

8 Wimborne and Colehill Housing and Town Centre Options

8.1 This chapter considers a number of important issues for Wimborne and Colehill. These include:

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

8.2 Overview of Wimborne and Colehill

8.3 Where are we now?

Key Facts

- Wimborne has a population of 6,600 having grown significantly from about 4,200 in 1961.
- The population of Colehill grew rapidly from 2,300 in 1951 to 7,140 at the end of the 1990's. However, since then there has been a fall in the number of residents to 6,720 as a result of little development taking place and households becoming smaller.
- Colehill is amongst the 20% least deprived areas in the Country.
- Central Wimborne is within the 40% least deprived areas, but Leigh Park is recognised as one of the most deprived areas in the County and is one of the 40% most deprived areas in the Country.
- The proportion of residents of retirement age in Wimborne is about 28% which is above the national average, but for Colehill the figure is only 20%, almost the same as for the Country as a whole.
- Existing house prices are higher than the District average, which is significantly higher than the national average.
- Wimborne has a very important historic centre dominated by the Saxon Minster and beautiful Georgian buildings laid out in an attractive street pattern.
- Wimborne has a good public transport system. Over 25% of households had no car when measured in the last Census, which is similar to the National figure.
- Colehill does not have as good a public transport system, but still benefits from regular services. Rates of car ownership are very high in Colehill with less than 10% of households having no car when measured in the last Census (2001).

8.4 Green Belt

8.5 Wimborne and Colehill are set within the South East Dorset Green Belt. The Green Belt between the settlements is very narrow and maintains their separate identity. One of the main purposes of the Green Belt is to prevent coalescence of settlements, so this open area is particularly important to protect.

8.6 The Natural Environment

8.7 Wimborne and Colehill do not lie adjacent to areas of protected heathland. However, they are within 5 km of heaths, a distance within which it has been shown residents have a harmful impact. The sites that are protected under European legislation, due to their fragility and nature conservation importance, are very sensitive to the impacts of increased numbers of people occupying nearby residential development. Therefore new housing development within 5 km of a protected heath needs to provide Suitable Alternative Natural Greenspaces to encourage residents away from the heaths and therefore mitigate any harm.

8.8 Existing Retail, Community Facilities Provision and Future Requirements.

8.9 Wimborne has a very attractive town centre with over 160 shops, including the two foodstores of Somerfields and Waitrose. There are a number of national chains in the centre, but it is best known for its independent stores. The town is a popular tourist destination and to meet the demands there are a host of pubs, tearooms and restaurants. The Council has prepared plans, in conjunction with Dorset County Council, following consultation, to part pedestrianise The Square. This would improve the pedestrian environment, the visual quality of the conservation area and also provide a space to hold public events. The continued enhancement of Wimborne town centre is very important to ensure that local residents can easily access services, facilities and work opportunities and visitors wish to come back.

8.10 Colehill does not have a recognised centre. Local retail facilities are provided at the northern end of Middlehill Road and at Dales Drive near to Canford Bottom.

8.11 Wimborne is well provided for in terms of community facilities, including the hospital, doctors surgeries, day care centre, children's centre, library, community centre and the Tivoli Theatre. Colehill is more limited, but does have a small library, the St Michael's Church Centre and a well used community hall.

8.12 Sports and Recreation

8.13 Wimborne and Colehill have reasonably good sporting facilities with the Q.E Leisure Centre, rugby clubs, football and two cricket clubs, as well as Redcotts Playing Fields. However, the Council's open space survey highlighted a need to provide more formal playing pitches. The study concluded that there was a deficit of active sports space in the combined Colehill/Wimborne area totalling about 8 hectares. The East Dorset Local Plan identified 16 hectares of land to the north of Leigh Road for playing pitches and informal open space to meet these needs and the Council subsequently purchased the land. However, poor ground conditions meant that the cost of providing the pitches proved too high. The land is now to be set out as informal open space, meaning that a more appropriate alternative site is required to be found.

8.14 Education

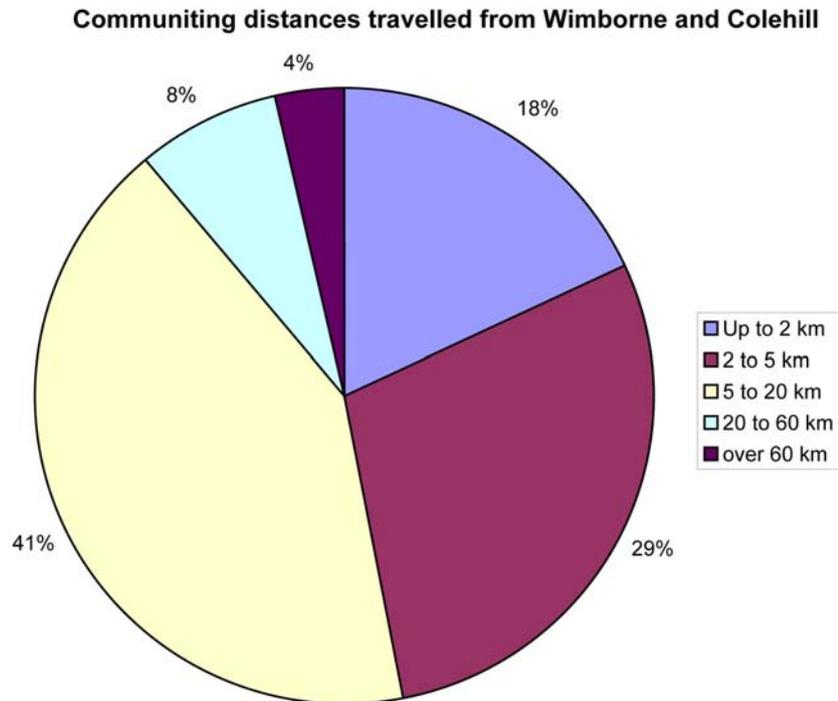
8.15 Wimborne and Colehill have a good range of popular schools. There are in total five first schools, two middle schools, the Q.E Secondary School and Beaucroft Special School. Additional residential development in the area would have important implications for school provision. One or more of the first schools would need to be extended, or a new one provided. Additionally, the catchment for Q.E Secondary School may have to change, so that pupils travelling from Verwood have to be catered for differently, even possibly with a new secondary school.

8.16 Transport

8.17 Wimborne is well served by public transport, with bus companies using The Square as a key destination. Colehill also has regular bus services, which primarily use Middlehill Road and Leigh Road. The 2001 Census identified that about 80% of commuters either drove or were passengers in cars, while about 11% walked. The key transport problem for the area relates to the A31(T), in particular the Canford Bottom roundabout. This section of road is over capacity and has a poor accident record. The roundabout is notorious and is in need of a major improvement. The Highways Agency are preparing plans to improve the roundabout, but there is currently doubt as to whether the funds will be available to do this in the next few years.

8.18 Employment

8.19 Private sector employment in Wimborne is provided mainly in the town centre, at Brook Road and at Stone Lane Industrial Estate. Colehill does not have any employment areas, but the Ferndown and Uddens Industrial Estates are nearby. According to the 2001 Census 36% of the workforce lived and worked in Wimborne and Colehill. About 30% travelled to Poole and Bournemouth and 10% to Ferndown.



The Housing Debate

8.20 The Key Strategy Chapter of this document sets out the over-arching issues relating to the provision of additional residential development within the Plan area by way of the need for new neighbourhoods to existing settlements and the justification for amending the Green Belt boundary. It has been recognised for many years that there is a significant need to provide affordable housing in East Dorset. This is because house prices are high compared to wages, the number of public sector homes is very low and there are consequently a large number of residents who cannot afford to live in the private sector and cannot access appropriate affordable housing. The Council recognises this problem and, therefore, considers it necessary to put forward new neighbourhood options for communities to comment upon.

Key Issue

- Can sites for new neighbourhoods on the edge of the town be provided in a sustainable form so as to add to the vitality and viability of the town and if so, where and how?

8.21 Options set out in this section have been established following responses received to the Core Strategy Issues and Options Consultation (March 2008) and informed by the evidence base. For further detail concerning development options contained in this chapter please refer to the following documents:

- Wimborne and Colehill Area Profile (2010)
- East Dorset Housing Options Master Plan Report (2010)
- East Dorset Strategic Housing Land Availability Assessment (2008 and 2009)
- Dorset Survey of Housing Need and Demand (2008)

8.22 For supporting information regarding the need for, and provision of, open spaces to support these options please refer to the following documents:

- Protecting the Natural Environment Key Issue Paper.
- Improving Sports and Leisure Facilities Key Issue Paper.

8.23 Rules, Regulations and Advice

8.24 National

8.25 The Government's key housing policy goal is to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live. (PPS3)

8.26 The specific outcomes that the planning system should deliver are:

- High quality housing that is well-designed and built to a high standard.
- A mix of housing, both market and affordable, particularly in terms of tenure and price, to support a wide variety of households in all areas, both urban and rural.
- Housing developments in suitable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure.

8.27 Bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for housing, taking into account issues such as accessibility and sustainable transport needs, the provision of essential infrastructure, including for sustainable waste management, and the need to avoid flood risk and other natural hazards. (PPS1)

8.28 Local

8.29 *Dorset Community Strategy*

8.30 The main issue facing the south-east part of the County is how to reconcile the pressures to improve prosperity and meet demands for housing with the need to conserve and enhance the internationally and nationally recognised environmental quality of the area.

8.31 Dorset's economy is affected by the housing market. Locally the shortage of affordable homes can lead to recruitment and retention problems.

8.32 With a growing number of older people there will be an increased demand for accessible and supported housing.

8.33 *East Dorset Sustainable Community Strategy*

8.34 Ensure that any new homes address, in particular, the need for affordable housing and are developed and built with adequate community facilities and associated infrastructure so that there is minimal impact on the environment and quality of life of existing communities.

8.35 Support the provision of increased affordable housing opportunities for young people in order that they can have the same opportunities to live and work within their own local communities.

8.36 Support initiatives which seek to ensure families are appropriately housed near to services they require.

8.37 What you said at Issues and Options

8.38 The Issues and Options consultation asked specific questions relating to the development of an urban extension within an area of search to the north and west of Wimborne set out within the Draft Regional Spatial Strategy. This has now been abandoned. However, the responses are still relevant to the consideration of how we provide homes to meet the local needs of the District.

8.39 Where should the development go?

- A large number of respondents objected to the principle of urban extensions and development in the Green Belt and wanted to see no further expansion of Wimborne.
- Some support was given to development at Cuthbury Allotments and north of Walford Bridge.
- Little support was given to developing areas to the north of Colehill, or on the slopes of Pamphill.
- Support was given to spreading development between the areas.

8.40 Issues and Options Consultation – Wimborne Focus Group (2008)

- We should recognise local identity.
- Very important to integrate green infrastructure into the development, creating links into the countryside.
- The housing should be broken into small groups and mix affordable and market housing.
- There was a consensus that development should not be high density, and that it should allow for good size gardens.
- Development should incorporate good pedestrian and cycle access.
- It was recognised that the schools in Wimborne are full, so new accommodation would be required if major development takes place.

8.41 The Strategic Housing Land Availability Assessment

8.42 This was carried out in 2008 and 2009, and considered how many homes could be built within the existing built area of the Colehill and Wimborne. It identified that about 1,100 new homes could be provided over a 15 year period, although this assessment will have to be revisited in the light of the Coalition Government's recent announcements on 'garden grabbing' and densities.

Consideration of Options

8.43 The following considers options for new housing which includes land within the existing South East Dorset Green Belt.

8.44 The Council, before the Regional Spatial Strategy was revoked, engaged a firm of consultants to prepare master plans for the three urban extensions proposed in East Dorset as part of its evidence base to inform the Core Strategy. This work has been amended to reflect the abandonment of the Regional Spatial Strategy. The consultants have now been asked to identify reasonable options for the provision of new homes at the Main Settlements in the District, taking into account:

- The environmental impact.
- The impact on the purposes of the Green Belt.
- Infrastructure capacity, including access.
- The opportunity to support and improve services and facilities.
- The effect on local communities.

8.45 This has involved an assessment of areas promoted by landowners for development as part of the Strategic Housing Land Availability Assessment. The fact that the land has been promoted means that if options are taken forward they are likely to be deliverable. However, this must be balanced with the need to create sustainable communities and not all of the locations being promoted will meet sustainability objectives.

8.46 The options put forward include a range of sizes, including some that are too small to normally be considered within a Core Strategy. However, they are included at this stage in order to provide information about whether comprehensive strategic planning scenarios are required for the area, involving transport, green spaces, provision of facilities and any necessary changes to Green Belt boundaries.

8.47 For more detail on the assessment of options please refer to:

- East Dorset Housing Options Masterplan Report (2010)

8.48 Wimborne Minster North

8.49 Area of Search

8.50 The area of search covers approximately 315 ha and stretches from the north of Colehill to the Cuthbury Allotments. It comprises predominantly rolling countryside and is mostly undeveloped, although there are isolated buildings within.

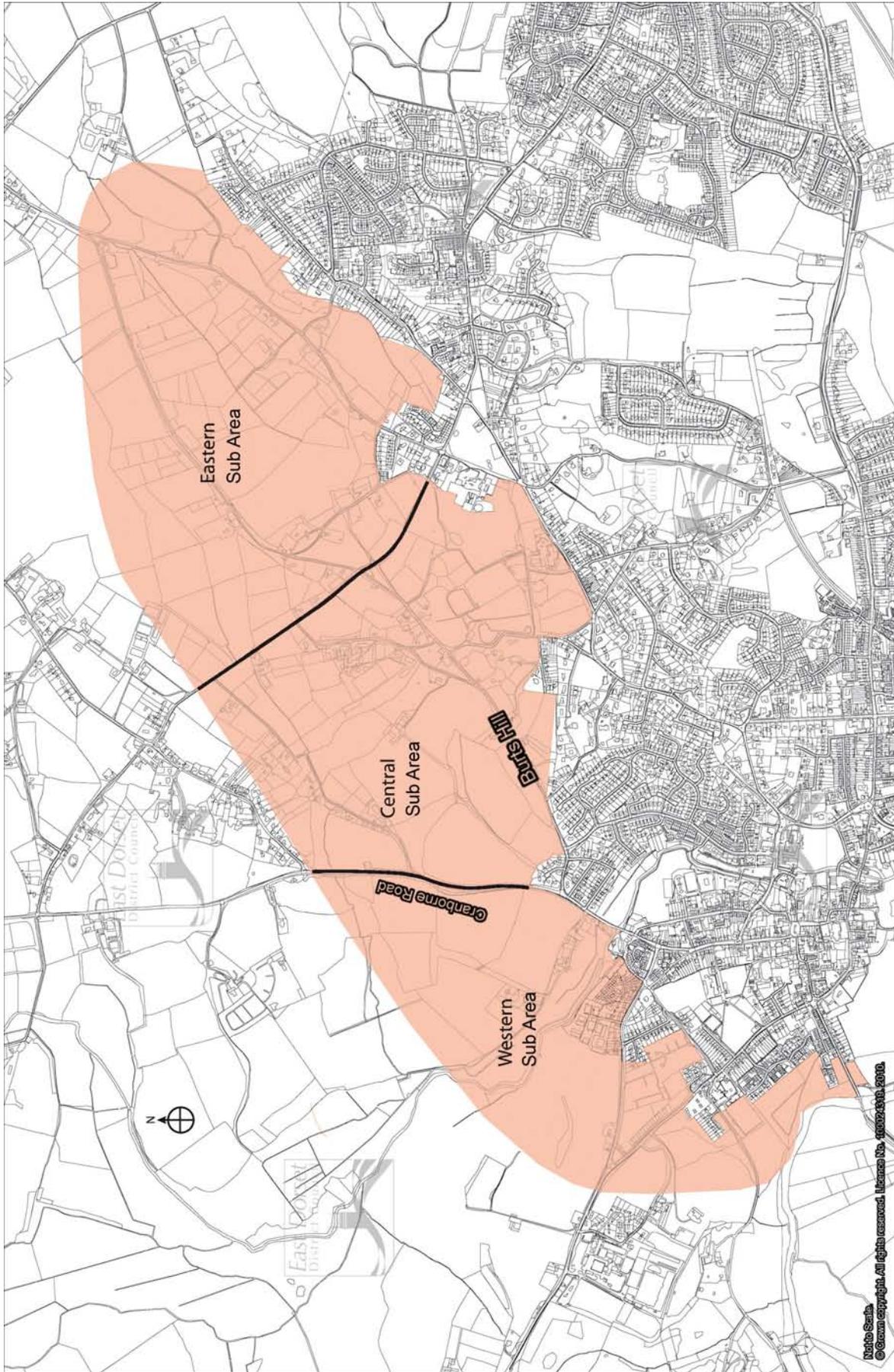
8.51 Although not formally protected by any designations, the north eastern extent of the area of search is characterised by dense hedgerows with potentially high ecological and landscape value. The western extent of the area of search can be described as gently rolling countryside with a particularly rural feel. There is a profound ridge line to the north of the town over which there is a more distinct separation from the town. In addition there are parcels of woodland cover, including relatively new plantations. The area of search also includes the Cuthbury Allotments and the Stone Lane Industrial Estate which lie on the edge of the urban area.

8.52 Parts of the area of search lie within the Burts Hill Conservation Area to the north of Wimborne Minster. Also within the area of search is an area of flood zone, an Area of Outstanding Natural Beauty (AONB), a Site of Special Scientific Interest (SSSI), and a Scheduled Ancient Monument.

8.53 The area of search is shown on the Wimborne Minster North plans.

8.54 Refined Areas of Search

8.55 The area of search has been broken down into three sub-areas (western, central and eastern). These are illustrated on the attached plans for Wimborne Minster. They are appraised briefly below:



8.56 *Western sub-area*

8.57 A major factor is the area's close proximity to the town centre and its transport connections. Although it has a number of environmental designations within or around, these do not impact on development opportunities closer to the urban area. Coalescence is not a major problem. *Parts of this area should be considered for development.*

8.58 *Central sub-area*

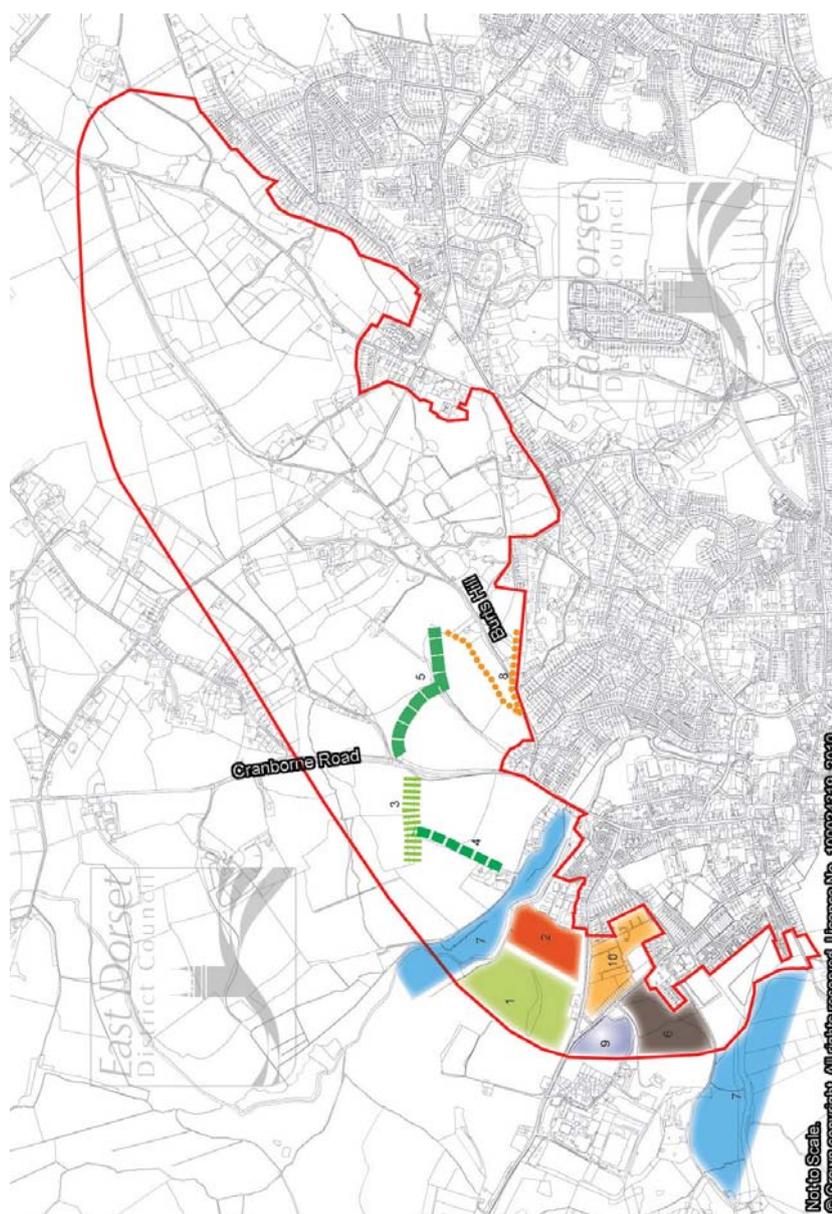
8.59 Although there are few environmental designations in this area, its remoteness from the town centre and its potential coalescence issues (with Dogdean) are major factors. Only the south western part is considered suitable due to its proximity to the town centre. *Only the south western parts of this area should be considered for development.*

8.60 *Eastern sub-area*

8.61 Although there are few environmental designations and no coalescence issues in this area, its remoteness from the town centre is a significant factor. *This area should not be considered for development.*

8.62 Site Specific Constraints

8.63 The whole of the western sub-area and the south western extremes of the central sub-area were considered appropriate locations for further consideration. The bullet points (number referenced to the attached plan) identify land areas within these locations that we consider are unsuitable for development.



8.64 Landscape

1. The area within the AONB should be discounted.
2. The area between the AONB and the edge of the urban area provides a rural edge to the town and a transition between it and the wider protected area. It should be discounted.
3. There is a strong physical ridge line to the north of the town, beyond which views of the urban area are not possible. Development should not go north of this ridge line.
4. There is also a strong tree belt ("The Row") running south of this ridge line to the Pumping Station. Development should not go beyond this to the west.
5. A further strong hedgerow exists to the east of the ridge line, wrapping round to the Burt's Hill Conservation Area. Development should not go beyond this to the north or east.
6. Stone Park has low landscape capacity for development and is part of Stone Park historic landscape and should be discounted.

8.65 Environmental and conservation designations

7. Areas with flood risk issues should be discounted.
8. Burt's Hill conservation area covers a field in the south east corner of the central sub-area and housing would be inappropriate for this area.

8.66 *Land use*

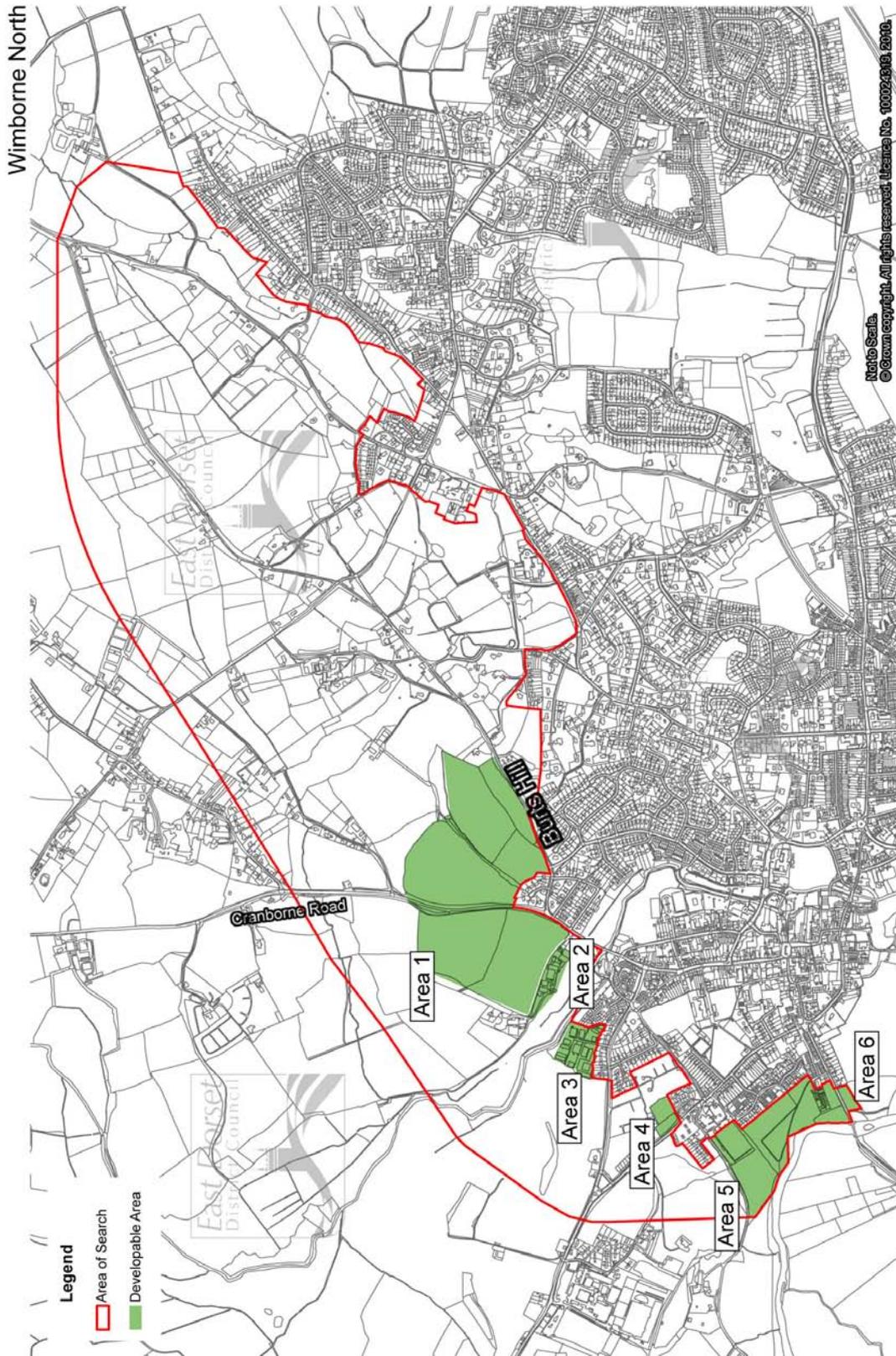
9. Grounds of the QE School should be discounted.
10. The cemetery should be discounted.

8.67 Sites Considered Suitable for Development

8.68 It is considered that the following sites should be considered as options for new neighbourhoods.

1. Land north of Wimborne.
2. Industrial estate adjacent to land to the north of Wimborne.
3. Stone Lane Industrial Estate.
4. Land off St Margaret's Hill.
5. Cuthbury Allotments.
6. Land to the south of Cuthbury Allotments/ Julian's Road.

8.69 Site by Site - Issues for Consideration



1. Land north of Wimborne

- This is a large area of land that could comprise a comprehensive development site including new homes and, potentially, other community infrastructure (e.g. school, local centre and open space).

- Development should be contained by the ridge line to the north, “The Row” to the west and the hedgerow to the north/east.
- Careful consideration should be given to the area of land that lies within the Burt’s Hill Conservation Area and sensitive uses should be located here.
- The treatment of Cranborne Road should be given careful consideration (e.g. crossing points, surface treatment), as well as maintaining important views of the Minster Towers.

2. *Industrial estate adjacent to land to the north of Wimborne*

- The site should be considered for the provision of new homes.
- Consideration needs to be given to the relocation of the existing businesses.
- The site has a sensitive frontage onto the green river corridor. Development would need to front this green space and be of a very high quality design to frame it and define the edge.
- The site should be integrated with site 1.

3. *Stone Lane Industrial Estate*

- The site should be considered for the provision of new homes.
- Consideration needs to be given to the relocation of the existing businesses.
- The development of the site would be subject to the widening of the access road (9.5 – 10m width comprising 6m wide carriageway and 2m footpaths either side). This may require the need to remove two Council owned properties at the entrance (western side) to the site.
- The site has a sensitive frontage onto the green river corridor. Development would need to front this green space and be of a very high quality design to frame it and define the edge.

4. *Land off St Margaret’s Hill*

- The site should be considered for the provision of new homes.
- Housing should be low density, in keeping with the surrounding built form.
- St Margaret’s Close junction may be just at or below standard and may need improving.
- Existing boundary vegetation could provide good visual containment and there are no wider landscape issues.

5. *Cuthbury Allotments*

- The site should be considered for housing and open space along the river frontage. It could also contain health centre facilities, linked into the hospital.
- The primary access should be taken from Julian’s Road, with a potential secondary access from Cuthbury Gardens. Access to the north should comprise walking and cycling only.
- Development should ensure a high quality, but sensitive frontage onto the river and surrounding landscape, creating a new gateway development when approaching Wimborne Minster from the west.
- The allotments would need to be relocated. A potential location south of Julian’s Road and also Parmiter Road (see Wimborne Minster East) could be considered.
- The football club would need to be relocated. A potential location at Parmiter Road could be considered (see Wimborne Minster East).
- The Housing Association units on Julian’s Road would need to be relocated.

6. *Land to the south of Cuthbury Allotments/ Julian’s Road*

- The site should be considered for the provision of new homes.
- Development should ensure that it stops short of the flood zone to the west.
- Access should be taken from Julian’s Road.

- Continuation of two storey development should be sought to continue existing building line along Julian's Road.
- A pedestrian/cycle route should be considered through or to the west of this site to allow access to the cricket ground behind these homes or any relocated allotments.

8.70 Infrastructure Requirements/ Thresholds

8.71 Possible social and community infrastructure requirements for Wimborne Minster North are set out below.

- Local shops (small local centre, possibly within the area to the north of Wimborne Minster and either side of Cranborne Road).
- New first school.
- New health centre.
- Open space (between 6.94ha and 13.88ha)
- Suitable Alternative Natural Greenspace (between 14.81ha and 59.23ha)
- Possible Combined Heat and Power plant.

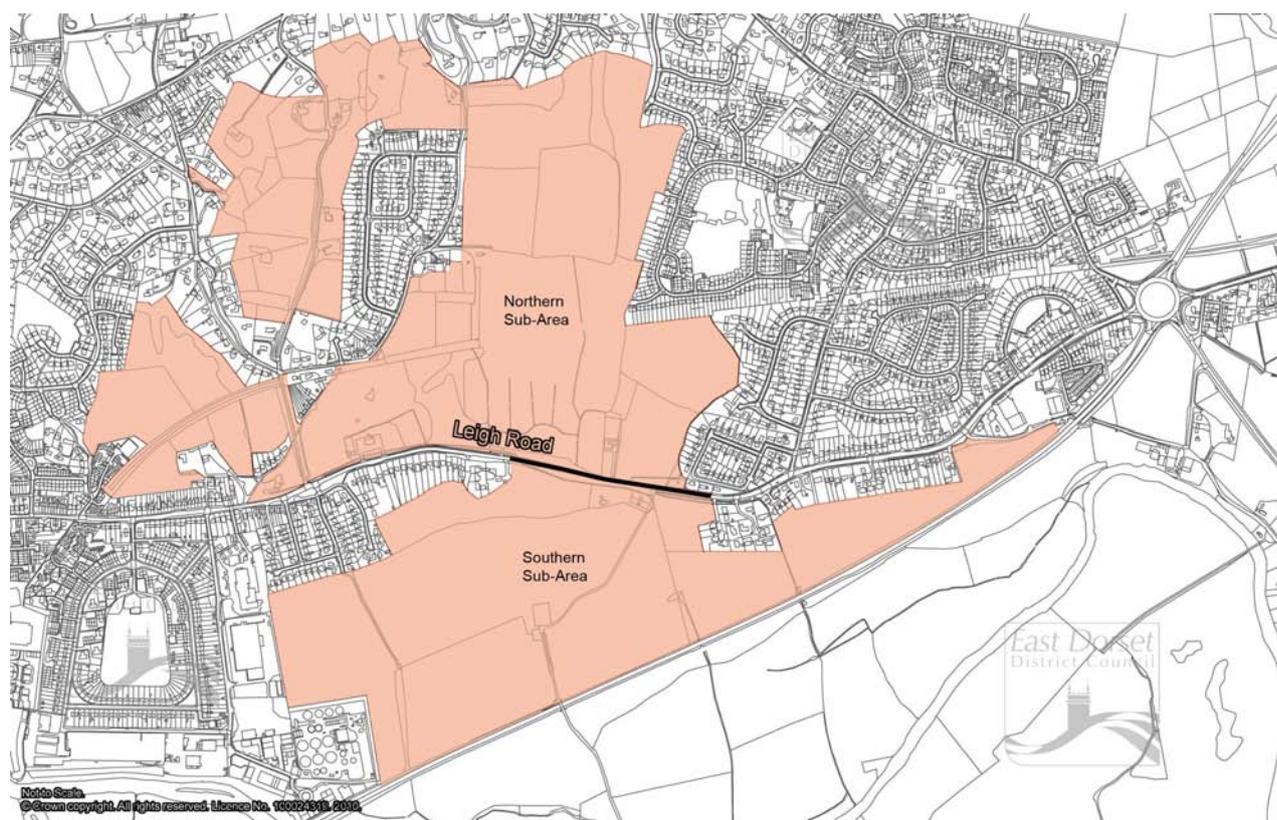
8.72 **Wimborne Minster East**

8.73 Area of Search

8.74 The area of search covers an area of over 140ha and largely comprises the land between the urban areas of Wimborne Minster and Colehill. The A31(T) provides a southern boundary to the site. The area largely comprises open fields and arable agricultural land and is surrounded by housing (as well as a sewage works in the south west corner).

8.75 The area of search is shown in the Wimborne Minster East plans.

8.76 Refined Areas of Search



8.77 The area of search has been broken down into two areas (northern and southern). These are illustrated above and appraised briefly below:

8.78 *Northern sub-area*

8.79 A major factor in this sub-area is the retention of the gap between Wimborne Minster and Colehill. The area is identified as a “strategic gap” and a “key edge” in the Dorset Green Belt Review undertaken on behalf of the former Regional Assembly. Most of the Green Belt within this sub-area is less than 1km in width and the gaps are identified as “critical”. Development within this sub-area would erode this gap and create an issue of coalescence between Wimborne Minster and Colehill.

8.80 Parts of this area have also been identified to provide Suitable Alternative Natural Greenspaces (to enable the redevelopment of the Flight Refuelling site on Brook Road). Furthermore, parts of this area of search are covered by environmental designations (e.g. Leigh Common which is a Site of Nature Conservation Interest). *This area should not be considered for development.*

8.81 *Southern sub-area*

8.82 As with the northern sub-area, a major factor in this sub-area is the retention of the gap between Wimborne Minster and Colehill. The area is identified as a “strategic gap” and a “key edge” in the Green Belt Review and as with the northern sub-area, parts of the Green Belt here are under 1km in width. Development within this sub-area would erode this gap and create an issue of coalescence.

8.83 Overall, this sub-area should probably be discounted from consideration. However, there is an acute shortage of affordable housing in the District and this sub-area could potentially help address this issue (albeit indirectly). The existing rugby club site (on Gordon Road – to the west of the sub-area) could be considered by the Council as a potential affordable housing site. If this was to be the case then the development of this site would require the relocation of the rugby club to a new location.

8.84 In addition to the relocation of the rugby club, the football club will also need relocating as it is included within the Cuthbury Allotments development site – as are, of course, the allotments themselves. Also, there is a need for new playing fields for Wimborne and Colehill. These were to be provided to the north of Leigh Road, but drainage and land levelling costs have made this financially unfeasible. This land is now to be used as a Suitable Alternative Natural Greenspace. The Council's Open Space Survey identifies that there is a need for about 8 hectares of new active sports space within the Colehill and Wimborne area.

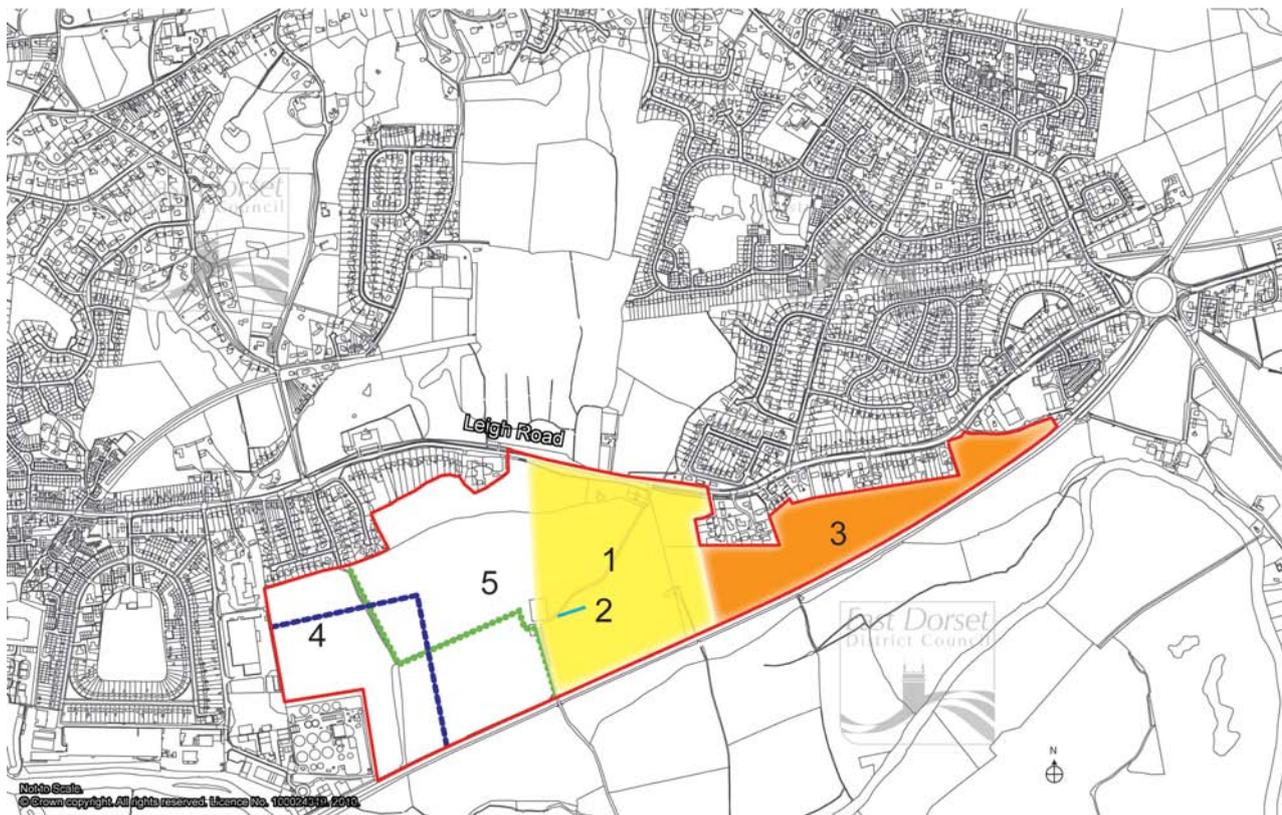
8.85 The key issue of providing affordable housing in the District, coupled with the need to relocate the key community assets of the rugby club, football club, allotments and provide for additional active sport have led to a potential leisure strategy being considered within this sub-area. Furthermore, there are proposals to provide a Country Park to the south of the A31(T) and north of the River Stour (accessed by a footpath/ footbridge across the A31(T)) to further complement the leisure, recreation offer here. To enable this strategy to come forward, an element of enabling residential development may need to be considered (to bring forward land/fund access and infrastructure etc.) and it is considered that this sub-area could potentially accommodate this as an exception.

8.86 *Parts of this sub-area should be considered for leisure development with potentially an element of enabling residential development.*

8.87 Site Specific Constraints

8.88 The southern sub-area is considered appropriate for the development of leisure/ recreation facilities, tied in with the need to relocate certain sporting facilities to achieve much needed affordable housing (on the site of the rugby club) and housing (on the football club site, at Cuthbury Allotments). However, this was seen as an exception in order to deliver affordable housing. Enabling housing may be considered.

8.89 If this strategy was to be pursued, then the bullet points (number referenced to the attached plan) identify land areas within this area of search that we consider are unsuitable for development.



8.90 *Landscape*

1. The narrowest gap of the Green Belt (between the properties on Leigh Road) should at the very least be retained. Here the gap is around 400m (even now it is well below the 1km critical gap that the Green Belt Review seeks to retain).

8.91 *Environmental and conservation designations*

2. There is a Scheduled Ancient Monument at the centre of the site. Development, including road access should not be considered in this location.

8.92 *Land use*

3. The area of land south of The Acorns and north of the A31(T) is not considered as a good location for development due to noise issues and relative remoteness from Wimborne Town Centre and its facilities. Furthermore, this area comprises an awkward linear shape and lies close to the residential properties to the north and is not, therefore, considered suitable for the location of the football and rugby clubs.

8.93 *Other*

4. The adjacent sewage works plant has a surrounding odour contour. It is considered that an appropriate contour would extend to an area 145m from the boundary of the plant. No residential development should be considered in this area. However, other uses, including commercial and recreation could be considered in this area.
5. The existing Public Right of Way should be retained.

8.94 Sites Considered Suitable for Development

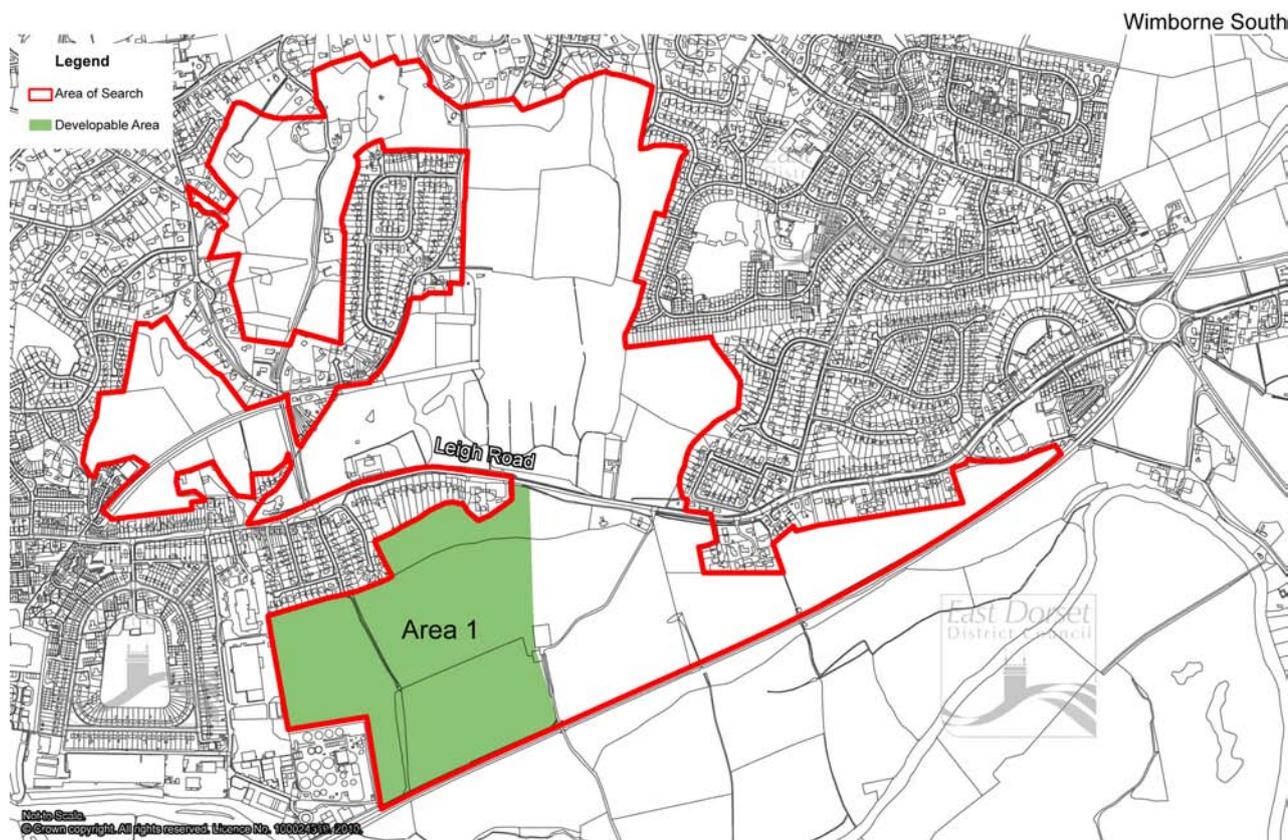
8.95 The following site should be considered for the development of leisure/recreational uses including the relocation of the football and rugby clubs and allotments, provision of a country park and 8 hectares of additional active sports space, as well as some enabling residential development.

1. Land to the south of Parmiter Drive

8.96 This is shown on the attached plan

8.97 Site by Site - Issues for Consideration

1. *Land to the south of Parmiter Drive*



- Access is a key issue. Primary access should be taken from Leigh Road – as far west as possible) to prevent the urbanisation of the Green Belt gap. Secondary access could be taken from Parmiter Drive
- No residential development should go within the 145m buffer of the sewage works. This area would be more suitable for the relocated sports clubs and allotments.
- There is a power cable running diagonally across the site from the north west to the south east. It is understood that this is a low voltage cable and will not form a major constraint to development of the site.
- The Public Right of Way should be retained, to ensure that land to the south of the A31(T) is accessible – particularly if this is to become a new country park/Suitable Alternative Natural Greenspace (SANG).
- Any new country park should be accompanied by a car park, close to the southern boundary of the site to enable people to access it from the wider town. Any such car park could double up with the parking facilities for the sporting and allotment facilities.
- The existing hedgerows on the site should, wherever possible, be retained.
- Any development should have consideration of the noise impact of the A31(T)

8.98 Infrastructure Requirements/ Thresholds

8.99 Possible social and community infrastructure requirements for Wimborne Minster South are set out below.

8.100 Wimborne Minster South

- New first school dependent on size of the residential element (or expansion of the one of the existing first schools).
- Open space (between 5.06ha and 10.13ha)

- Suitable Alternative Natural Greenspace (between 10.80ha and 43.22ha)
- Relocated football club
- Relocated rugby club
- Relocated allotments

8.101 Common Requirements

8.102 All of the options will require:

8.103 Suitable Alternative Natural Greenspaces will need to be provided in perpetuity to mitigate the impact of people on nearby heathlands, with provision phased in advance of the occupation of dwellings on the site.

8.104 If new neighbourhoods are provided it will be expected that at least 40% of the new homes will be affordable, i.e social rented or shared equity.

8.105 The Green Belt boundary to be revised to incorporate necessary land into the urban area of Wimborne required for development.

8.106 Progress of any option will need to take into account amongst many factors:

- Mix of house types and densities
- Open space and play space provision
- Design
- Access and movement

Reasonable Options for Consideration

8.107 The options put forward include a range of sizes, including some that are too small to normally be considered within a Core Strategy. However, they are included at this stage in order to provide information about whether comprehensive strategic planning scenarios are required for the area, involving transport, green spaces, provision of facilities and any necessary changes to Green Belt boundaries.

Option WMC 1

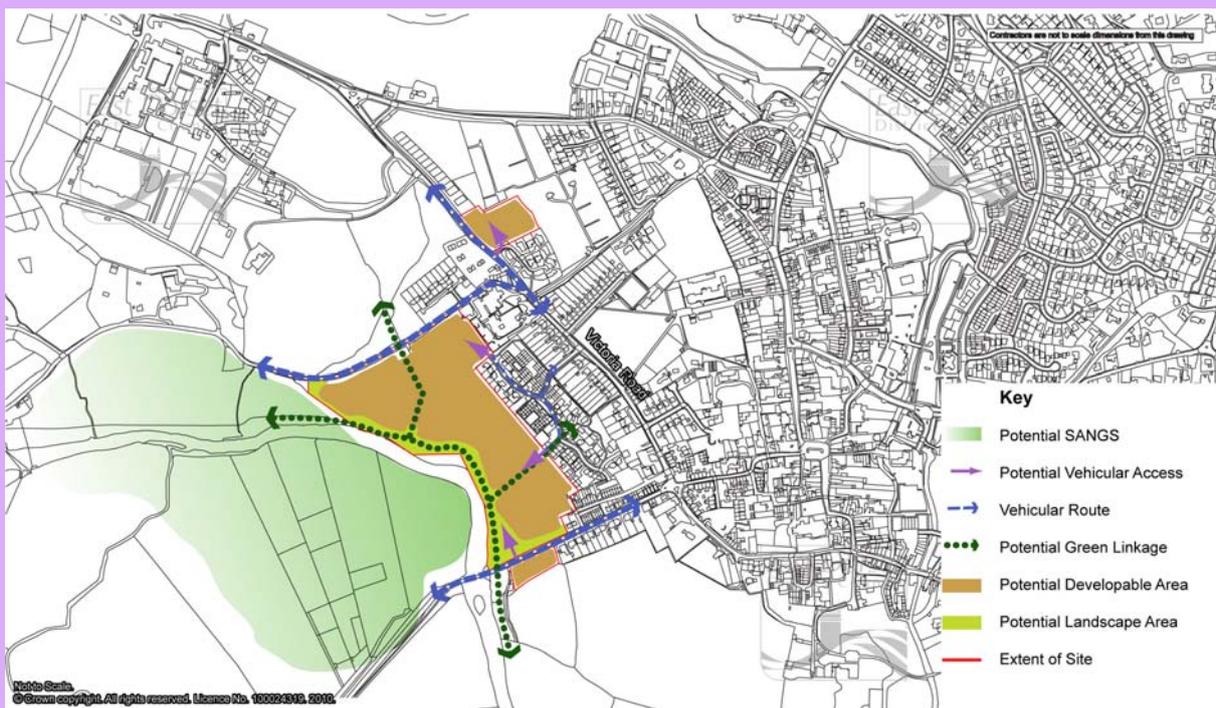
New neighbourhoods could be built at Cuthbury Allotments, including Cuthbury Close and Wimborne Football Club and at St Margaret's Close, to the west of Wimborne.

This would involve:

- The provision of about 170 new homes.
- Use of part of the Cuthbury area for possible extension of Victoria Hospital, and/or provision of a new medical centre.
- A green corridor along the River Stour.

Prerequisites for development would include:

- The relocation of the allotments before development commences.
- The relocation of the football club before development commences (See Option WMC 5).



Why is it an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a very good location in terms of accessibility to important services, facilities and work opportunities.

The option could provide valuable green infrastructure that would benefit residents and divert pressures away from heathlands.

The option offers the opportunity to provide improved medical facilities.

The option offers the opportunity to provide better facilities for the football club.

The option provides the opportunity to redistribute and increase the number of allotments available to the community.

The option provides the opportunity to improve the visual entrance to the town along Victoria Road.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

East Dorset Housing Options Master Plan Report (2010)

Option WMC 2

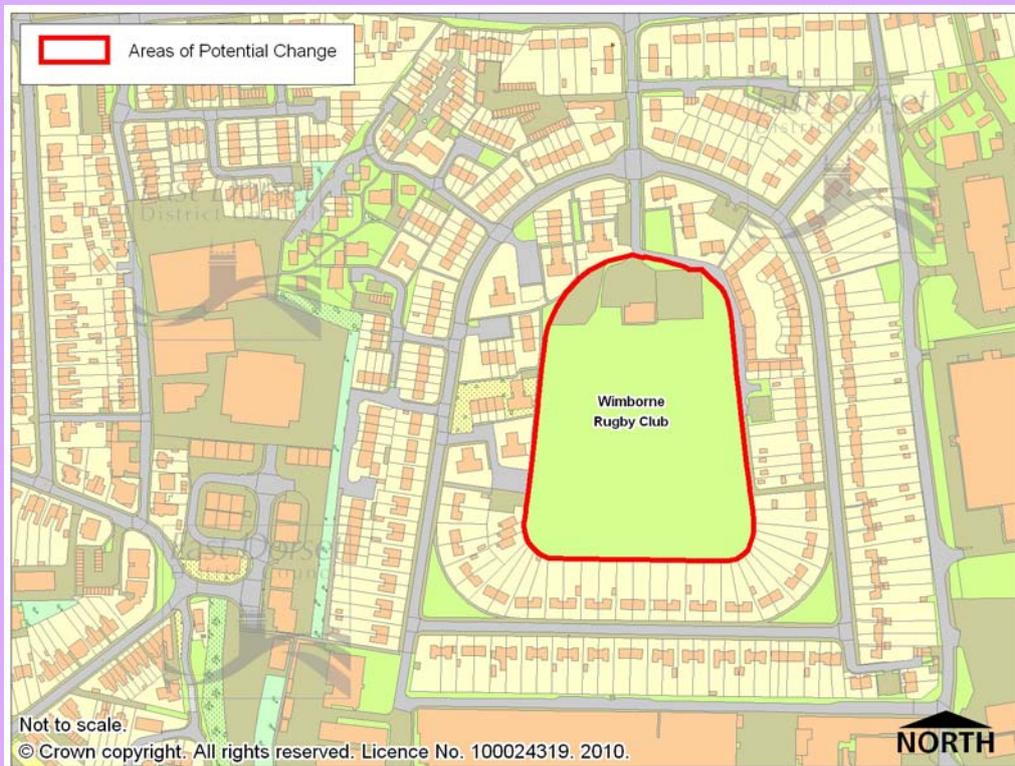
A combination of new homes and open space could be provided in Leigh Park at Wimborne Rugby Club.

This could involve:

- About 50 new homes.
- Open space with formal play equipment.

Prerequisites for development would include:

- The relocation of the rugby club before development commences (See Option WMC 5).
- Retention of the Leigh Park Children's Centre and the Community Centre.



Why is it an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a good location in terms of accessibility to important services, facilities and work opportunities.

The development could provide valuable public open space.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

East Dorset Housing Options Master Plan Report (2010)

Option WMC 3

A new neighbourhood could be provided at Stone Lane Industrial Estate, Wimborne.

This could involve:

- About 35 new homes
- Open space with formal play equipment.

Prerequisites for development would include:

- Improved access to Stone Lane.



Why is it an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a good location in terms of accessibility to important services, facilities and work opportunities.

The option would result in an improvement of residential amenity for existing residents.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

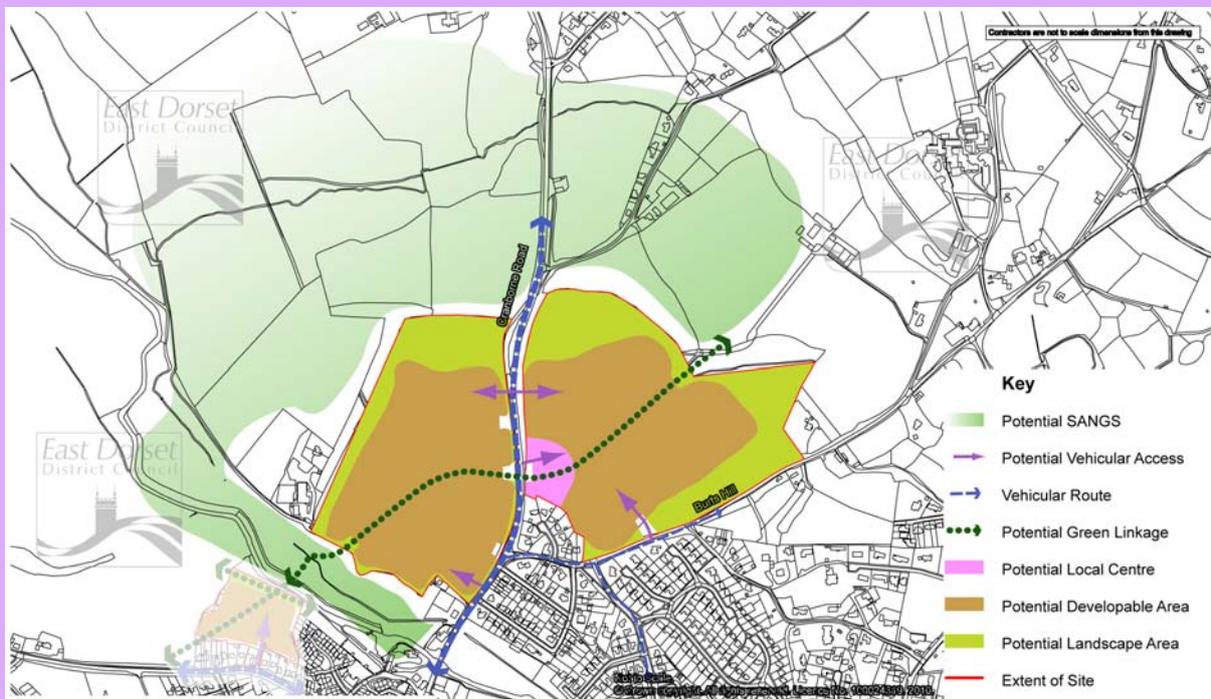
East Dorset Housing Options Master Plan Report (2010)

Option WMC 4

A new neighbourhood could be built on land to the north of Wimborne to the east and west of Cranborne Road.

This could involve:

- The provision of about 550 homes.
- A new first school.
- A new neighbourhood centre.
- Pedestrian and cycle access over the River Allen to Stone Lane.



Why is it an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a good location in terms of accessibility to important services, facilities and work opportunities.

The development could provide valuable green infrastructure that would benefit residents and divert pressures away from heathlands.

The option provides the opportunity to improve school facilities.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

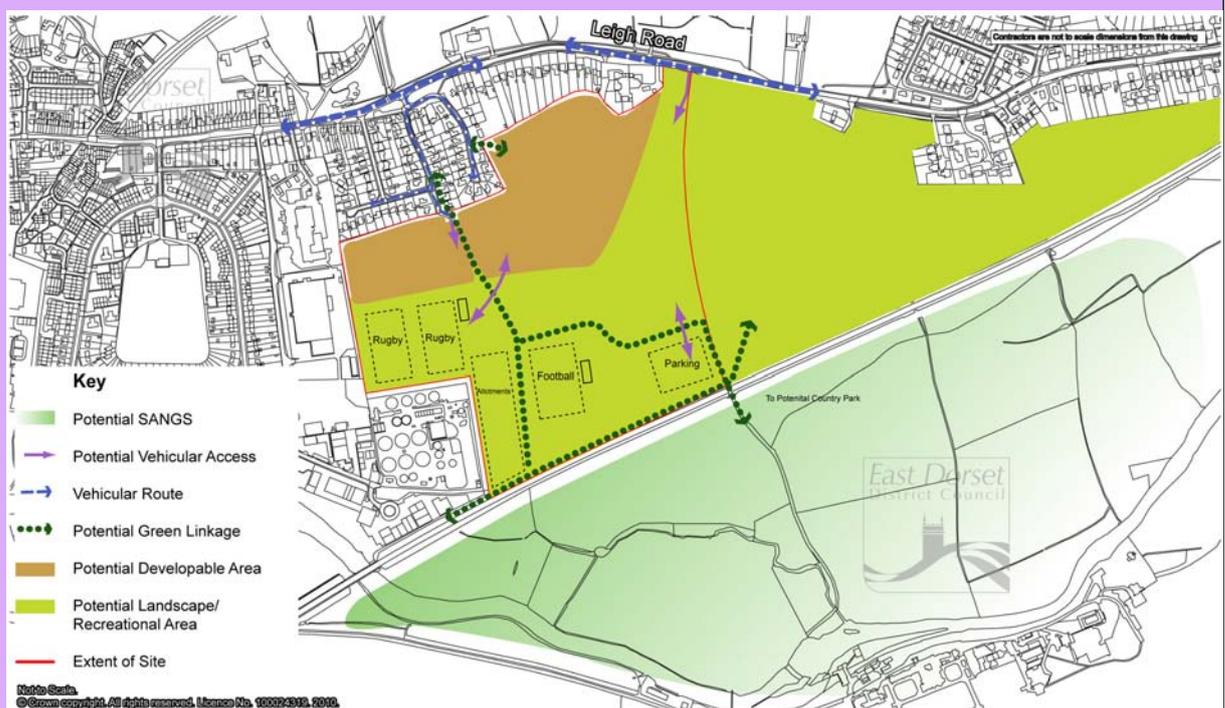
East Dorset Housing Options Master Plan Report (2010)

Option WMC 5

A combination of new homes and sports play area could be provided to the south of Leigh Road.

This could involve:

- About 200 new homes.
- New Ground for Wimborne Football Club.
- New Ground for Wimborne Rugby Club.
- Allotments
- Playing pitches
- Country Park



Why is it an Option?

The option provides an opportunity to meet some of the local housing needs.

The option has good accessibility to important services, facilities and work opportunities, although not as good as areas to the north and west of Wimborne.

The development could provide valuable green infrastructure, including a country park that would benefit residents and divert pressures away from heathlands.

The option gives the opportunity to provide improved sports and recreational facilities.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

East Dorset Housing Options Master Plan Report (2010)

Wimborne Town Centre

8.108 This section considers the future of the shopping centre of Wimborne. It should be considered in conjunction with chapter 3 which identifies the hierarchy of centres throughout the area. This puts forward the preferred option that Wimborne should be categorised as a Town Centre where new development is to be encouraged that will improve vitality and viability. For further information please refer to:

- Key Issues Paper: Town, Village and Neighbourhood Centres
- Wimborne Area Profile

8.109 Where are we now?

Key Facts

- Wimborne has about 160 commercial and retail units in the town centre.
- 43% of the units are used for commercial or miscellaneous uses.
- The 2008 Retail Survey found that there were only seven units vacant.

8.110 Rules, Regulations and Advice

8.111 National

8.112 local authorities should:

- Assess the detailed need for land and floorspace for economic development, including for all main town centre uses over the plan period.

- Identify any deficiencies in the provision for local convenience shopping and other facilities to serve people's day to day needs.
- Define the extent of the centre and the primary shopping area, distinguishing between defined primary and secondary frontages in designated centres (PPS4).

8.113 Local

8.114 The East Dorset Local Plan identified a town centre boundary. It also identified primary shopping frontages within this boundary.

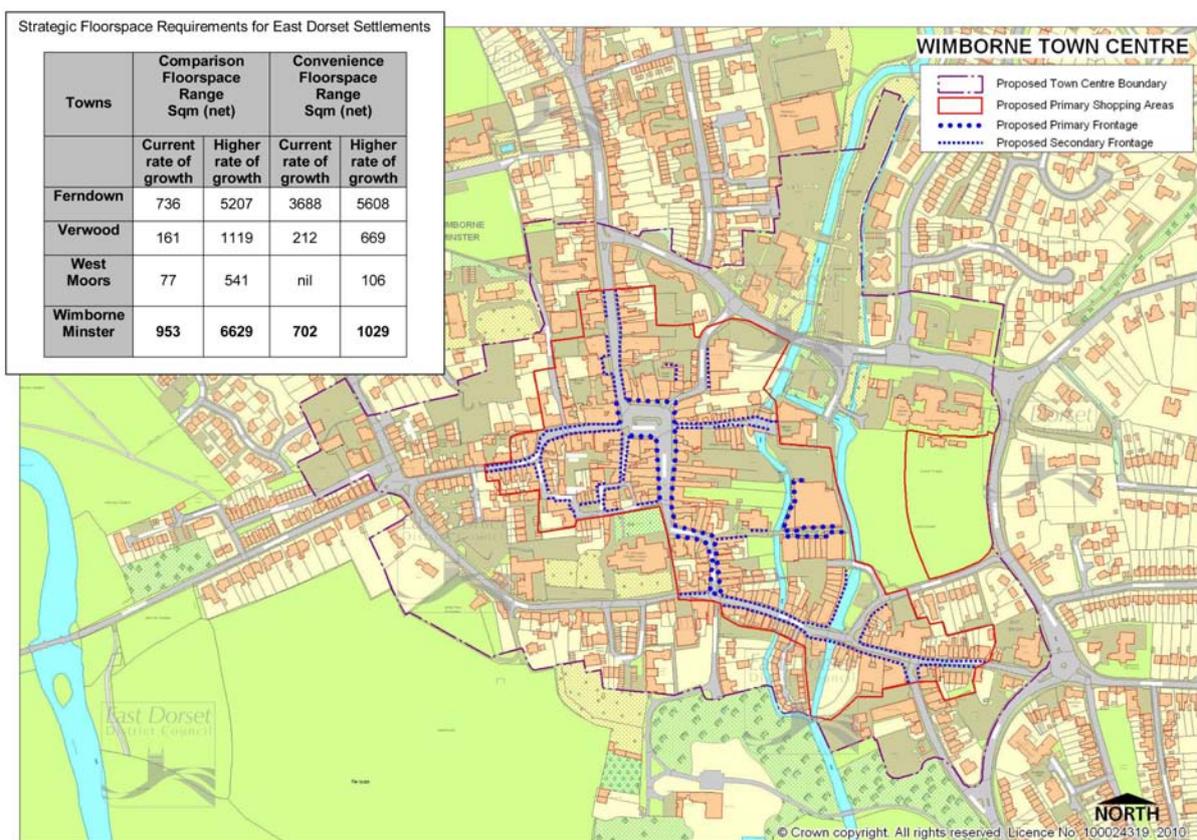
8.115 What you said at Issues and Options

8.116 Responses supported promotion of retailing, recreation/open space, employment, tourism, culture, the evening economy, cafés and restaurants in the centre.

8.117 Issue: What should be the extent of the Wimborne Town Centre boundary?

Preferred Option WMC 6

The proposed Town Centre boundary for Wimborne is shown on the following plan.



Why is it the Preferred Option?

The boundary will help focus appropriate uses within the town centre. The boundary has been drawn to include commercial and community facilities as well as areas with potential for future town centre related development, as identified by the Joint Retail Assessment. The development is located in a sustainable location with good public transport access.

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 WMC 7

Retain the existing Town Centre boundary for Wimborne, as shown on the plan.



Why is it not the Preferred Option?

The boundary does not recognise changes in the town centre since the Local Plan was adopted in 2002, and the strategy addressing town centre development and associated transport issues infrastructure improvements would not be up to date.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
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Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)

8.118 What should the vision be for Wimborne Minster Town Centre?

Preferred Option WMC 8

It is proposed that Wimborne Minster will continue to act as a key town centre in the District and together with Ferndown will be the main focus for retail development. This is because it is well served by public transport and there are more development opportunities within the centre. The shopping environment will be improved to provide a more pleasant pedestrian townscape, public transport routes will be supported, and facilities and services will continue to be located in this central location for residents and visitors to the town.

To achieve this vision:

- 1: The range of retail uses will be supported and improved, to continue to provide a niche range of quality comparison goods shops to appeal to the residents and large number of visitors to the town.
2. Residents will continue to have access to a variety of community services and cultural facilities in the town centre, such as the Tivoli Theatre, Walford Mill, the Allendale Centre and the Library. These will be retained, supported and where possible enhanced to support the vitality of the town centre. The Allenvue area will be re-developed to provide a new civic hub.
- 3: The evening economy uses such as restaurants, cafés and pubs will be supported in the secondary shopping locations to enhance the vibrancy of the afternoon and evening economy of the town.
4. The townscape quality of the town centre will be enhanced; only high quality development proposals that respect and enhance the local character of the centre, and improve ease of movement and legibility will be permitted.
- 5: Higher density residential and commercial development will take place alongside the projected requirement for retail to provide for a balanced, mixed use environment.
- 6: In order to improve pedestrian safety, traffic movement and improve the ambience of the public realm, the proposed enhancements to Wimborne Square will be introduced in a phased programme.
7. The townscape quality in and around Crown Mead will be improved, and the opportunity for redevelopment to improve links through the town will be promoted.
8. In order to improve the vitality of the town centre and improved pedestrian safety around the town, traffic management and calming measures will be considered to reduce pedestrian/vehicular conflict.
- 9: New development, shopfronts and advertisements in the town centre will be of the highest standard of design and in good quality materials, to reflect the architectural and historic significance of the town centre.
10. To minimise congestion and air pollution, the use of sustainable modes of transport will be supported.

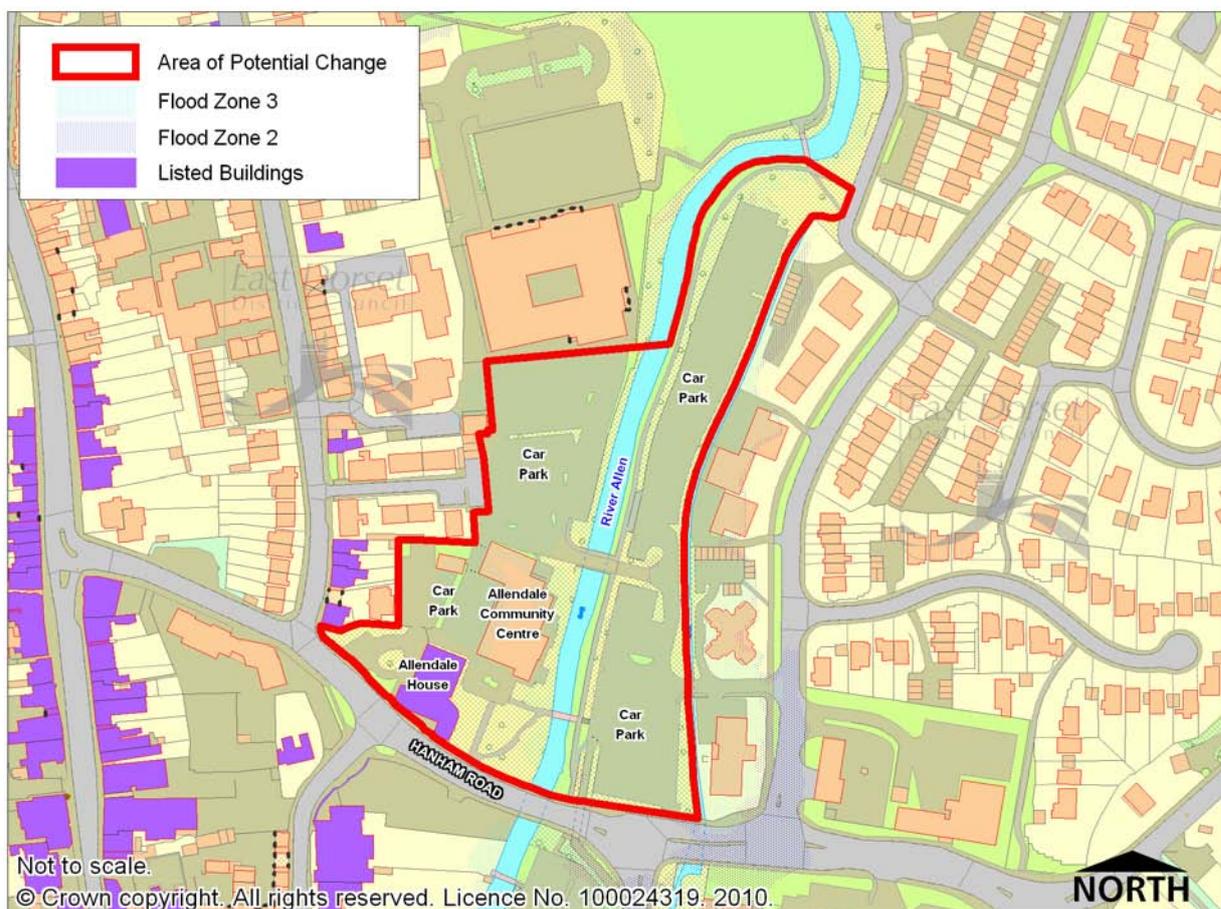
Why is it the Preferred Option?

This option provides a clear strategy for the future of the town centre, which aims to build on commercial, retail and community strengths, improving accessibility, making the best use of resources, and the street environment.

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)			

8.119 The Allendale Area

8.120 The land shown on the plan below has been identified as an area of potential change following work recently commissioned by the Council, known as the draft Total Place Review and Opportunities for Ferndown and Wimborne Minster (2010). This has been produced to consider how best to use public assets in the two Towns with the aim of improving service provision for the community.



8.121 Where are we now?

8.122 The area shown on the plan below is used for car parking and community uses, as well as providing small areas of open space. It is owned by the District Council having originally been the Civic Centre for the Wimborne Minster Urban District Council before local government reorganisation in 1974. The three public car parks currently provide spaces for 323 vehicles. A review of car parking provision has been made as part of the Total Place Review following the opening of Waitrose and its new 213 space car park. This could show surplus provision, or a need to redistribute spaces to better serve all parts of the town. Allendale House is used by East Dorset Heritage Trust and has recently been completely refurbished. It is a grade II listed building with a modern extension out of keeping with its historic status. The Allendale Community Centre is the town's major community venue and was built in the 1970's. This building provides a valuable service to the community, but is now in a poor state of repair.

8.123 Rules, Regulations and Advice

8.124 Local authorities face significant pressures to deliver services in smarter ways in order to meet changing needs with reduced finances available. This involves consideration of physical assets and the ways they should be best used. The areas identified offer an opportunity to fulfil these aims within Wimborne.

8.125 What you said at Issues and Options

8.126 The Issues and Options consultation did not identify this area as a specific location for change, so there were no direct responses made.

8.127 Options for Consideration

8.128 How can land at Allenview best be used to serve the needs of the local community?

Option WMC 9

The Allenview area will be used as:

- A new home for East Dorset District Council in conjunction with other public services.
- Reduced number of car parking spaces.
- A new community centre.
- Public gardens

Why is it an Option?

The current Council Offices are remote from the general population and cannot be accessed by public transport. The relocation of East Dorset District Council to this site would mean that it was more accessible to the community. A new civic building could also be used by other public services provided by other authorities, such as the police and Dorset County Council. It would also increase the amount of employment in the town centre which could help support existing and new services. New civic buildings could also improve the setting of Allendale House. A new community hall could be provided as part of the provision of new Council offices as a replacement for the Allendale Community Centre.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Draft Total Place Review and Opportunities, Ferndown and Wimborne Minster (2010).

Option WMC 10

The Allenview area will be used for a:

- New community centre
- New Wimborne Market, but reduced in size compared to the existing premises
- Reduced number of car parking spaces
- Public gardens
- Commercial development

Why is it an Option?

This option would provide the opportunity to make more efficient use of the area and create a more cohesive community area with improved community facilities. Additionally, it would relocate the market to an area that relates well to the town centre, enabling redevelopment of its existing site for much needed housing, which is more compatible with its current neighbours.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

Draft Total Place Review and Opportunities, Ferndown and Wimborne Minster (2010).