50 The historic town centres of Christchurch and Wimborne have the potential to enhance tourism and the evening economy through the provision of restaurants and cafés in appropriate locations. Tourism is a key part of the local economy which employs 1,700 people. Tourism is a growing sector and will be important for sustaining the economy and creating jobs over the next 15 years. The area serves as an important base for visiting tourist destinations within the Districts and elsewhere, such as The New Forest National Park, The Jurassic Coast and Bournemouth and Poole. For more information on this subject please refer to the Tourism Key Issue Paper.

What you said at Issues and Options

- The beaches, river fronts and harbour should be protected from inappropriate development that harms these important natural assets.
- Encourage new development in the town centres which will increase activity in the evening economy, but not pubs and clubs.
- Hotels and visitor attractions and caravan sites should be protected against change of use.
- Enable attractive development on gateway sites.
- The Airport needs a hotel for tourists.
- Promote new hotels and accept the loss of aged accommodation.

The Options

15.51 Issue: How can the Core Strategy ensure that Christchurch and East Dorset remain vibrant and attractive destinations for visitors ensuring that tourism in both areas promotes and meets sustainable tourism objectives?

Preferred Option PC 17

The Core Strategy will protect and enhance the unique features of Christchurch and East Dorset that attract visitors to the area whilst encouraging investment. This will be achieved through the following measures:

- Protection of the beaches, river front and Christchurch Harbour and supporting appropriate sustainable tourist related development at these key locations and in the town centres of Christchurch and Wimborne.
- Tourist related development will avoid increasing visitor pressure on the Dorset Heaths. Appropriate mitigation measures will be identified through the Heathlands Interim Planning Framework (2010 - 2011) and subsequently by the Joint Heathlands Development Plan Document.
- By protecting visitor attraction sites and visitor accommodation from change of use, unless it can be proved the use is no longer economically viable, and promoting new visitor attractions and accommodation in sustainable locations.
- By encouraging sustainable transport to tourist and cultural sites.

Tourism and culture in Christchurch and East Dorset will develop in the context of the wider sub regional strategy (Towards 2015 – Shaping Tomorrow’s Tourism), by improving planning and use of resources through collaboration across Dorset, Bournemouth and Poole, which values local distinctiveness and diversity.

Why is it the Preferred Option?

This option supports sustainable growth of the tourist economy while protecting our environmental assets.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

No