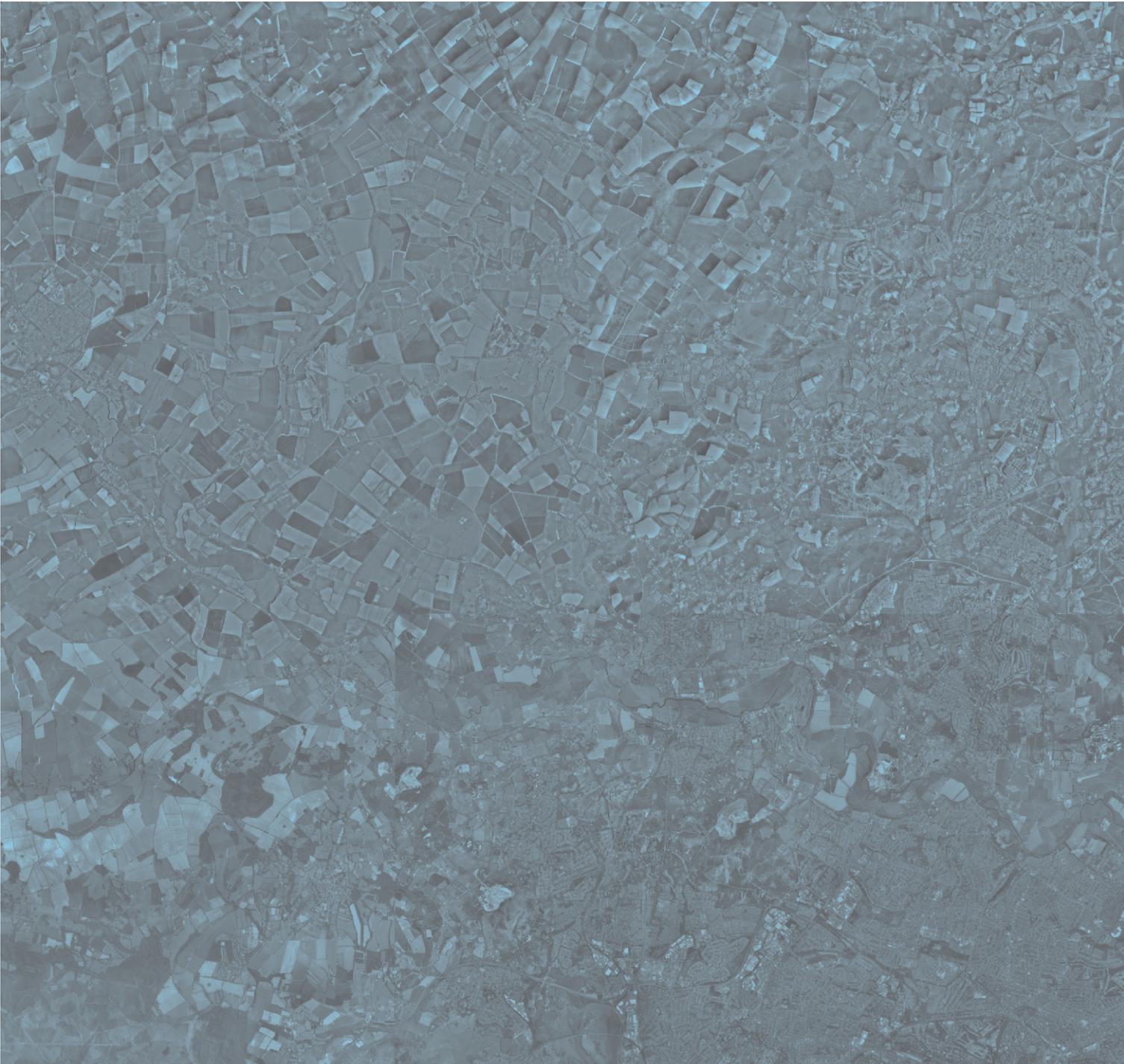
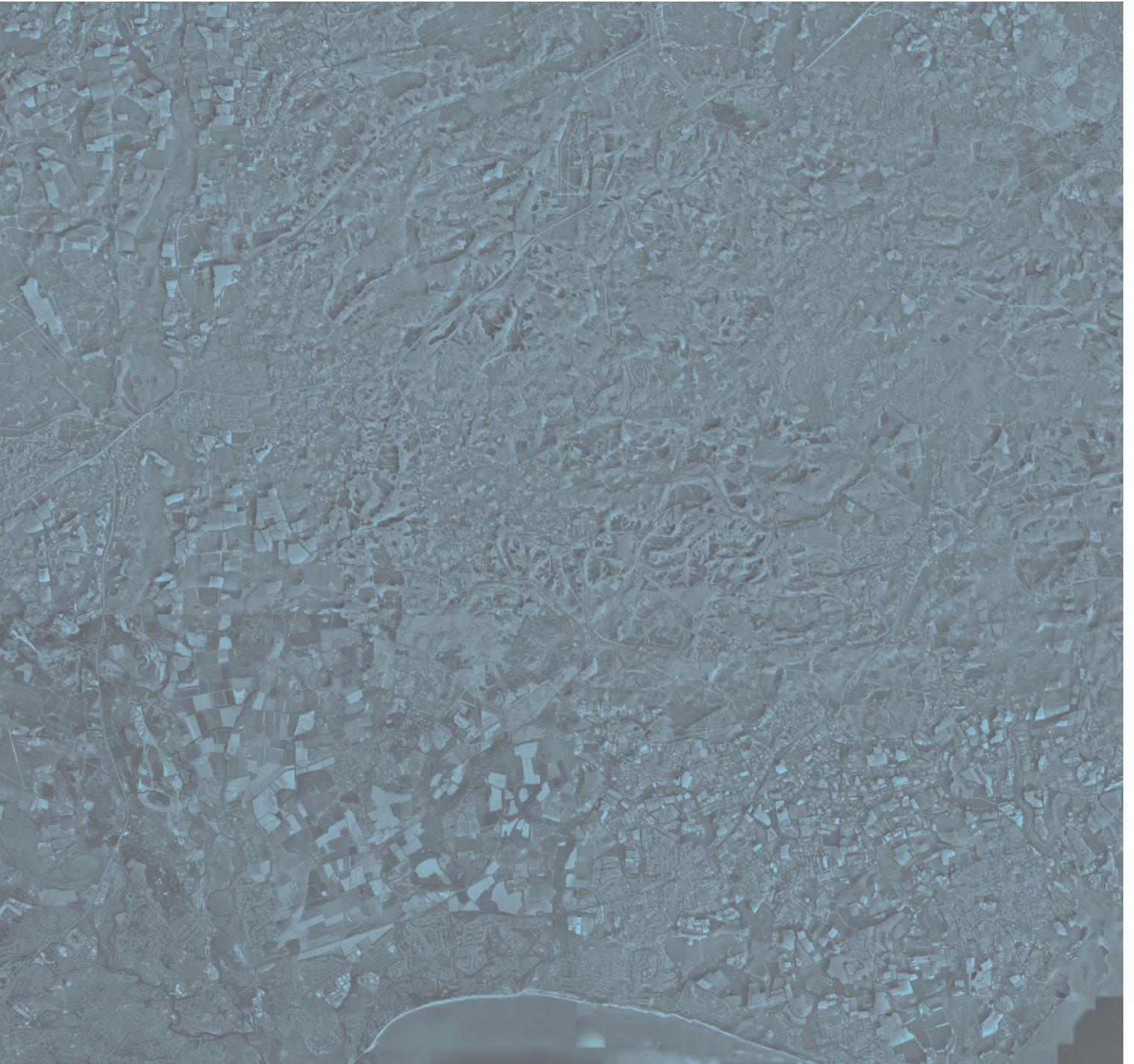


01 INTRODUCTION





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The Brief

Proposals for new housing in East Dorset District up to 2026 are to be delivered through a Core Strategy, which is being prepared jointly by East Dorset District Council and Christchurch Borough Council. Despite the revocation of the South West Regional Spatial Strategy (RSS) by the Secretary of State (SoS) in July 2010, East Dorset District Council is committed to progressing the Core Strategy and planning for much needed new housing in the District that will support the local economy and provide new affordable accommodation for local people. Whilst much of the new housing could be located within the urban area, there is a need to consider housing in a number of areas of search around some of the key towns in the District, thus preventing “town cramming”.

To do this, East Dorset District Council has appointed a consultant team, led by planning and design practice Broadway Malyan, to prepare housing option masterplan for two residential led new neighbourhoods to the settlement of Verwood. The masterplans will help support and provide an evidence base for the emerging Core Strategy and will guide development control decisions and form the basis for negotiations with prospective

developers in each location. In addition, the masterplans for each location will be supported by an Implementation Plan, which will address issues including the timing and phasing of the development, the potential costs, sources of funding and likely delivery partners.

This Stage 1 report provides an evidence base for the “Options for Consideration” consultation stage of the Core Strategy, which will be consulted on in the autumn of 2010.

It should be noted that a separate study, also produced by Broadway Malyan, has also been prepared covering residential led new neighbourhoods in areas of search around the towns of Wimborne Minster, Corfe Mullen and Ferndown/West Parley.

The Study Areas

East Dorset District Council has identified two areas of search for development around Verwood.

The areas of search comprise:

- Land to the south of Verwood
- Land to the north of Verwood

This Report

Without a “top-down” RSS generated figure, East Dorset District Council is keen to explore what the potential capacity of these two locations is and how they can help create high quality, sustainable developments that are fully integrated into the local character and townscape pattern of Verwood without having a detrimental impact on the surrounding countryside. This report, therefore, provides the following:

- Contextual analysis of the settlements, the areas of search and their surrounding context (section 03)
- Analysis of relevant spatial policy and research (section 04)
- Evaluation of relevant site proposals/promotions in the areas of search (section 05)
- Assessment of the various constraints and opportunities (section 06)
- Transportation analysis (section 07)
- An analysis of the urban character in the three settlements (section 08)
- The identification of suitable land for development consideration (Section 09)
- Site capacity and infrastructure requirements (section 10)
- The new neighbourhoods Illustrated (section 11)

The areas of search for the new neighbourhoods, as defined by East Dorset District Council, are shown on the plan opposite.

