

4 The Key Strategy

Introduction

4.1 The Key Strategy examines options concerning broad locations where residential and commercial development, services and facilities may be located across Christchurch and East Dorset over the plan period to 2027. This emerging strategy is central to shaping the future role and function of our settlements.

4.2 The high quality natural and built environment of Christchurch and East Dorset is what makes the area an attractive place to live and work. It is important that the strategy maintains and enhances these assets while meeting local needs and supporting sustainable economic growth. Options for new development are constrained, in particular, by the importance of the natural environment. Additionally, the Green Belt limits growth opportunities. It is recognised that the needs for some development should not spoil what already exists.

4.3 It is important that we plan carefully to reduce the impact we have on climate change. It is vital also that the future effects of climate change are taken into account. Increases in seasonal rainfall and sea level rise means that significant parts of the existing urban area are affected by high flood risk.

4.4 The Strategy is also dependant on improvements to the local transport network in the form of enhancements to highways, junctions and public transport. Future development will need to be located primarily in accessible areas which reduce the need to travel and harmful emissions that contribute to climate change.

4.5 Options relating to the amount and broad location for future housing development in urban areas have been established from local evidence including the local housing needs surveys, strategic housing land availability assessment and population projections. The majority of new homes are expected to be provided within the existing urban areas. However, the significant housing needs of the area mean that we must consider some on greenfield land. These include options that would change Green Belt boundaries in Christchurch and East Dorset which include locations put forward during the issues and options consultation in 2008 and others from recent assessments. Detailed options associated with development in these locations are set out in chapters 6, 8, 9, 10 and 11.

4.6 Facilities, services and work opportunities need to be supported near where people live. Future employment land requirements for the next 15 years have been identified from the Bournemouth, Dorset and Poole Workspace Strategy (2008) prepared locally with the involvement of Christchurch and East Dorset Councils. The Strategy sets out an approach where new employment development can be accommodated across existing employment sites in Christchurch and East Dorset. The Strategy also incorporates possible new areas associated with existing employment sites in East Dorset involving boundary changes to the Green Belt.

4.7 The Strategy suggests that we should provide support for our existing town centres, facilities and services in these accessible locations and improve their environment. The proposed distribution of future retail growth reflects the role and function of the existing centres and the potential to provide new development that contributes to sustainable economic growth.

4.8 The Key Strategy sets out a range of options concerning the following:

- **Establishing a settlement hierarchy to help direct the type and scale of development throughout the area.**
- **Maintaining Green Belt policy and limited Green Belt release to meet aspirations of the Core Strategy.**
- **The broad locations for future housing development.**
- **The broad locations for future employment development.**

- **The future role of our town and local centres within a town centre hierarchy which provide options concerning the focus for future retail growth, services and facilities.**
- **Strategic improvements required to the local transport network to accommodate future development and approaches to reduce the need to travel by car.**

4.9 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:

- Area Profiles for Christchurch and East Dorset,
- Key Issue papers:
 - The Key Strategy
 - Green Belt
 - Transport
 - Natural Environment
 - Transport
 - Housing
 - Affordable Housing
 - Economy
 - Town Centres

Identifying a Settlement Hierarchy

4.10 The two Districts contain a wide range of settlement types including areas that form part of the wider Bournemouth and Poole conurbation through to rural hamlets. A clear approach to the planning of our settlements is necessary, based on their current characteristics and function and the Core Strategy vision for the future. It is therefore proposed that there should be a settlement hierarchy to focus the distribution of development across the area and set out the general role of individual settlements.

4.11 The Issues and Options consultation asked a series of questions about the function and role of the settlements throughout the area. This, along with evidence produced on a regional scale by Roger Tym and Partners, as well as consideration of the services and facilities of the settlements has been used to develop a hierarchy.

Rules, Regulations and Advice

4.12 National

- The Core Strategy should promote sustainable patterns of development which protect the natural and historic environment, and ensure high quality development through good design and the efficient use of land.
- New development should be well connected to public transport, community facilities and services to reduce the need to travel by car, reduce the length of journeys and make it safer and easier for people to access jobs by public transport, walking and cycling and to lower carbon emissions.
- New economic growth and development of main town centre uses are to be focused in existing centres.
- Development should be located in or on the edge of existing settlements where employment, housing (including affordable housing), services and other facilities should be provided close together. (PPS4)
- In rural areas economic development should be strictly controlled in the open countryside away from existing settlements. (PPS4)

4.13 Local

- The Christchurch Local Plan does not establish a settlement hierarchy.
- Chapter 5 of the East Dorset Local Plan sets out a settlement strategy. This identifies the urban areas where infill development is allowed which includes, Colehill, Corfe Mullen Ferndown, St Leonards and St Ives, Three Legged Cross, Verwood, West Moors, West Parley and Wimborne. Of these, Wimborne, Ferndown and Verwood are also identified as urban areas where some green field development is planned. Four rural centres are also identified, Alderholt, Cranborne, Sixpenny Handley and Sturminster Marshall.

4.14 Dorset, Christchurch and East Dorset Community Strategies

- The Strategies do not make reference to a settlement pattern, but do reinforce the importance of the Green Belt, existing town centres and also the need to increase the provision of affordable housing and support of the economy.

Where are we now?

Key Facts
Land Use
<ul style="list-style-type: none"> • 30% of Christchurch is either urban or a village. • 70% of Christchurch is Green Belt (3,477 hectares). • 7.5% of East Dorset is either urban, or within a village envelope, meaning that 92.5% is countryside (33,140 hectares). • 47% of East Dorset is Green Belt (16,840 hectares). • 45.5% of East Dorset is countryside, but not Green Belt (16,300 hectares).
The Natural Environment
<ul style="list-style-type: none"> • 24% of Christchurch and 10% of East Dorset is covered by protected nature conservation sites. • 45% of East Dorset is an Area of Outstanding Natural Beauty.
Housing
<ul style="list-style-type: none"> • There are about 60,000 homes in the two Districts. • 54,000 homes are within the urban settlements of Christchurch, Corfe Mullen, Colehill, Ferndown, Highcliffe, St Leonards and St Ives, Verwood, West Moors, West Parley and Wimborne.
Employment
<ul style="list-style-type: none"> • There are approximately 160 hectares of employment land in Christchurch, including land allocated in the Local Plan. • 80 hectares are located at Bournemouth Airport in Hurn. • Approximately 20 hectares are available for new employment development in Christchurch subject to transport infrastructure improvements. • There are approximately 108 hectares of employment land in East Dorset, including land allocated in the Local Plan.

<p>Town Centres</p> <p>Existing Retail Provision</p> <ul style="list-style-type: none"> About 23% of town centre retail provision for Dorset (excluding Bournemouth and Poole) is contained in the four largest Christchurch and East Dorset centres <p>Christchurch</p> <p>Christchurch Town Centre: 14,000 sqm:</p> <p>Highcliffe: 2,650 sqm</p> <p>Barrack Road: 313 sqm</p> <p>Purewell: 270 sqm</p> <p>Christchurch Retail Warehouses: 22,189 sqm</p> <p>East Dorset</p> <p>Wimborne: 8,800 sqm (not including Waitrose)</p> <p>Ferndown: 17,000 sqm</p> <p>Verwood: 3,400 sqm</p>
<p>Transport and Accessibility</p> <ul style="list-style-type: none"> East Dorset is one of only two districts that have no railways. Christchurch has two main line railway stations

The Natural Environment

4.15 The natural environment of Christchurch and East Dorset is diverse and of high quality, including large areas of open countryside, a number of internationally important nature conservation sites, the coast, harbour, cliffs, areas of wet and dry heath, river valleys and the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty.

4.16 A significant constraining factor is the presence of internationally protected heathlands. The protection of the heaths has a significant impact on the distribution of housing development within the area. New housing should not be built within 400m of a protected heath and all housing within 5km should help fund the provision of Suitable Alternative Natural Greenspace. This puts significant limits on the potential for future growth of some key settlements in the area, including, Christchurch, St Leonards and St Ives, Three Legged Cross, Ferndown/West Parley, Corfe Mullen, Verwood and West Moors.

Climate Change

4.17 A network of rivers flow through East Dorset District to Christchurch and the harbour. Along these corridors and in valleys in the chalk uplands settlements are subject to flood risk, as shown by the Strategic Flood Risk Assessments. The extent of areas affected by flood risk will increase over time due to the effects of climate change with increased seasonal rainfall and rising sea levels. The location of future housing development and other forms of development will be severely constrained by flood risk. There will be areas which cannot be developed for housing and areas which will require mitigation measures to reduce flood risk.

4.18 Resisting development in flood risk areas reduces the risks from climate change, but could result in greater pressure for development in areas unaffected by flood risk in the urban area and on greenfield sites out of existing towns and villages. Christchurch, in particular is significantly affected by high flood risk from both the rivers and the sea. Other settlements that are affected include Sturminster Marshall, Wimborne, West Moors and Verwood.

Transport, accessibility and the location of development

4.19 Christchurch and East Dorset face a number of transport challenges including congestion on a number of roads including the A35, A337, A338, A31(T) and B3073. Additionally, there are isolation issues for those without cars in parts of the districts where public transport can be poor, particularly in the rural areas.

4.20 Future development in Christchurch and East Dorset over the next 15 years will have an impact on the capacity of the local highway network and levels of congestion. There will be a requirement to provide some improvements to the highway network in accommodating growth, but this will need to be pursued alongside approaches to reduce the need to travel. It is also important that, where possible, new development is located in accessible locations near essential services and facilities such as along prime transport corridors.

4.21 A significant amount of existing employment land supply is located outside urban areas, such as the Bournemouth Airport business park and East Dorset employment sites. Improvements in public transport and cycling access as well as improvements to key junctions, are required to ensure further development can come forward sustainably in these locations.

The Green Belt

4.22 The Green Belt is a long established policy that has successfully shaped the distribution of development over the past 30 years. The key purposes of the Green Belt of protecting the separate physical identity of individual settlements and maintaining an area of open land around the conurbation, are still very relevant and have a distinct influence on the settlement hierarchy.

Housing needs

4.23 Both Districts face substantial affordable housing needs for those who cannot afford to buy or rent a private home. There is great pressure to provide new homes to provide for these needs and it is important that we should identify the settlements that are the most suitable to accommodate them. People need to live close to facilities and services that provide for their basic needs, such as health, education and food, as well as others such as employment and social needs. It is, therefore, considered right that those settlements that can best meet these needs should become the focus for providing new housing. Within the area these include:

- Christchurch
- Wimborne
- Ferndown/West Parley
- Verwood

4.24 All of these settlements, have strong town centres that provide a wide range of services and facilities. Additionally, throughout these settlements there are good established education and health facilities, as well as employment opportunities and places that meet local community needs, such as halls, churches, sport and recreation and evening entertainment.

4.25 It is also proposed that Corfe Mullen is a suitable settlement to consider for additional new housing to meet local needs, as it forms part of the wider Poole urban area. There are a large array of facilities and services that are accessible, although it is recognised that Corfe Mullen has a limited amount of local provision within easy access for those without the use of a car.

The Local Economy and Future Requirements

4.26 The economy of the two Districts is very much part of the wider South East Dorset economy. There is evidence that suggests we should be protecting and supporting the economy by preventing the loss of existing large sites for non-employment uses, and providing a choice of new space to allow firms to expand and establish. The Bournemouth Airport Business Park and the estates within East Dorset already provide a substantial contribution to the South East Dorset Economy. It is proposed that these established locations should remain the focus for future growth as this will allow for effective business interaction, the implementation of travel plans, the capacity to provide ancillary support services and are in locations that generally will avoid conflict with residential areas.

Planning for our Town, Neighbourhood and Village Centres

4.27 The Core Strategy should set out a strategy for the management and growth of our town, neighbourhood and village centres over the next 15 years to guide future development to the most sustainable locations. The strategy will seek to support the existing centres as these are best placed to serve the local communities that have grown around them.

Planning for Community Needs

4.28 Residents in both districts are, on the whole, well served by the facilities and services that they need in terms of health, safety, education and general well-being. These are primarily focused within the town centres and urban areas. Parts of East Dorset do not have easy access to these facilities because of their remoteness and the lack of public transport in the rural areas.

What you said at Issues and Options

4.29 Settlement Hierarchy

- The largest proportion of respondents supported the notion that we should focus major housing and commercial development in the main towns, with an emphasis on the town centres and highly accessible locations.
- A slightly higher proportion felt that we should use urban extensions to provide new housing and employment development.
- Likewise, a slightly higher proportion felt that we should target development to enhance the vitality and viability of rural villages.

4.30 Settlement Functions

- Responses suggested that the larger urban settlements should have wide functions, including employment, retail, health, social, community, leisure, tourism and cultural.

4.31 The Green Belt

- The largest proportion of respondents did not want Green Belt land to be released for housing or employment development.

4.32 Housing and the Location of New Development

- New development should be appropriately located to reduce CO₂ emissions.
- There is a need to maintain the character of areas.
- It is important that the identity and separation of settlements is maintained.
- There is a need for development in dispersed settlements like Longham.

4.33 Employment Needs and the Location of New Development

- There is potential for significant additional employment development at Woolsbridge.
- There is a need for new employment areas in Christchurch urban area.

4.34 Town Centre Hierarchy

- The existing town centres should continue to be supported to provide a wide range of services, facilities and employment opportunities.

4.35 Issue: What should the settlement hierarchy be across Christchurch and East Dorset?

Preferred Option KS 1

The location, scale and distribution of development should conform with the settlement hierarchy, which will also help to inform service providers about the provision of infrastructure, services and facilities.

Settlement Type	Function
Main Settlements	The settlements which will provide the major focus for community, cultural, leisure, retail, utility, employment and residential development. This will include infill development as well as options for some greenfield development.
	Christchurch, Wimborne Minster, Ferndown and West Parley, Verwood, Corfe Mullen
District Centres	Settlements which will provide for smaller scale community, cultural, leisure, retail, employment and residential development within the existing urban areas.
	West Moors, Highcliffe
Suburban Centres	Settlements with no existing centres that will provide for some residential development along with community, leisure and retail facilities to meet day to day needs within the existing urban areas.
	Colehill, St Leonards and St Ives
Rural Service Centres	Main providers for the rural areas where residential development will be allowed of a scale that reinforces their role as providers of community, leisure and retail facilities to support the village and adjacent communities.
	Alderholt, Cranborne, Sixpenny Handley, Sturminster Marshall, Three Legged Cross
Villages	Settlements where only very limited development will be allowed within village infill envelopes that supports the role of the settlement as a provider of services to its home community.
	Burton, Hurn, Edmondsham, Furzehill, Gaunt's Common, Gussage All Saints, Gussage St Michael, Hinton, Martell, Holt, Horton, Shapwick, Wimborne St Giles, Witchampton, Woodlands/Whitmore
Hamlet	Settlements where development would not be allowed unless it was functionally required to be in the rural area.
	All other settlements

Why is it the Preferred Option?

The option provides a clear approach to the function of the different settlements, identifying which should be the focal points for additional development.

This option is assessed as being positive for many of the sustainability appraisal objectives. Uncertainty remains in relation to the natural environment as the establishment of a hierarchy would not necessarily protect important habitats, but would in conjunction with other options proposed in the strategy.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

- Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)
- The Christchurch and East Dorset Employment Land Review (2007)
- The East Dorset Strategic Housing Land Availability Assessment (2009)
- The Christchurch Strategic Housing Land Availability Assessment (2009)
- The Strategic Housing Market Assessment (2008)
- The Housing and Needs Surveys (2008)
- Town Centre Retail Surveys (2008)
- Buchanan: Strategic Green Belt Review (South West Regional Assembly 2005)
- Roger Tym and Partners Functional Analysis of Settlements (South West Regional Assembly 2005)

Green Belt Policy

Rules, Regulations and Advice

4.36 National

- Planning Policy Guidance Note 2 sets out that the fundamental aim of the Green Belt is to prevent urban sprawl by keeping land permanently open.
- The purposes of the Green Belt are:
 - To check the unrestricted sprawl of large built up areas;
 - To prevent neighbouring towns from merging into one another;
 - To assist in safeguarding the countryside from encroachment;
 - To preserve the setting and special character of historic towns; and
 - To assist in urban regeneration by encouraging the recycling of derelict and other urban land.
- Once detailed boundaries have been defined they should only be changed in exceptional circumstances.
- Infilling or redevelopment of identified Major Developed Sites in the Green Belt can be allowed.

4.37 Local

- Both Local Plans identify the Green Belt boundaries for the two Districts.
- The East Dorset Local Plan identifies St Leonards Hospital as a Major Developed Site in the Green Belt.

4.38 Dorset, Christchurch and East Dorset Community Strategies

- The community strategies support the existing Green Belt policy.

Where are we now?

Key Facts

- Between 1994 and 2009 about 2,100 homes were built on green field sites in the two Districts, which is 32% of all housing development, but this was not within the Green Belt.
- The Green Belt boundaries have not significantly changed since they were first drawn in 1982.

4.39 The South East Dorset Green Belt was first established in the SE Dorset Structure Plan in 1980. The detailed boundaries were first shown in a Non-Statutory Green Belt Policy document published in 1982. Since then, subsequent local plans formally adopted the boundaries and these are currently set within the East Dorset Local Plan (2002) and the Christchurch Local Plan (2001). The Green Belt boundaries have not significantly changed over the last 30 years. When drawing the original boundaries the Councils recognised the two main purposes for the Green Belt set out in the original Structure Plan, were to:

- Protect the separate physical identity of individual settlements in the area by maintaining wedges and corridors of open land between them.
- To maintain an area of open land around the conurbation.

4.40 The boundaries were carefully drawn to allow for significant growth on greenfield land outside the Green Belt. This has taken place and very few opportunities for this form of development remain. The Green Belt has proved very successful in preventing the joining of settlements and controlling the spread of development into the countryside. It is proposed that the Green Belt policy should be maintained, subject to limited alterations of boundaries to allow for some housing and employment development to help meet the needs of the local communities. There are also areas within East Dorset where it is suggested that land should be added to the Green Belt adjoining settlements that are no longer capable of providing for local housing or employment needs. The options for where these boundaries could be changed are considered in the following chapters:

- Christchurch Urban Extension (Chapter 6)
- Bournemouth Airport (Chapter 7)
- Wimborne and Colehill Housing and Town Centre Options (Chapter 8)
- Corfe Mullen Housing and Village Centre Options (Chapter 9)
- Ferndown and West Parley Housing and Town Centre Options (Chapter 10)
- Verwood and West Moors Housing and Centre Options (Chapter 11)
- Creating Prosperous Communities (Chapter 15)

What you said at Issues and Options

- The largest proportion of respondents did not want Green Belt land to be released for housing or employment development.

4.41 Issue: What should the strategy be toward the location of future development and the Green Belt?

Preferred Option KS 2

Development in East Dorset and Christchurch Districts will be contained by the South East Dorset Green Belt. The purposes of the Green Belt are to:

- Protect the separate physical identity of individual settlements in the area by maintaining wedges and corridors of open land between them
- To maintain an area of open land around the conurbation.

Limited changes to the existing boundaries are proposed to enable some new housing and employment to meet local needs and also to include areas in the Green Belt that are no longer capable of providing for these needs.

Why is it the Preferred Option?

The option continues the existing Green Belt policy which has successfully controlled the location of new development, preventing coalescence of settlements and urban sprawl.

The option is assessed as being positive for objectives relating to the natural environment and the sustainable use of resources as it focuses new development onto previously developed land.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

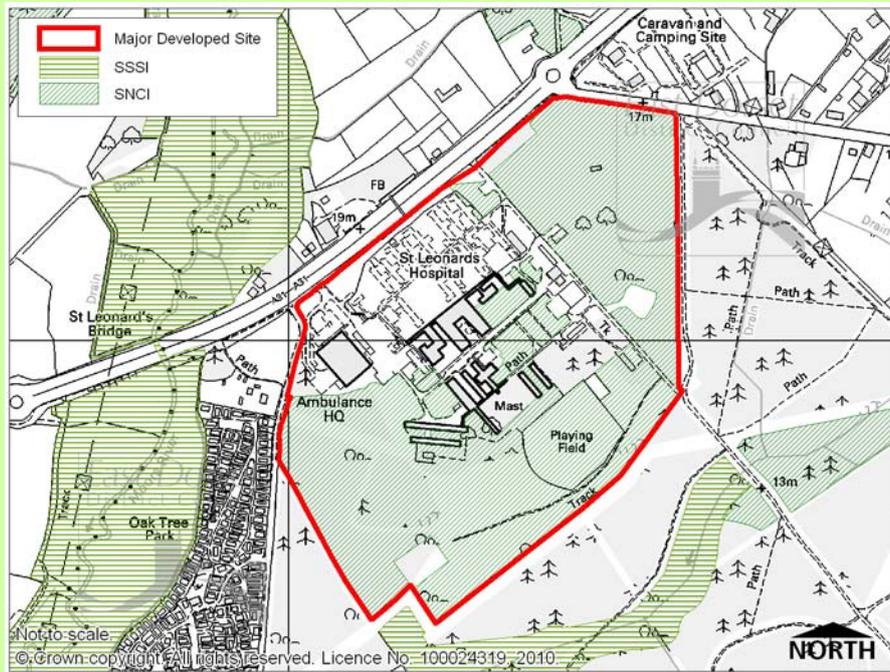
Is it informed by evidence?

Yes

- Buchanan: Strategic Green Belt Review (South West Regional Assembly 2005)
- Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)
- The Christchurch and East Dorset Employment Land Review (2007)
- The East Dorset Strategic Housing Land Availability Assessment (2009)
- The Christchurch Strategic Housing Land Availability Assessment (2009)

Preferred Option KS 3

Land at St Leonard’s Hospital should be a Major Developed Site in the Green Belt, in accordance with the requirements of Annex C to Planning Policy Guidance Note 2.



Why is it the Preferred Option?

St Leonards Hospital is a large development that is subject to demands for change. A planning permission has already been granted for a care village on part of the land. This has not been implemented and further opportunities to make good use of the land are being investigated, including an option to use part of the developed area for employment purposes.

This option is assessed as being positive in that it could enable the provision of housing or employment development on a previously developed site. However, the impact on the natural environment is uncertain as there are wildlife interests throughout the site.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

- The East Dorset Strategic Housing Land Availability Assessment (2009)
- The East Dorset Employment Land Review (2007)

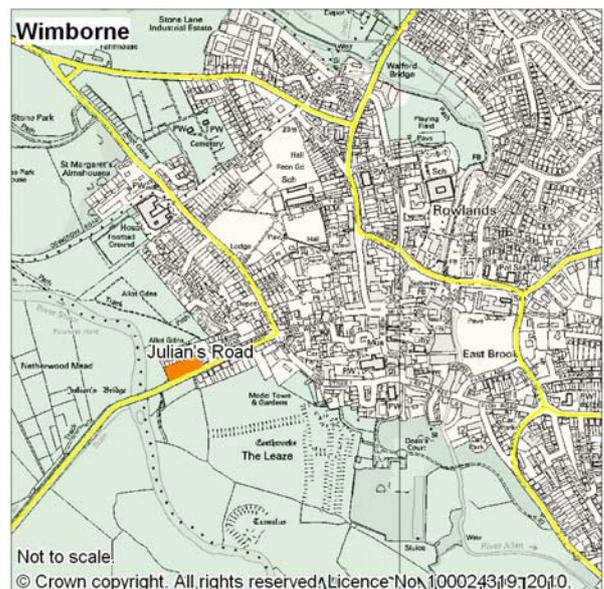
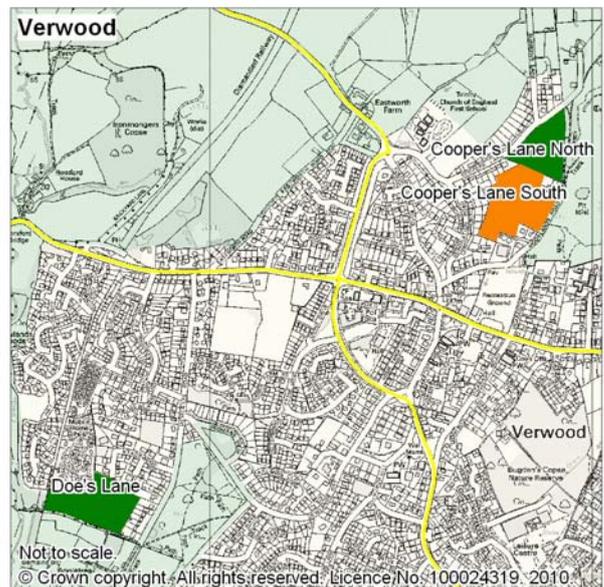
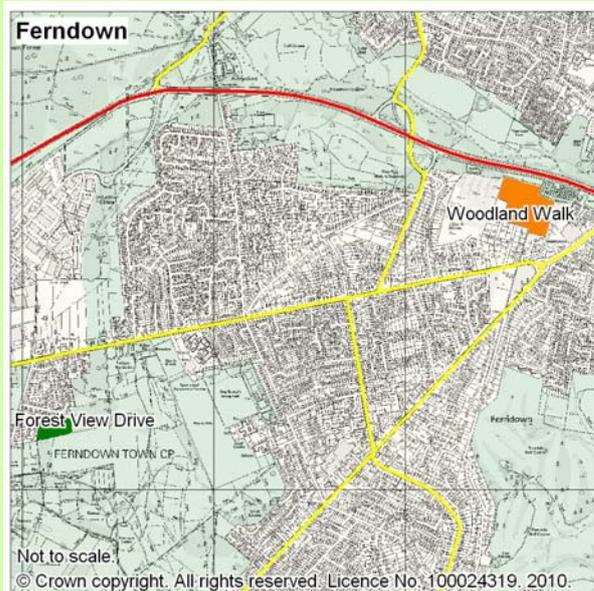
Preferred Option KS 4

The inner Green Belt boundary will be re-drawn, as set out on the Map below, to incorporate the following sites within the Green Belt:

- The northern half of land at Coopers Lane, Verwood
- Doe's Lane, Verwood
- Forest View Drive, Ferndown

The following sites will be shown as being within the urban area:

- The southern half of land at Coopers Lane, Verwood
- Blackfield Farm, West Moors
- Julian's Road, Wimborne
- Woodland Walk, Ferndown



Proposed Green Belt Boundary Changes

- To include in the Urban area
- To include in the Green belt

SE Dorset Green Belt

Why is it the Preferred Option?

This option suggests including land within the Green Belt that had originally been allocated for housing, but is no longer capable of doing so because of its proximity to protected heathlands. The other sites are proposed for inclusion within the urban areas as they are able to provide new housing without compromising the heathlands. Land at Blackfield Farm is close to the heathlands, but is capable of providing an elderly care home, where residents are not a threat to the heathland.

This option is assessed as being negative in relation to the sustainable use of resources as it could result in some greenfield development. However, it would be positive in terms of possibly providing new homes in close proximity to facilities, although those sites proposed to be included in the Green Belt would not be able to do this.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

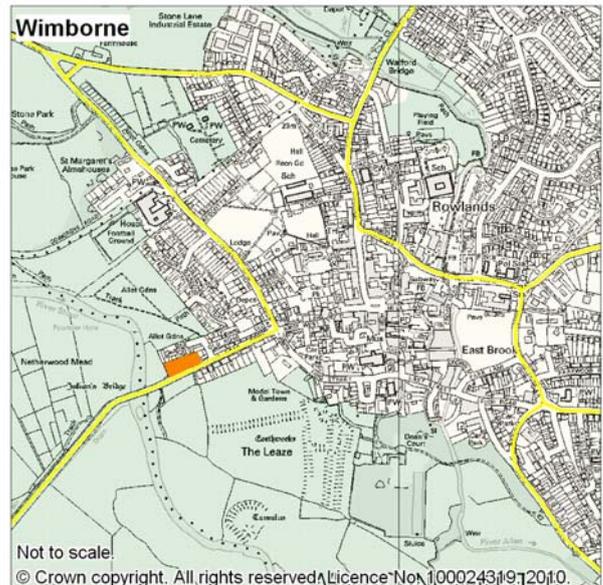
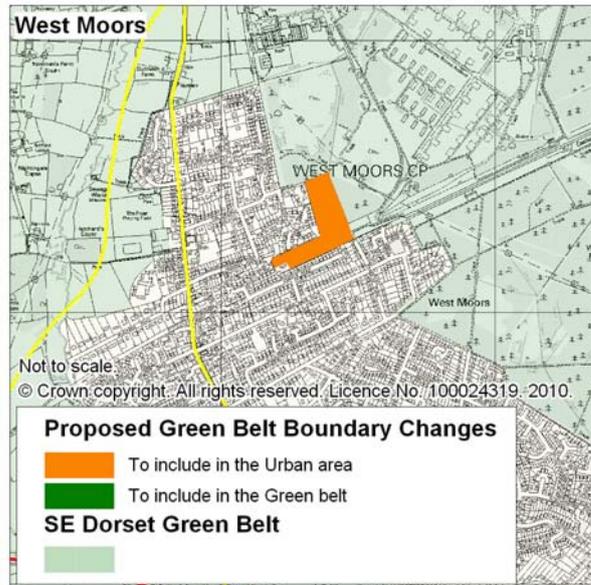
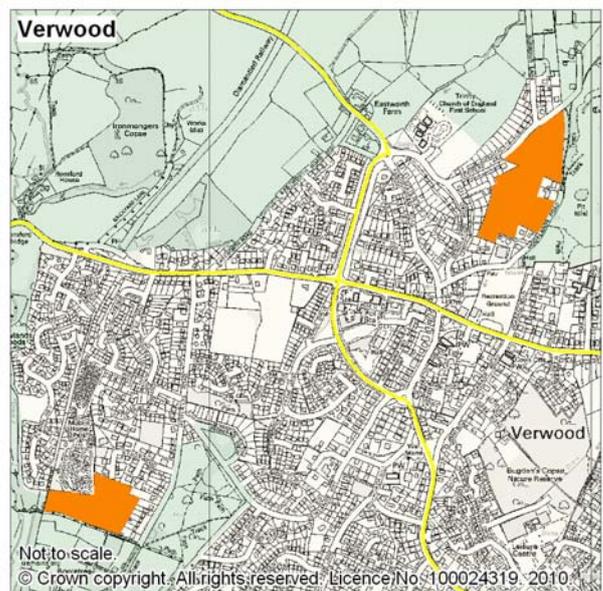
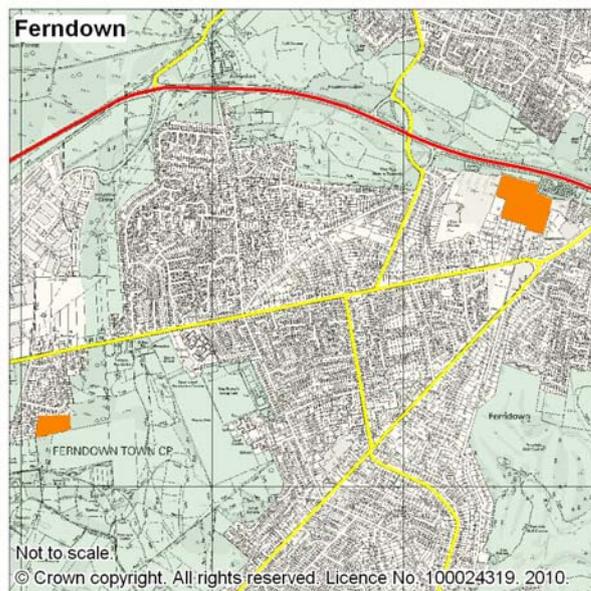
Yes

The East Dorset Strategic Housing Land Availability Assessment (2009)

Non Preferred Option KS 5

The inner Green Belt boundary will not be amended and the following sites will be included within the urban area:

- Coopers Lane, Verwood
- Doe's Lane, Verwood
- Forest View Drive, Ferndown
- Blackfield Farm, West Moors
- Julian's Road, Wimborne
- Woodland Walk, Ferndown



Why is it not a Preferred Option?

These areas were originally identified as housing allocations. However, a number are in close proximity to heathlands which are vulnerable to human pressures. As these areas can no longer provide housing it is considered that they do not need to be excluded from the Green Belt. They are currently open countryside and therefore satisfy the main aim and purposes of including land within the Green Belt.

The option is assessed as being negative for the natural environment and the sustainable use of resources. It would be positive for the provision of suitable housing in locations which have the best access to facilities, services and employment opportunities.

Does it conform to the rules, regulations and advice?

National

No

Local

No

Is it informed by evidence?

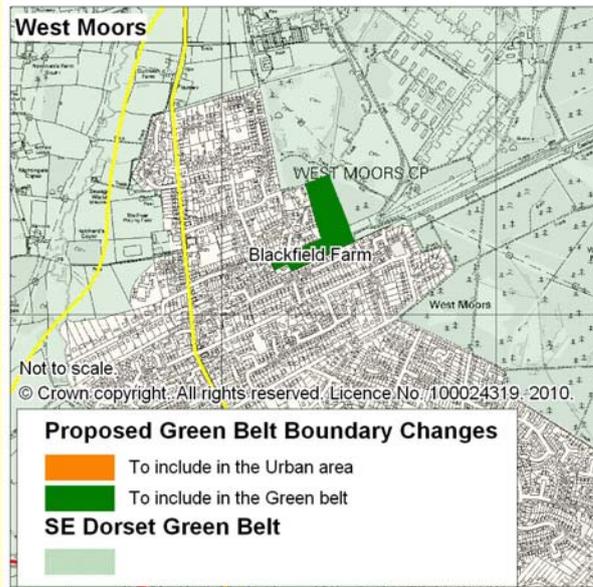
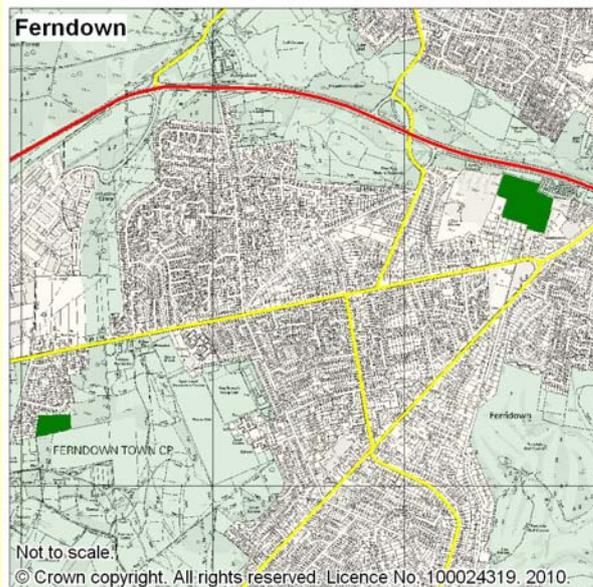
Yes

The East Dorset Strategic Housing Land Availability Assessment (2009)

Non Preferred Option KS 6

The inner Green Belt boundary will be amended to include the following sites:

- Coopers Lane, Verwood
- Doe's Lane, Verwood
- Forest View Drive, Ferndown
- Blackfield Farm, West Moors
- Julian's Road, Wimborne
- Woodland Walk, Ferndown



Proposed Green Belt Boundary Changes

To include in the Urban area

To include in the Green belt

SE Dorset Green Belt



Why is it not a Preferred Option?

This option would reduce the opportunity to provide housing to meet the needs of local people.

This option is assessed as positive in relation to the natural environment and sustainable use of resources, but would clearly be negative for the provision of appropriate housing.

Does it conform to the rules, regulations and advice?			
National	No	Local	No
Is it informed by evidence?			Yes
The East Dorset Strategic Housing Land Availability Assessment (2009)			

The broad location for future housing development.

Rules, Regulations and Advice

4.42 National

- Plans should:
 - Promote development that creates socially inclusive communities, including suitable mixes of housing.
 - Achieve a wide choice of both affordable and market housing to address the requirements of the community.
 - Widen opportunities for home ownership and ensure those who cannot afford market housing are provided with high quality homes.
 - Improve affordability by increasing the the supply of housing.
- Strategies should set out policies for the delivery of housing for at least 15 years. At any time at least 5 years of supply must be available, suitable and achievable.
- The number of new homes required should be calculated on the basis of:
 - Evidence of current and future levels of need and demand for housing, as well as the availability of suitable land.
 - The contribution to be made to cutting carbon emissions from focusing development in locations with good public transport accessibility and in locations that can make use of renewable energy supply systems.
 - Where need is high, such as in the plan area, a range of options for distributing housing should be considered, including the managed growth of settlements in urban and rural areas and where necessary review existing policy constraints.

4.43 Local

- The Corporate Plans and Housing Strategies aim to improve the quality and availability of housing in the Districts.

4.44 Dorset, Christchurch and East Dorset Community Strategies

- The Community Strategies support the development of sustainable communities and more affordable and appropriate housing, while at the same time recognising the importance of the local environment.

Where are we now?

Key Facts
<ul style="list-style-type: none"> In Christchurch there is an annual need for 243 affordable homes and 440 in East Dorset. About 4,000 households are currently on the housing registers covering East Dorset and Christchurch. Dorset County Council predicts that by 2027 there will be twice as many 80 year olds than 30 year olds in the two Districts and that by 2016 East Dorset will have insufficient workers available to support the local economy.

4.45 The new Coalition Government has now revoked Regional Spatial Strategies. The Government now places an emphasis on meeting housing need through locally established housing targets. The Core Strategy is seeking your views on how much housing we should provide and where this should be across Christchurch and East Dorset over the next 15 years.

4.46 Effectively addressing local housing need is extremely important for a number of reasons which include:

- Christchurch and East Dorset are amongst the least affordable areas in the south west.
- The size of households in the area is shrinking which increases housing demands.
- Young people find it particularly hard to afford a home in the area.
- There is a need to provide suitable housing to reduce health inequalities and improve educational attainment.
- The population of Christchurch and East Dorset is ageing and a lack of housing delivery will contribute to local economic decline. There is a need to provide an appropriate mix of housing to meet the needs of families and young people who are vital to the economy of the area.

4.47 This Core Strategy consultation document sets out a range of possible housing options for Christchurch and East Dorset informed by recent evidence including our Strategic Housing Land Availability Assessments and master planning work. The majority of new housing can be provided in the urban areas. However, to address local housing need it is necessary to consider some housing options currently located in the Green Belt as future housing needs cannot be met in the urban area alone. The difficulty in meeting housing needs provides the exceptional circumstances required to amend Green Belt boundaries, where considered appropriate.

4.48 The East Dorset Strategic Housing Land Availability Assessment (2009) predicts that there is capacity to build about 3,300 homes in the existing built areas over a 15 year period. For Christchurch the Assessment (2009) predicts that approximately 1950 homes could be built in the existing urban areas. Since these predictions were prepared, the Coalition Government has made changes relating to 'garden grabbing' and housing densities which will have an impact on the figures. A large proportion of the predicted new housing is anticipated to be built on existing housing land, including gardens. It is likely that some of the predictions will therefore no longer be considered reasonable. This will reduce the number of homes that can be built in the existing urban areas. The Councils intend to update the Assessments so that they will be available as evidence when decisions on the scale of housing to be provided will be made in the summer of 2011.

4.49 In addition to the housing that is predicted to be built through the Strategic Housing Land Availability Assessments there are a series of options to provide housing as part of a new neighbourhood. This includes options located to the north of Christchurch, on land south of the railway line to the Borough boundary at Roeshot Hill.

4.50 In East Dorset, the Council does not at this stage wish to set a housing target as part of this consultation. The Council recognises that there is a very large need to provide affordable housing in the District to meet social and economic needs, but also recognises that there are limits to the environmental and infrastructure capacity of the area. This consultation therefore aims to test what is achievable by suggesting a number of reasoned options as possible new neighbourhoods for Corfe Mullen, Ferndown/West Parley, Verwood and Wimborne. These settlements are identified above as being Main Settlements within the settlement hierarchy. Corfe Mullen is considered for housing options as it forms part of the wider continuous urban area of the South East Dorset conurbation. The other three settlements are considered for housing options as they have the greatest provision of social and economic facilities which can support and be supported by additional housing.

4.51 Specific options for new housing are considered within the following chapters:

- Chapter 6: Christchurch Urban Extension
- Chapter 8: Wimborne and Colehill

- Chapter 9: Corfe Mullen
- Chapter 10: Ferndown and West Parley
- Chapter 11: Verwood

4.52 At this stage none of the options within East Dorset are supported by the District Council, with the exception of the area at Cuthbury Allotments in Wimborne.

What you said at Issues and Options

4.53 When the Issues and Options consultation took place we were having to plan to meet the targets being set within the Regional Spatial Strategy. We did not therefore ask how many homes should be provided within the Districts.

The Options

4.54 Issue: Where and how much housing should there be in Christchurch?

Christchurch

Option KS 7

Christchurch: Delivery of (3,200) dwellings during the plan period 2007 – 2027

- Includes housing potential of sites identified in the Strategic Housing Land Availability Assessment for comprehensive redevelopment where garden land would be used but excludes backland (back gardens) sites involving plot severance
- Applies a discounting rate of 5% for non implemented planning permissions
- Includes about 950 dwellings brought forward within the urban extension south of the railway line

Why is it an Option?

This option makes a significant contribution to meeting local housing need by providing 3,200 new dwellings across the Borough. This option delivers more housing to meet local needs than options KS8, KS10 and KS11.

Provides 950 dwellings within the urban extension located south of the railway which delivers more housing than option KS8 and KS11, less than option KS9, the same as option KS10

Enables a mix of family housing to be brought forward in the urban extension while addressing housing need

This option avoids housing development in areas affected by high flood risk

This option locates development in accessible locations well served by public transport, reducing the need to travel and associated harmful emissions.

It excludes use of garden land involving plot severance

An increase in the number of homes could put additional recreational pressures on heathland areas which will need to be mitigated.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The Christchurch Housing Needs and Demands Surveys (2008)

The Christchurch Housing Market Assessment (2008)

The Christchurch Strategic Housing Land Availability Assessment (2009)

Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

North Christchurch Urban Extension Stage 1 Master Plan Context Report (2010)

Option KS 8

Christchurch: Delivery of between (2,900 - 3,100) dwellings during the plan period 2007 – 2027.

- Includes housing potential of sites identified in the strategic housing land availability assessment for comprehensive redevelopment where garden land would be used but excludes backland (back gardens) sites involving plot severance.
- Applies a discounting rate of 5% for non implemented planning permissions.
- Includes between 650 - 850 dwellings brought forward within the urban extension south of the railway line.

Why is it an Option?

This option makes a significant contribution to meeting local housing need by providing 2,900 - 3,100 new dwellings in the Borough. This option delivers less housing to meet local need than options KS7 and KS9 but more than options KS10 and KS11.

Includes between 650 - 850 dwellings brought forward within the urban extension south of the railway line which does not deliver as much housing on this site as options KS7, KS9 and KS10.

Enables a mix of family housing to be brought forward in the urban extension while addressing housing need

This option avoids housing development in areas affected by high flood risk

This option locates development in accessible locations well served by public transport, reducing the need to travel and associated harmful emissions.

Includes housing potential of sites identified in the strategic housing land availability assessment for comprehensive redevelopment where garden land would be used but excludes backland (back gardens) sites involving plot severance

An increase in the number of homes could put additional recreational pressures on heathland areas which will need to be mitigated effectively.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The Christchurch Housing Needs and Demands Surveys (2008)

The Christchurch Housing Market Assessment (2008)

The Christchurch Strategic Housing Land Availability Assessment (2009)

Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

North Christchurch Urban Extension Stage 1 Master Plan Context Report (2010)

Option KS 9

Christchurch: Delivery of between (3,478 – 3,778) dwellings during the plan period 2007 - 2027.

- This option exceeds the South West Regional Spatial Strategy target of 3,450 dwellings.
- Includes redevelopment potential and the use of garden land.
- Includes 950 - 1250 dwellings brought forward within the urban extension south of the railway line.
- Does not provide a discounted rate for non-implemented planning consents.

Why is it an Option?

This option delivers the highest level of housing of all the Christchurch options to address local housing need. However, there are concerns whether this level of housing is deliverable in sustainable locations during the plan period.

This option includes 950 - 1,250 new dwellings within the urban extension which is the highest level of all the options. This may have an impact on the ability to deliver a suitable mix of family housing at an appropriate density in keeping with the existing urban area.

This option avoids housing development in areas affected by high flood risk.

This option locates development in accessible locations well served by public transport, reducing the need to travel and associated harmful emissions.

Includes housing potential of sites identified in the strategic housing land availability assessment for comprehensive redevelopment where garden land would be used and also includes backland development involving plot severance.

An increase in the number of homes could put additional recreational pressures on heathland areas which will need to be mitigated effectively.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The Christchurch Housing Needs and Demands Surveys (2008)

The Christchurch Housing Market Assessment (2008)

The Christchurch Strategic Housing Land Availability Assessment (2009)

Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

North Christchurch Urban Extension Stage 1 Master Plan Context Report (2010)

Option KS 10

Christchurch: Delivery of 2,628 dwellings during the plan period 2007 – 2027.

- This option does not meet the ‘First Detailed Proposals’ figure of 3,200 (established by the Joint Strategic Authorities to inform the Regional Spatial Strategy) or the South West Regional Spatial Strategy Proposed Changes target of 3,450.
- Excludes redevelopment of large dwellings or large plots where the existing dwelling would either be subdivided or redeveloped or additional dwellings built on the plot. This would exclude all garden land.
- Applies a discounting rate of 5% for non implemented planning permissions.
- Includes 950 dwellings brought forward within the urban extension south of the railway line.

Why is it an Option?

This option delivers 2,628 new dwellings over the plan period to 2027 which is significantly less than options KS7, KS8 and KS9 which do more to address local housing need. Only option KS11 delivers a lower level of housing.

This option excludes the redevelopment of large plots and the use of garden land

This option includes the delivery of 950 within the urban extension south of the railway line which is an efficient use of land and enables the provision of a mix of family housing at an appropriate density.

This option avoids housing development in areas affected by high flood risk.

This option locates development in accessible locations well served by public transport, reducing the need to travel and associated harmful emissions.

An increase in the number of homes could put additional recreational pressures on heathland areas which will need to be mitigated effectively.

Does it conform to the rules, regulations and advice?

National	In part	Local	In part
Is it informed by evidence?			In part

This option does not deliver sufficient housing to effectively address local housing need identified in the following evidence studies:

- The Christchurch Housing Needs and Demands Surveys (2008)
- The Christchurch Housing Market Assessment (2008)
- The Christchurch Strategic Housing Land Availability Assessment (2009)

The level of development within the urban extension has been informed by the following report:

- North Christchurch Urban Extension Stage 1 Master Plan Context Report (2010)
- This option has also been informed by the Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

Option KS 11

Christchurch: Delivery of (2,178 – 2,328) dwellings during the plan period 2007 – 2027.

- This option does not meet the 'First Detailed Proposals' figure of 3,200 (established by the Joint Strategic Authorities to inform the Regional Spatial Strategy) or the South West Regional Spatial Strategy Proposed Changes target of 3,450.
- Excludes redevelopment of large dwellings or large plots where the existing dwelling would either be subdivided or redeveloped or additional dwellings built on the plot. This would exclude all garden land.
- Applies a discounting rate of 5% for non-implemented planning permissions.
- Includes 500 - 650 dwellings brought forward within the urban extension south of the railway line.

Why is it an Option?

This option delivers between 2,178 - 2,328 new dwellings over the plan period to 2027 which is significantly less than options KS7, KS8, KS9 and KS10 which do more to address local housing need.

This option excludes the redevelopment of large plots and the use of garden land.

This option includes the delivery of 500 - 650 new dwellings within the urban extension south of the railway line which is less efficient use of land than options KS7, KS8, KS9 and KS10.

This option avoids housing development in areas affected by high flood risk.

This option locates development in accessible locations well served by public transport, reducing the need to travel and associated harmful emissions.

An increase in the number of homes could put additional recreational pressures on heathland areas which will need to be mitigated effectively.

Does it conform to the rules, regulations and advice?

National	In part	Local	In part
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Is it informed by evidence?

In part

This option does not deliver sufficient housing to effectively address local housing need identified in the following evidence studies:

- The Christchurch Housing Needs and Demands Surveys (2008)
- The Christchurch Housing Market Assessment (2008)
- The Christchurch Strategic Housing Land Availability Assessment (2009)

The level of development within the urban extension has been informed by the following report:

- North Christchurch Urban Extension Stage 1 Master Plan Context Report (2010)
- This option has also been informed by the Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

4.55 Issue: Where and how much housing should there be in East Dorset?

Option KS 12

East Dorset

About xxx new homes will be provided in East Dorset between the years 2012 and 2027. This will comprise up to 3,300 homes within the existing urban areas, subject to a further review of the Strategic Housing Land Availability Assessment, and a further xxx homes to be provided as new neighbourhoods.

Why is it an Option?

This option can not be fully formed until there has been public consultation. As this part of the Strategy has not yet been fully formed it is not possible to provide a clear assessment. Further work is to be undertaken in relation to the Strategic Housing Land Availability Assessment to take into account the Government's recent statements on density requirements and 'garden grabbing'. Additionally, the Council intends to work with the other Dorset Authorities to reassess the needs for housing. These assessments along with the consultation responses will inform decisions on the next stage of the Strategy.

Does it conform to the rules, regulations and advice?

National	Uncertain	Local	Uncertain
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Is it informed by evidence?

Uncertain

The East Dorset Housing Needs and Demands Surveys (2008)

The East Dorset Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

The East Dorset Level 1 Strategic Flood Risk Assessment (2008)

The broad location for future employment development

Rules, Regulations and Advice

4.56 National

- Planning should facilitate sustainable economic growth.
- Assess the detailed need for land and floorspace for economic development and assess the existing and future supply.

4.57 Local

- The Corporate Plans promote successful local economies.
- The Christchurch Corporate Plan supports expansion at the Airport which promotes economic growth and mitigate environmental impacts.

4.58 Dorset, Christchurch and East Dorset Community Strategies

- An objective of the East Dorset Sustainable Community Strategy is to provide support to sustain and grow the Economy.

- The Christchurch Community Plan has a vision of Christchurch being economically vibrant and where people want to live, study, work, bring up children, be supported through unemployment and retire.
- The Dorset Community Plan wants sustainable economic development through the release of land for employment in locations that will encourage shorter journeys to work and help reduce carbon emissions.

Where are we now?

Key Facts

- There is a requirement to provide approximately 115ha of employment land for B1 (Office and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) employment uses across South East Dorset to 2026. In meeting this overall requirement there is a need for approximately 50 - 65 ha of employment land to come forward across Christchurch and East Dorset. (Bournemouth, Dorset and Poole Workspace Strategy 2008)
- The Bournemouth Airport Business Parks employ about 3,500 people.
- The Ferndown and Uddens Business Parks employ about 5,000 people.

4.59 The local economy of the area is comprised primarily of the service sector, education, health, banking / finance, public administration, manufacturing and distribution businesses. Business parks within the area primarily include activity within general manufacturing / engineering and storage / distribution. These traditional industries are important for the area but a lack of diversity and presence of growth industries raise significant issues for sustaining the local economy over the next 15 years (Christchurch and East Dorset Employment Land Review 2007).

4.60 Over the next 15 years it is anticipated that there will be 6,900 new jobs created across Christchurch and East Dorset. Growth in office jobs is expected to be in the region of 250 in Christchurch and 700 in East Dorset. Employment in industrial/warehousing is predicted to decline by 700 jobs in Christchurch and increase by 81 jobs in East Dorset. ⁽¹⁾ It is also anticipated that a significant amount of employment growth will be outside of the traditional employment uses such as health, leisure, tourism and education and land requirements associated with this growth will need to be met.

4.61 There is currently insufficient evidence to determine land requirements for businesses within non B use classes. For B1 (office and light industrial), B2 (general industrial) and B8 (warehousing) use classes there is sufficient employment land supply to meet the needs of business on brownfield sites and by developing one or more of the options for new employment suggested in this document within East Dorset. A significant concern is the shortage of employment land that is available in the short and medium term which has implications for the economy of Christchurch, East Dorset and South East Dorset as a whole. It is necessary that Christchurch and East Dorset provide in the region of 50 – 65 ha of employment land to meet the wider economic requirements of South East Dorset due to the current availability of employment land within the sub region ⁽²⁾. The needs for employment within South East Dorset cannot be solely met on land outside the Green Belt. This need provides the exceptional circumstances that could justify changes to Green Belt boundaries to provide for economic development.

4.62 Large strategic employment sites located in the area such as Bournemouth Airport and the options for employment growth in East Dorset have the potential to attract significant investment, subject to major transport improvements being put in place. These sites form a high proportion of

1 Roger Tym and Partners Employment Projections (2008)

2 South West Regional Development Agency Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan October 2008

employment land supply for South East Dorset and have the potential to influence a step change in the sub regional economy. The Core Strategy addresses the options for major employment provision within the Bournemouth Airport and Creating Prosperous Communities chapters.

What you said at Issues and Options

- The Issues and Options consultation did not ask how much employment land should be provided as evidence was not available on the level of need.
- The Issues and Options consultation was undertaken in the context of the Regional Spatial Strategy that identified an area of search for an employment urban extension to the west of Ferndown. As the Strategy has been abandoned the specific requirement to provide new employment in this area does not exist. Nevertheless, the Core Strategy must plan for employment needs based on existing evidence and this consultation document puts forward a range of sites that can be assessed as options. The specific employment options are set out in the Creating Prosperous Communities chapter.

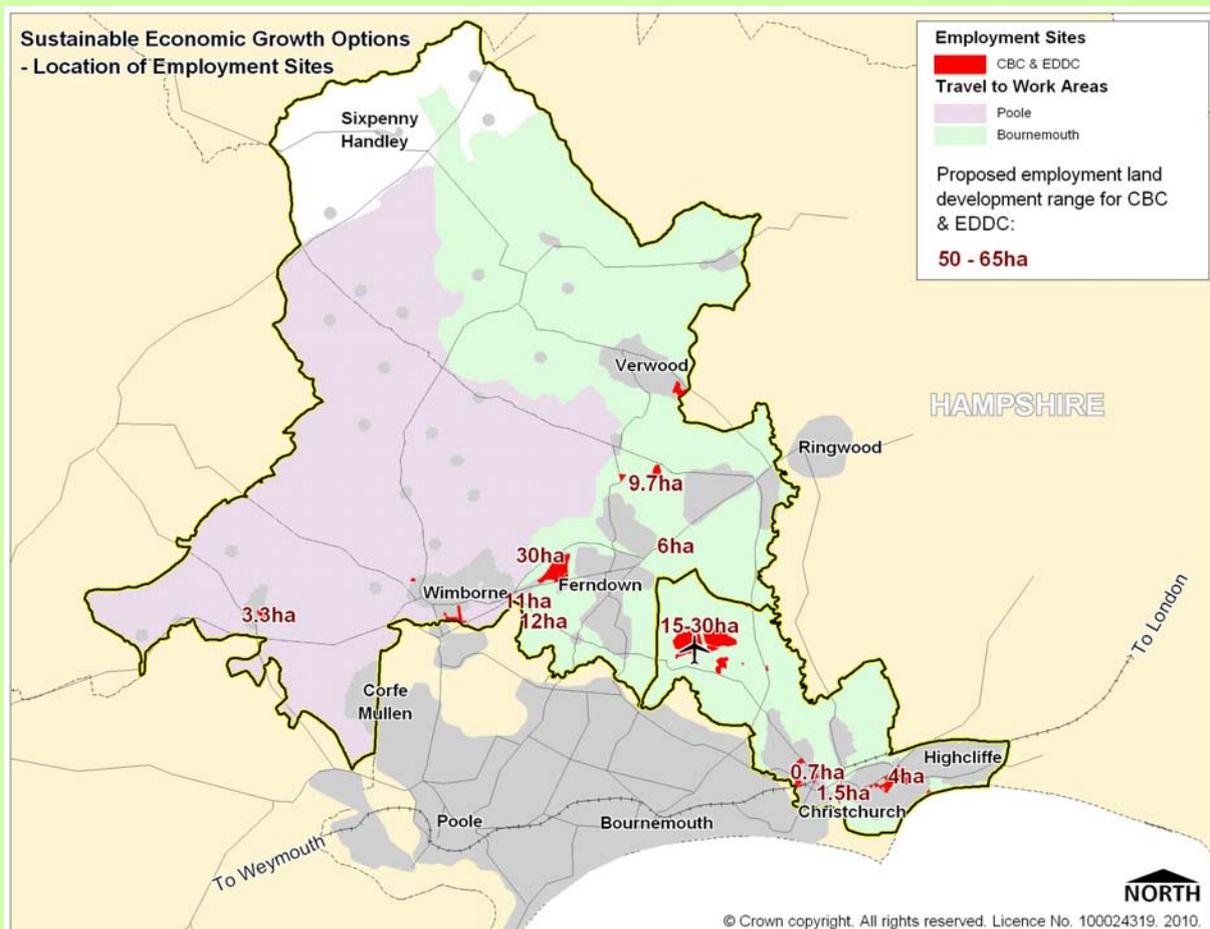
4.63 Issue: Where and how much employment development should there be in Christchurch and East Dorset?

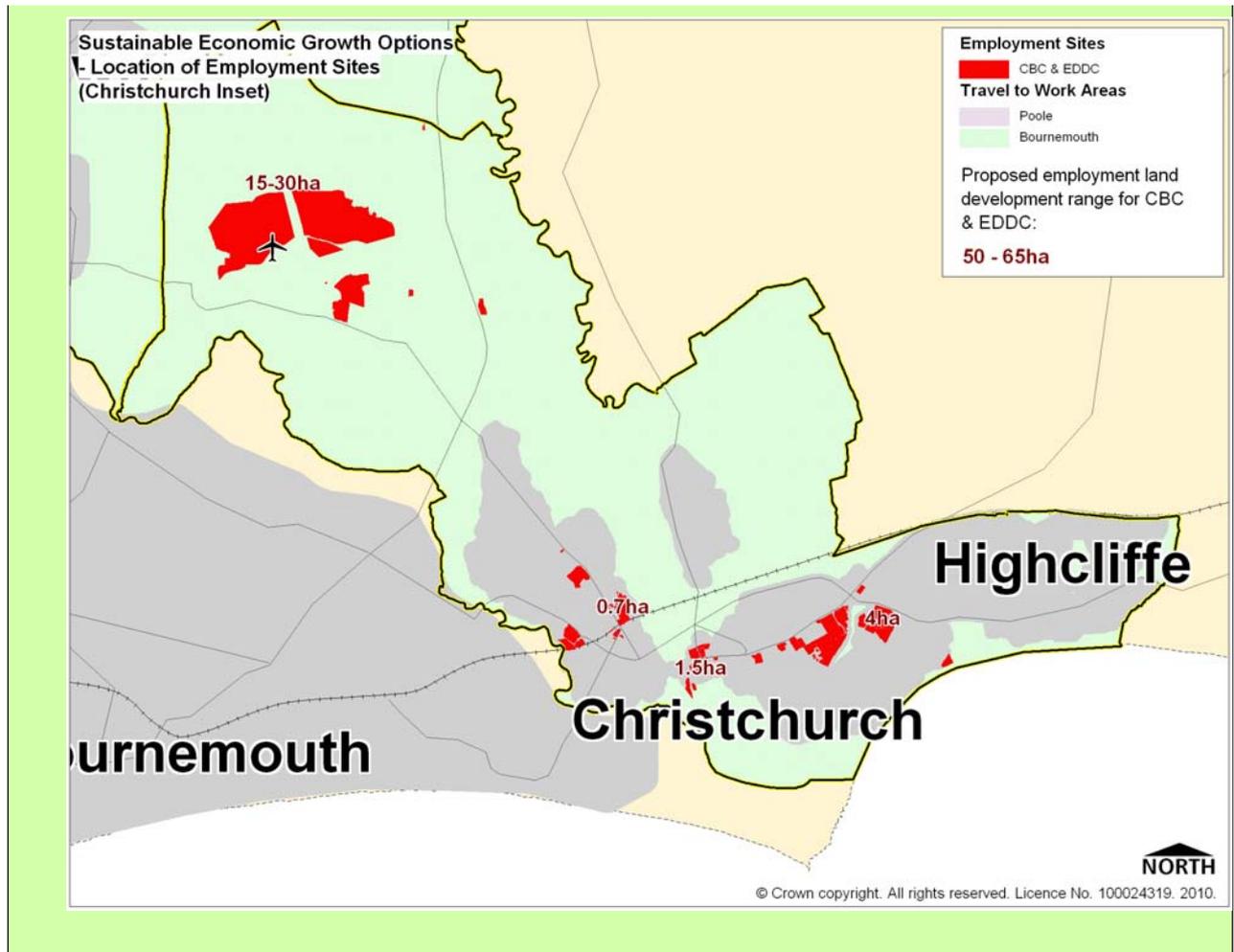
Preferred Option KS 13

Provision of Employment Land

Sufficient land with the necessary locational attributes will be provided in appropriate locations to meet the requirements of businesses currently located in the districts and those that can be attracted to the area to 2027. An appropriate mix of premises will be encouraged on employment sites within the portfolio to meet these business needs. Live/work units will be encouraged for business activity that is acceptable in environmental terms (noise, discharges by emissions by land, air or water) and that will not affect the health, safety or amenities of nearby land.

Employment land supply located in Christchurch and East Dorset will contribute in part to meeting the wider strategic requirement across South East Dorset as determined in the 2008 Bournemouth, Dorset and Poole Workspace Strategy. In particular, strategic sites such as Bournemouth Airport Business Park (options in East Dorset to be determined following public consultation) will contribute to this wider sub regional requirement. The combined district level requirement for Christchurch, East Dorset, and Bournemouth is 65.3ha. In order to meet this overall requirement, and in relation to existing land supply approximately 20ha in Christchurch and 30ha in East Dorset is required as a minimum to meet projected demand to 2027. Subject to suitable transport infrastructure improvements serving Bournemouth Airport and employment site options in East Dorset there is scope to bring forward 50 – 65ha of employment land across the area. The higher development figure would provide some flexibility over and above projected employment land requirements set out in the Workspace Strategy. Employment activity which makes a significant contribution to innovation, raising economic productivity and highly skilled and well paid jobs will be encouraged on employment sites within the area that can offer the necessary locational attributes.





Why is it the Preferred Option?

This option promotes sustainable economic growth and meets business requirements and projected employment land requirements to 2027.

This option is assessed as being positive in relation to the economy, but is uncertain in other aspects as this will depend on the application of other options put forward in the Strategy.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan (2008)

The Christchurch and East Dorset Employment Land Review (2007)

The Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

The East Dorset Level 1 Strategic Flood Risk Assessment (Halcrow, 2008)

The Future Role of our Town Centres and broad location of retail development

Rules, Regulations and Advice

4.64 National

- The capacity of existing centres to accommodate new town centre development should be assessed taking into account the current role of these centres.
- Future requirements for retail shopping and other facilities to serve the day to day needs of people should be identified.
- Local authorities should establish a hierarchy of town centres, taking account of accessibility by public transport.

4.65 Local

- An objective of the Christchurch Corporate Plan is to support sustainable commercial growth in Christchurch and Highcliffe.
- The East Dorset Corporate Plan wishes to support thriving and attractive places in which to live and work including lively local centres.

4.66 Dorset, Christchurch and East Dorset Community Strategies

- The Christchurch Community Strategy supports efforts to increase retail provision through environmental enhancements to improve the vitality, viability and accessibility of town centres.
- Neither the East Dorset Sustainable Community Strategy, nor the Dorset Community Plan make specific reference to the role of the town centres. However, they do support the protection and provision of key facilities and services that are provided within the town centres, as well as seeking environmental and transport improvements that effect them.

Where are we now?

Key Facts
<ul style="list-style-type: none"> • Christchurch Town Centre has about 209 shops, 80 of which are comparison retail including a wide range of national and local comparison stores, including national foodstores. Its catchment population for major food shopping is in the region of 40,000 people (Dorset County Council) • Highcliffe centre has 120 retail outlets, 48 of which are comparison retail (Joint Retail Study, 2008) • There is a need for in the region of 9,000 - 11,000sqm of additional non food retail floorspace in Christchurch to 2027 (Joint Retail Study, 2008) • In Christchurch Town Centre there is capacity to accommodate between 6,900 - 8,000sqm of additional non food retail floorspace • In Highcliffe centre there is capacity to provide in the region of 800sqm additional comparison (non food) retail floorspace to 2026 (Joint Retail Assessment (2008) • There is no need for further supermarket floorspace in Christchurch Borough (Joint Retail Assessment 2008) • There is a need for in the region of 7,250 - 8,500 sqm of new convenience floorspace (food store) and 10,200 - 12,600 sqm of additional comparison (non-food) floorspace in East Dorset to 2027 (Joint Retail Study, 2008) • Ferndown Town Centre has about 90 shops of which the large proportion are local, anchored by a major Tesco foodstore. Its catchment population for major food shopping is in the region of 28,000 people • In Ferndown there is capacity to provide approximately 5,200 sqm of additional comparison (non food) retail floorspace and 5,500 sqm of additional convenience floorspace

- Verwood has about 40 shops in the main town centre, with additional shopping associated with a Morrison's foodstore. Its catchment population for major food shopping is in the region of 15,000 people
- In Verwood there is capacity to provide approximately 1,100 sqm of additional comparison (non food) retail floorspace and 700 sqm of additional convenience floorspace
- West Moors Town Centre has about 40 shops
- Wimborne Town Centre has about 160 shops which are primarily local, supported by a new Waitrose. The catchment population for major food shopping is in the region of 18,000 people
- In Wimborne there is capacity to provide approximately 6,600 sqm of additional comparison (non food) retail floorspace and 1,000 sqm of additional convenience floorspace

4.67 Most new retail development should be directed to our town centres including Christchurch, Wimborne, Ferndown and Verwood which are most accessible and have the most development opportunities on previously developed land. It is also important that smaller centres in the area receive an appropriate level of future growth to support their vitality and viability, ensuring the provision of essential services and facilities. The Core Strategy sets out options for the role of our centres in the form of a town centre 'hierarchy' which will help to determine the level of retail growth in these locations to 2027. A vision for each of the main centres is suggested in chapters 5, 8, 10 and 11.

4.68 A Joint Retail Assessment (2008) has been prepared which identifies the future requirements for retail provision in our districts over the next 15 years. This study forms the basis for options relating to the broad locations for future retail development.

What you said at Issues and Options

- The Issues and Options consultation did not ask whether there should be a town centre hierarchy and if so, which centres should be in what category.
- The Issues and Options consultation did not ask where and how much retail development should be accommodated across our larger retail centres.

4.69 Issue: What should the town centre hierarchy be for Christchurch?

Preferred Option KS 14

The Christchurch town centre hierarchy should be as follows:

Town Centres:	Christchurch
District Centres:	Highcliffe and Barrack Road
Local Centres:	Purewell
Parades:	All other clusters of shops

The proposed hierarchy elevates Barrack Road from a local centre to a district centre

Why is it the Preferred Option?

This hierarchy best reflects the status of retail centres in the Borough and where greatest opportunity exists for new retail development.

This option is assessed as being positive as the town centres are the most accessible locations by means other than the car, so focusing development in these places will minimise pollution and carbon emissions.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)

Non Preferred Option KS 15**Amend the hierarchy as follows:****Town Centres: Christchurch and Highcliffe****District Centres: Barrack Road****Local Centres: Purewell****Parades: All other clusters of shops.****The proposed hierarchy elevates Highcliffe from a district centre to a town centre and Barrack Road from a local centre to a district centre.****Why is it not a Preferred Option?**

Highcliffe is currently classified as a district retail centre and has limited future development opportunities which makes it difficult for it to be elevated to the status of a town centre.

This option is assessed as being positive as the town centres are the most accessible locations by means other than the car, so focusing development in these places will minimise pollution and carbon emissions.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)

4.70 Issue: What should the town centre hierarchy be for East Dorset?**Preferred Option KS 16**

The East Dorset town centre hierarchy should be amended to reflect the recommendations of the evidence as follows:

Town Centres: Ferndown, Verwood and Wimborne Minster**District Centres: West Moors****Local Centres: Corfe Mullen and West Parley (NB. Could be subject to change if new neighbourhoods are created at these localities).****Parades: All other clusters of shops.**

Why is it the Preferred Option?

The option recognises the fact that West Moors has little opportunity for further town centre development .

This option is assessed as being positive as the town centres are the most accessible locations by means other than the car, so focusing development in these places will minimise pollution and carbon emissions.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)

Non Preferred Option KS 17

No change to the current hierarchy of town centres

Town Centres Ferndown, Verwood, West Moors and Wimborne Minster

Local Centres Corfe Mullen and West Parley

Why is it not a Preferred Option?

This option is assessed as being positive as the town centres are the most accessible locations by means other than the car, so focusing development in the most accessible locations and minimising pollution and carbon emissions.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)

4.71 Issue: Where and how much retail development should there be in Christchurch and East Dorset?

Preferred Option KS 18

In order for key retail centres in Christchurch and East Dorset to maintain and enhance their vitality and viability, it is important that provision is made for additional retail floorspace to meet projected requirements to 2027. Further retail floorspace is necessary to meet the needs of a growing population with associated increasing levels of available retail expenditure. It is also important for our retail centres to maintain their market share of retail expenditure within the South East Dorset sub region and provide the opportunity to increase this market share. This option sets out the broad locations and level of additional retail floorspace that could be accommodated across the retail centres of Christchurch and East Dorset to 2027, informed by the Joint Retail Assessment (2008) which are set out below. For most centres, floorspace figures are set out as ranges to reflect requirements of lower and higher population growth scenarios which will be determined by the level of new housing to be delivered in Christchurch and East Dorset to 2027. The Site Specific Allocations Development Plan Document will determine specific sites within the centres where retail development can take place.

Christchurch:

Christchurch Town Centre:

- Comparison Retail Floorspace (non- Food shopping): 6,900 - 8,000sqm
- Convenience Floorspace (food shopping): No additional requirement to 2027

Highcliffe Centre:

- Comparison Floorspace: 800sqm
- Convenience Floorspace: No additional requirement to 2027

East Dorset:

Ferndown

- Comparison Floorspace: 750 - 5,200 sqm
- Convenience Floorspace: 3700 - 5,600 sqm

Verwood

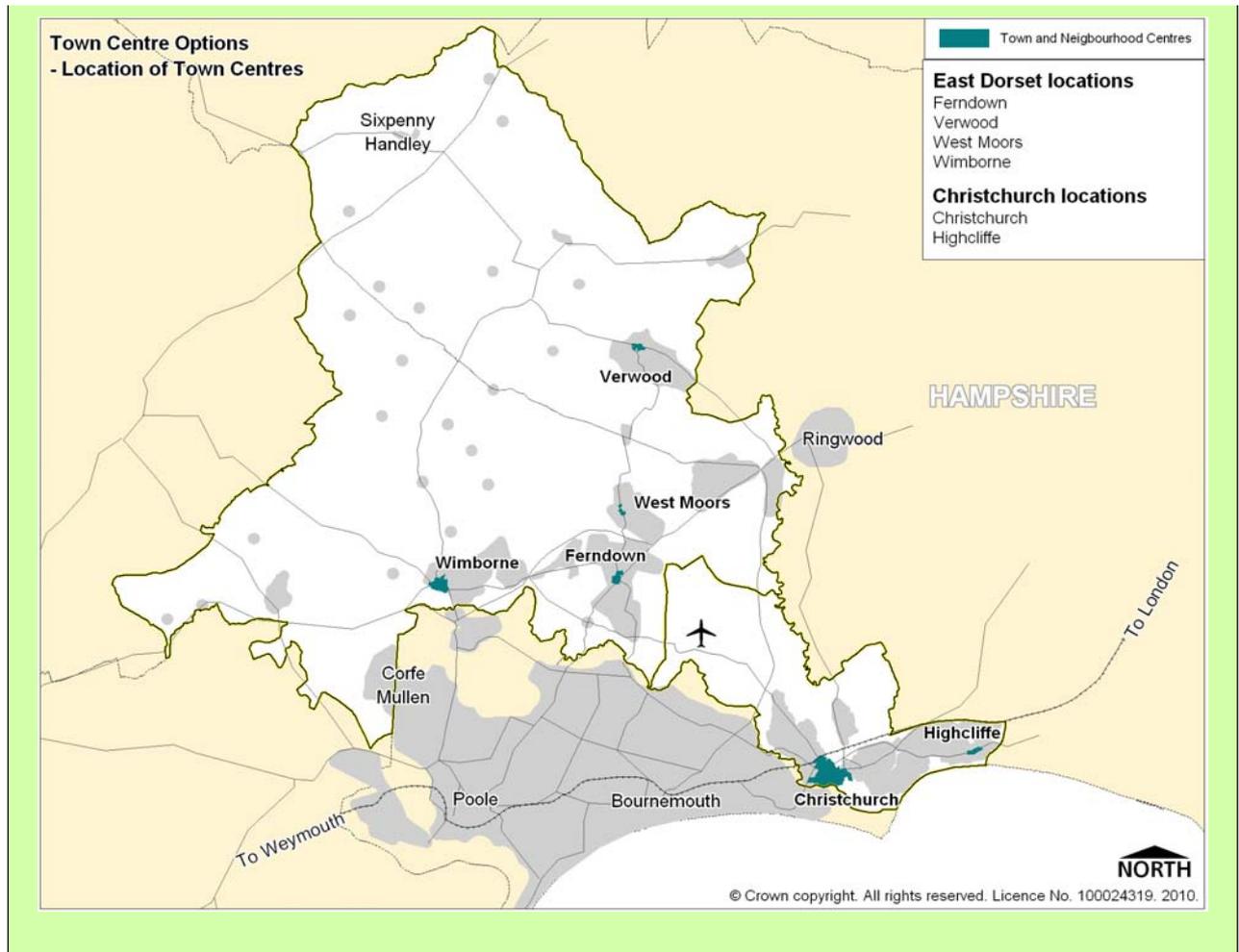
- Comparison Floorspace: 160 - 1,150 sqm
- Convenience Floorspace: 200 - 700 sqm

West Moors

- Comparison Floorspace: 80 - 550 sqm
- Convenience Floorspace: 0 - 110 sqm

Wimborne Minster:

- Comparison Floorspace: 950 - 6,650 sqm
- Convenience Floorspace: 700 - 1,030 sqm



Why is it the Preferred Option?

This option identifies future retail requirements for key centres across Christchurch and East Dorset to meet projected requirements to 2027 which will assist in maintaining and enhancing the vitality of these centres.

This option focuses new retail development in the most sustainable and accessible locations where there are opportunities for development to come forward on brownfield sites.

There are some potential impacts on sensitive habitats through potential increased traffic and emissions, but harmful impacts can be avoided through improvements to public transport services.

Christchurch town centre is affected in parts by high flood risk. Future retail development would need to be located in accordance with national guidance and the District and Borough strategic flood risk assessments.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners, 2008)

The Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow, 2009)

The East Dorset Level 1 Strategic Flood Risk Assessment (Halcrow 2008)

Strategic Transport

Rules, Regulations and Advice

4.72 National

- Local Planning Authorities are required to deliver sustainable patterns of urban growth and rural developments that help to secure the fullest possible use of sustainable transport for moving freight, public transport, cycling and walking; and, which overall, reduce the need to travel, especially by car. This recognises the difficulties of applying such an approach to rural areas.
- Sustainable development is to be supported through extending choice in transport and securing mobility. By shaping the pattern of development, location, scale, density, design and mix of land uses, planning can help reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs by public transport, walking and cycling.

4.73 Local

4.74 Local Transport Plan and Dorset Multi Area Agreement Priorities:

- Road safety and health
- Accessibility
- Congestion
- Air Quality
- Environment
- Improved connectivity eastwards to south Hampshire and London and northwards to Bristol and the north.

4.75 Dorset, Christchurch and East Dorset Community Strategies

- Improving access to services, employment and leisure.
- Improve public transport links to deprived areas and reducing isolation in rural areas.
- Reduce congestion particularly on the A35 and A31(T).
- Improve access for disabled people.
- Provide integrated / cycle paths, especially in the town centres and to the schools.

Where are we now?

Key Facts

- East Dorset has the highest car ownership per household in the Country with only 11% having no car when surveyed for the 2001 Census. 46% had two or more cars compared to 32% in Christchurch and 29% nationally.
- Longham is the busiest route for heavy goods vehicles in Dorset with over 900 movements a day (excluding Bournemouth and Poole). Ferndown is the third highest with about 600 movements (Dorset County Council)
- According to the 2001 Census 70% of people travelling to work in East Dorset used a car or van, compared to 64% in Christchurch.
- Only 2% used a bus or train in East Dorset and 6% in Christchurch.
- 8% in East Dorset cycled or walked and 13% in Christchurch.
- The current Christchurch bypass is the busiest road in the Dorset urban areas (excluding Bournemouth and Poole).
- The A31(T) at the County border is the busiest road in Dorset.

4.76 Dorset County Council, Bournemouth and Poole Councils have commissioned a transportation study for South East Dorset which will identify strategy options for improvements to the transport network in the sub region, including Christchurch and East Dorset. The study will develop a 'preferred strategy' of transport options which is expected to be available in early 2011 and will inform the next stage of consultation on the Core Strategy. Some specific improvements have already been identified and form part of this consultation.

What you said at Issues and Options

- Support was given to the notion that new homes should be located near to facilities and jobs in places that are well served by public transport.
- New development should be accompanied by enhanced public transport and cycle networks, and bus lanes should be provided at selected junctions.
- The majority of respondents did not support congestion charging, or increasing public car parking charges to discourage car use.
- Again, the majority of respondents did not support the idea of providing less parking to discourage the use of the car.

4.77 Issue: How can accessibility and safety be improved to encourage people to use alternatives to the car and reduce the impact on climate change?

Preferred Option KS 19

Encouraging low carbon travel and reducing the need to travel

Development will be located in the most sustainable locations, focused on the South East Dorset Conurbation, Prime Transport Corridors and town centres. The priority should be to locate new residential development, either in close proximity to employment facilities and services where good public transport exists, or where employment, facilities and services are accessible in particular by modes other than the car. Where necessary, development should be accompanied by improvements to public transport, including car sharing and for cycling and walking. Higher density development will be located in and around town centres and Prime Transport Corridors in order to reduce the need to travel. Where appropriate, mixed development will be encouraged so that people can work closer to where they live or work from home. These measures will reduce congestion and widen travel choice.

Prime Transport Corridors will be introduced where junction improvements, enhanced public transport services and improvements to walking and cycling will be implemented. The choice of corridors reflects the Key Strategy, ensuring that development occurs in the most sustainable locations and where transport improvements will benefit existing densely populated areas. The following corridors are proposed:

Short term (within the first five years of the plan period) – Corridors through existing built up areas

- B3072 Ferndown northwards through West Moors, Three Legged Cross to Verwood
- A35 and A337 through Christchurch (A35 identified in Local Transport Plan2)
- A348 Bear Cross roundabout to Longham mini roundabouts and Ferndown
- B3073 Airport to Wimborne town centre

Medium term (within 6-10 years of the plan period) – Corridors south of the A31

- A349 Fleets Corner roundabout to Merley roundabouts and B3073 to Wimborne
- B3074 Poole to Corfe Mullen (identified in Local Transport Plan2)

Long term (within 11-15 years of the plan period) Corridors north of the A31

- A347 Northbourne roundabout to A348 junction

It is proposed to improve the interchange facilities provided at the rail stations at Christchurch and Hinton Admiral to help retain current patronage levels and encourage greater use of rail services. Improvements will include cycle parking, co-ordinated bus and rail timetables and improved waiting facilities, as well as improved cycling and walking links.

Improvements will be made to public transport with more frequent services within the urban areas in particular and an expansion of the Real Time Information at bus stops. Walking and cycling improvements will be made within the urban areas and in particular around town centres.

Travel Plans will be used to encourage car sharing to work and can reduce the level of parking provision required at employment locations. Travel Plans are already being used and will be required for all new major development.

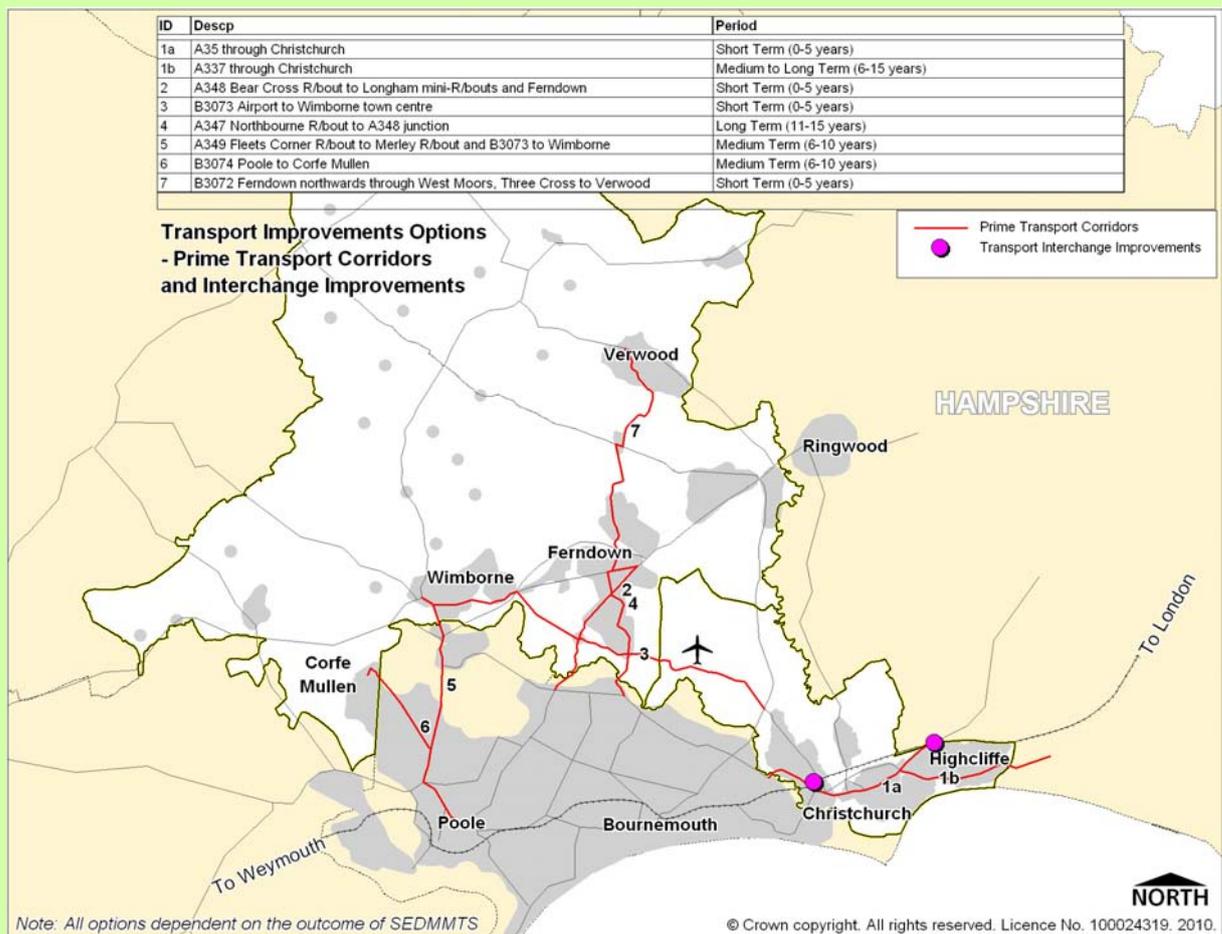
In the rural area, community travel planning will be implemented including, for example, through Community Travel Exchanges which will provide opportunities for car sharing, community car clubs and improved operation of demand responsive transport. Segregated footpaths and cycleways, including the enhancement of the existing rights of way network to provide links

around and between suburban areas and villages (for example West Moors, Three Legged Cross and St Leonards and St Ives), improvements to and promotion of the use of railways and the provision of coastal cycleways within Christchurch will allow for increased cycling in both urban areas and the rural settlements.

On roads other than the Strategic Road Network, traffic management measures will be implemented to reduce vehicle speeds, enhance the pedestrian environment in both urban and rural areas and reduce diversion of traffic onto inappropriate routes. Other transport improvement schemes to widen travel choice will be included in the Local Transport Plan.

Christchurch Borough Council will continue to press for a Christchurch Bypass as a long term solution to the severe traffic congestion in the town centre, with a suitable route being identified and funding secured.

East Dorset will continue to seek the provision of a West Moors Bypass, as a long term solution to the conflict of traffic travelling through the Town.



Why is it the Preferred Option?

This option provides for a range of methods to improve accessibility in the area while providing choice for people to use modes of transport other than the car.

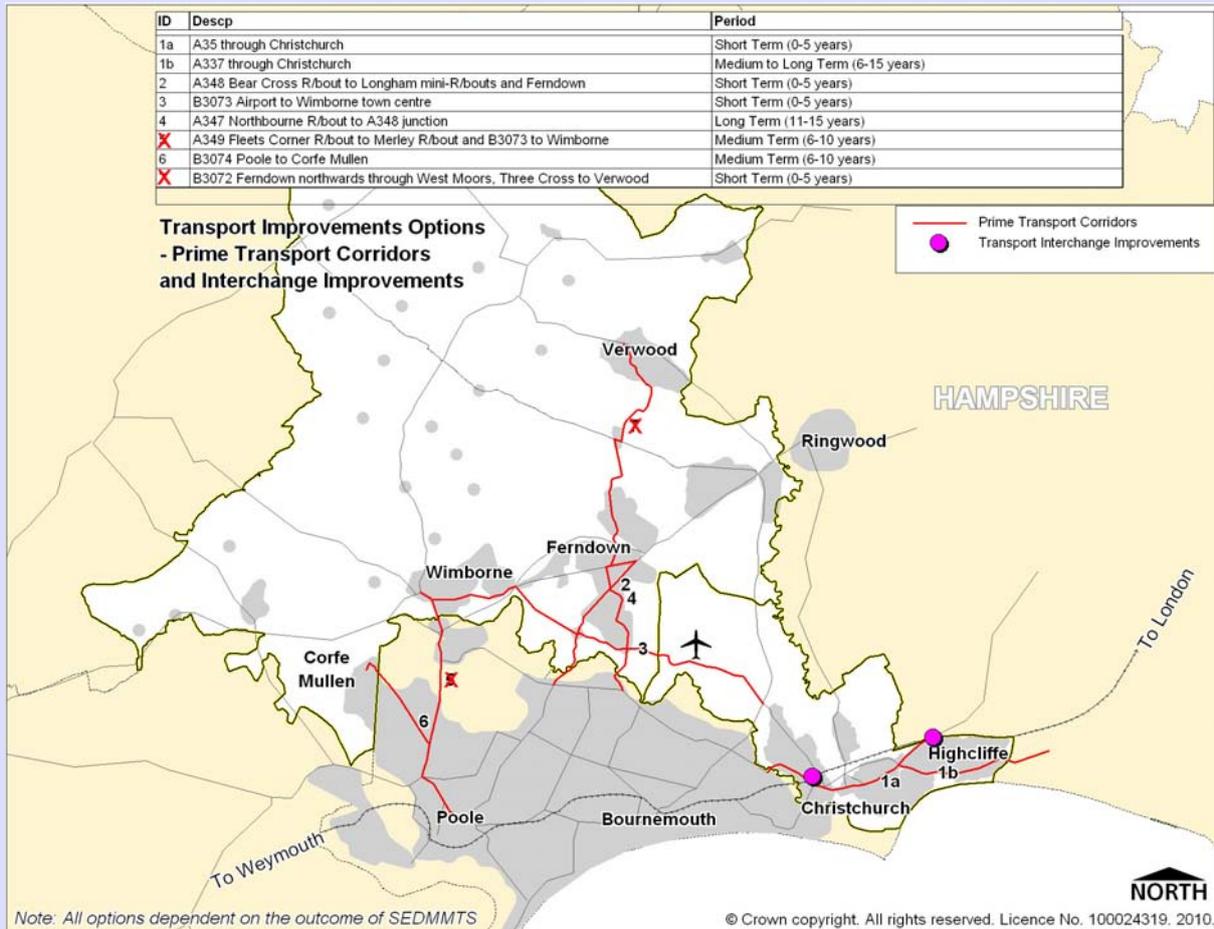
The option concentrates development in sustainable locations and provides the opportunity to improve access to facilities and services. There could be impacts on protected wildlife, although these should be mitigated in conjunction with other options in the Strategy.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes
The South East Dorset Multi Modal Transport Study (2010, but not yet completed)			

Alternative Preferred Option KS 20

This option is as the Preferred Option but it does not include Prime Transport Corridors north of the A31(T), thus Wimborne does not have a Corridor linking it with the conurbation.



Why is it an Alternative Preferred Option?

This option does not provide opportunities for improved accessibility to the north of the A31(T). The option specifically puts forward means to improve accessibility, but is less positive than the preferred option.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes
The South East Dorset Multi Modal Transport Study (2010, but not yet completed)			

4.78 Issue: How can connectivity be enhanced so that economic prosperity can be improved?

Preferred Option KS 21

Improvements to connectivity

The following improvements to connectivity are proposed:

Short Term (2010 / 11)

The following improvement is required to relieve existing congestion

- Canford Bottom roundabout junction improvement

Medium Term (2014 – 2019)

The following improvements are required to accommodate the proposed Christchurch Urban Extension and general housing growth in the Borough to 2027:

- A35 Route Improvements / Christchurch
- A35 Fountain Roundabout Improvements
- A35 Stony Lane Roundabout Improvements
- A35 Sainsbury's Roundabout
- A35 Urban Extension Access Improvements
- A35 Staple Cross (Salisbury Road) Access Improvements

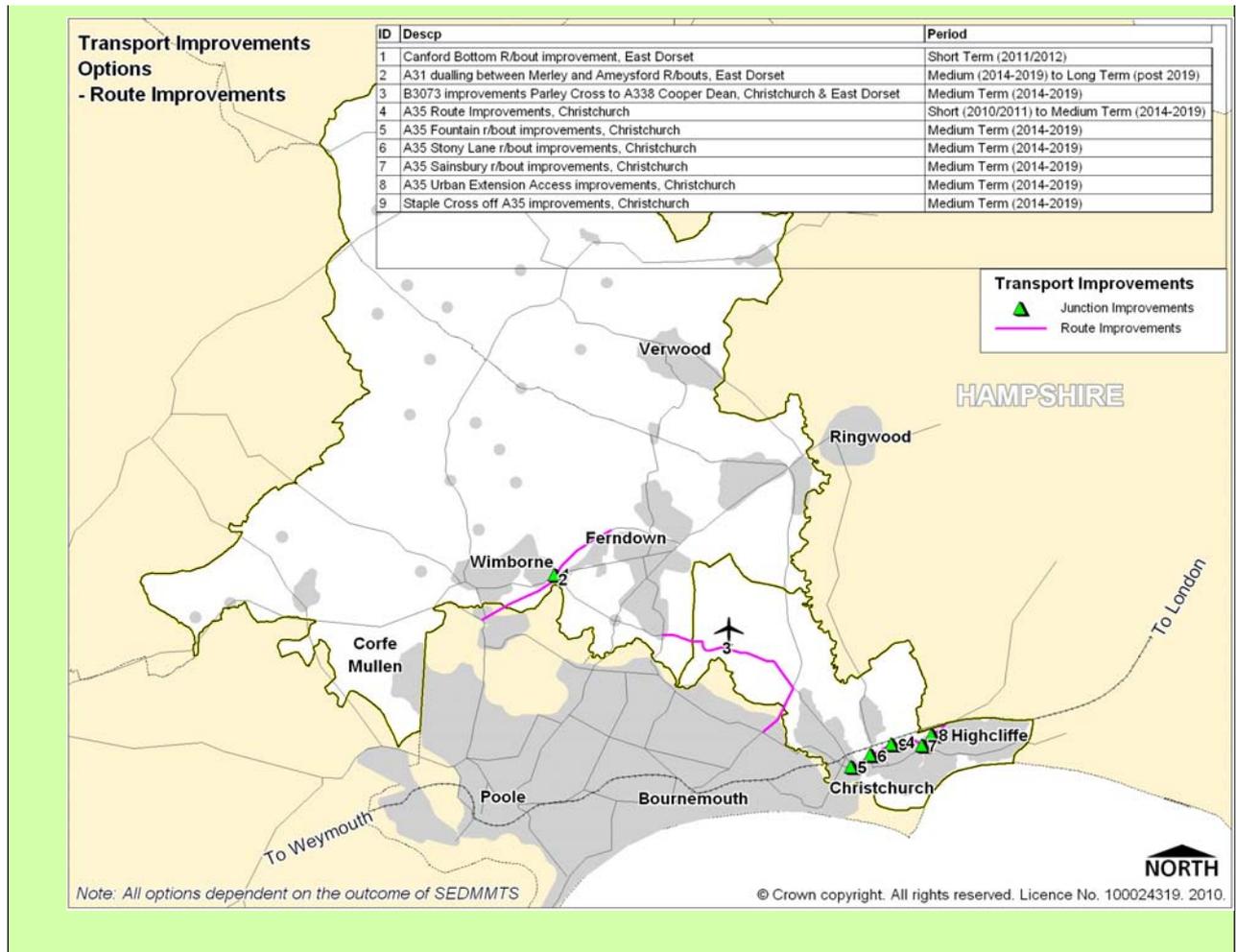
Medium Term to Long Term (2014 to post 2019)

- A31(T) dualling across the conurbation (Merley to Ameysford) which is required to accommodate future development.

The following improvements are required to accommodate further development at the Airport Business Park, the operational airport and if new neighbourhoods are provided at West Parley or south of Ferndown.

- B3073 improvements Parley Cross to A338 Cooper Dean (Further detail set out in Chapter 7 The Airport)

Other strategic transport schemes are likely to be identified as part of the South East Dorset Multi Modal Transport Study.



Why is it the Preferred Option?

There is significant traffic congestion in some of the Strategy area that harms economic potential and reduces residents accessibility to their daily needs. The congestion problems also reduce the effectiveness of public transport, walking and cycling opportunities. The option proposes targeted schemes to alleviate congestion problems and also support new development expected over the next 15 years.

This option is assessed as being positive, in that it promotes a wide range of transport means with the aim of reducing the need to travel by car and increase accessibility to services and facilities. The impact on the natural environment is uncertain, however, the application of other options within this Strategy should mitigate harm.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
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Is it informed by evidence?

Yes

The South East Dorset Multi Modal Transport Study (2010)
 Bournemouth International Airport Transport and Infrastructure Study (Peter Brett 2010)