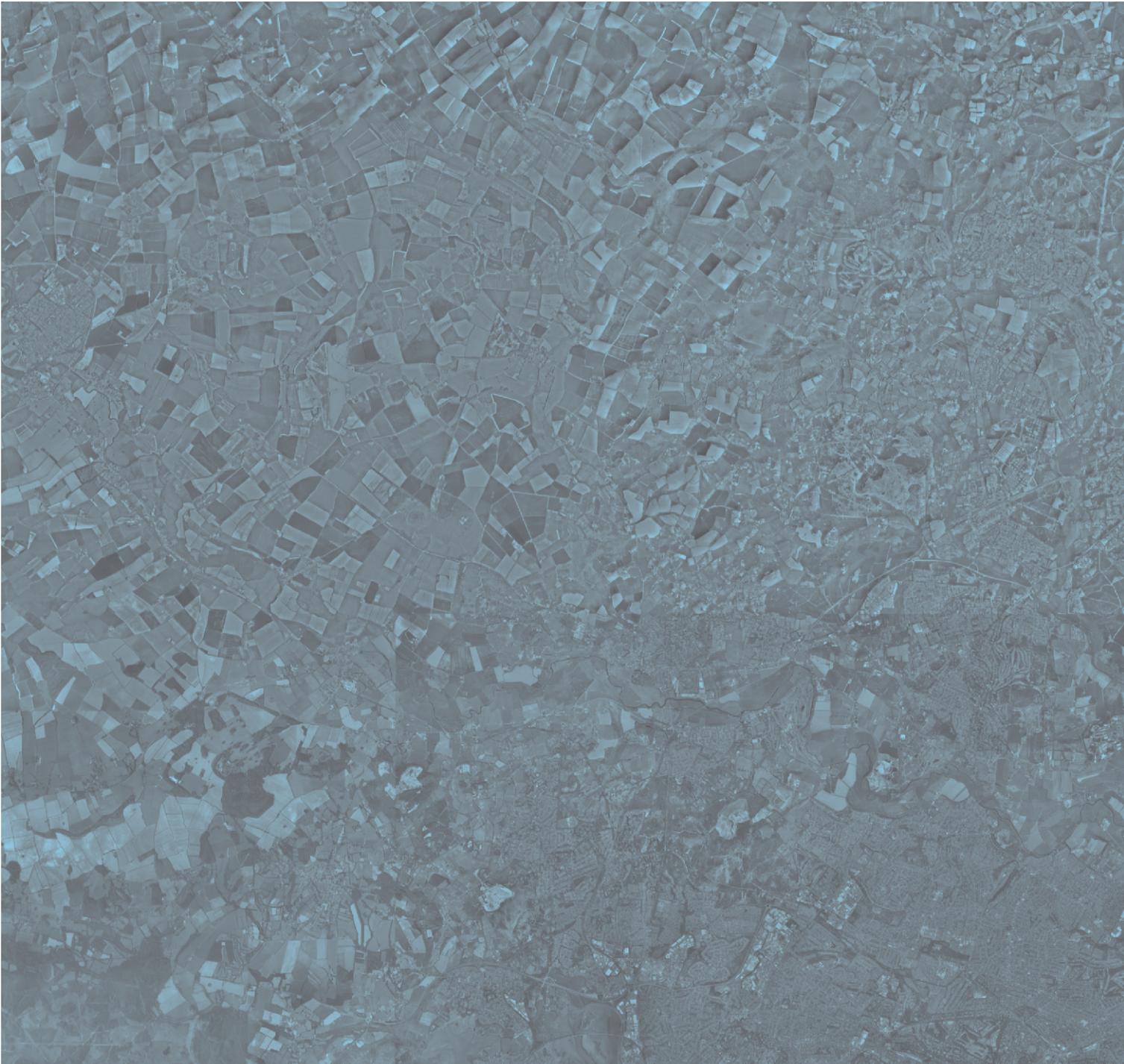
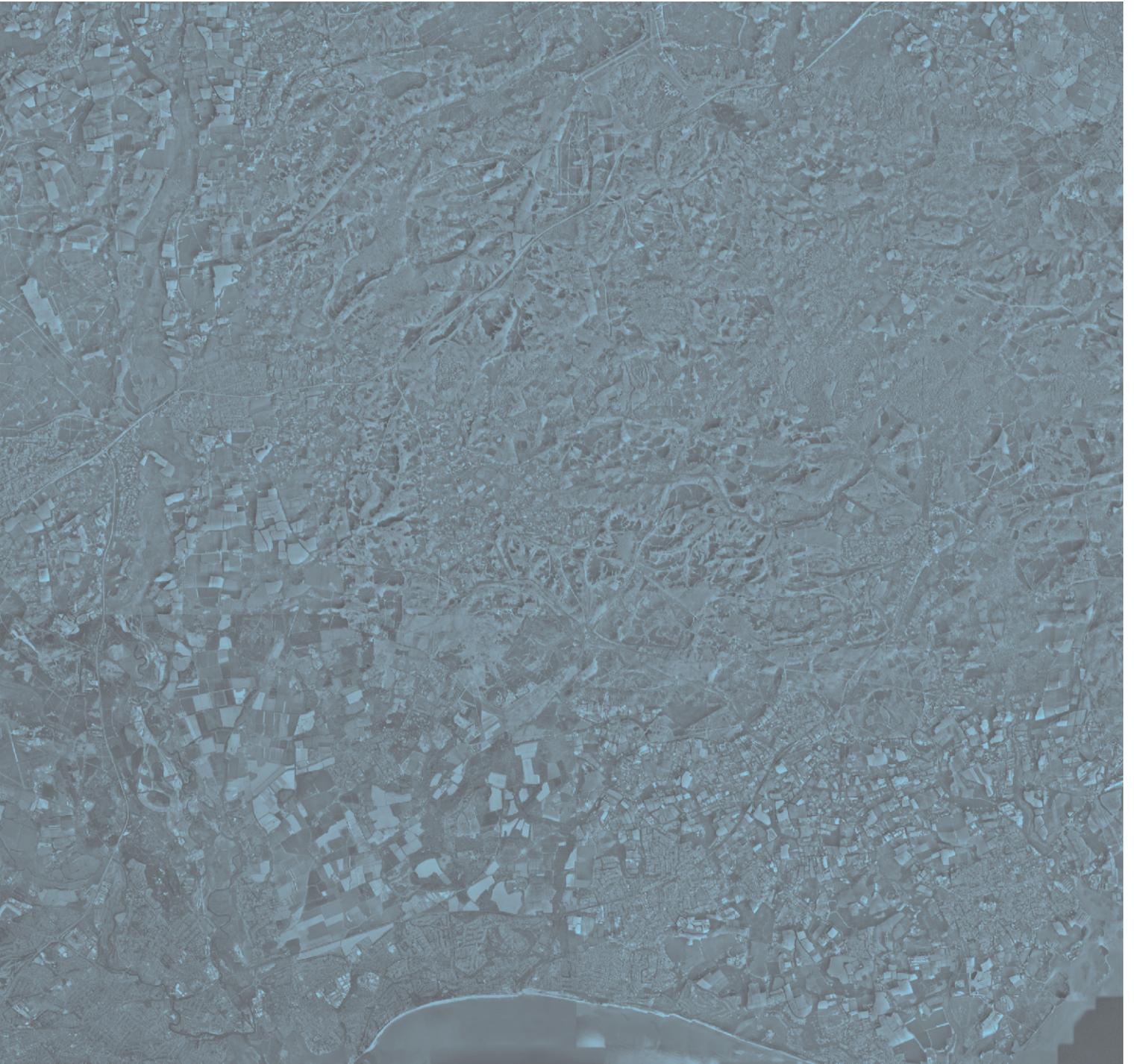


03 THE SITES AND THEIR LOCAL CONTEXT





03 THE SITES AND THEIR CONTEXT



Introduction

This section provides a broad introduction to the settlement of Verwood. It describes the strategic context of the area within the County of Dorset and the settlement's location, role, function and character.

It also identifies the new neighbourhood areas of search that form the basis of the study and provides a brief description of each.

Strategic Context

In setting out the brief for this commission, East Dorset District Council (EDDC) provided areas of search and we have used these indicative areas as our defined study area. These are shown on the diagram above in yellow.

The Settlement

The two areas of search identified for Verwood differ from each other in terms of their function, their built and natural character and also their potential to accommodate development. They are addressed individually in turn.



Verwood North



Verwood North - Western Boundary



Verwood South - Eastern part of the site

VERWOOD



Verwood Town Centre

Introduction

Verwood is a small town located in the district of East Dorset. It is situated to the north of Bournemouth (approximately 11 miles) and close to the Dorset - Hampshire border.

In terms of road links, it lies to the west of the A338 and to the north of the A31. Verwood Railway Station was closed in the 1960's and the closest mainline railway stations are located at Bournemouth and Christchurch.

The Town

There has been settlement at Verwood since the 14th Century – however the town grew slowly until the 1960's when it expanded rapidly from a population of just 3,510 (early 1970's) to a population of over 13,500 today (Dorset County Council). It is now one of the largest towns in East Dorset District. It also has the youngest age profile of the towns in the district. Verwood has many local facilities however it does not have a secondary school.

Similarly to Corfe Mullen, Verwood lacks a distinct centre. The town is instead focussed around two small centres, the historic centre is located around the junction with Station Road and Manor Road which has recently been redeveloped to form a pedestrianised central square with a range of local facilities and shops including a Tesco Metro and Spar. The local recreational ground and 'Verwood Hub' are also located in this area. There is also a second local centre with a Morrisons supermarket, leisure centre and



Verwood Leisure Centre



'The Hub'

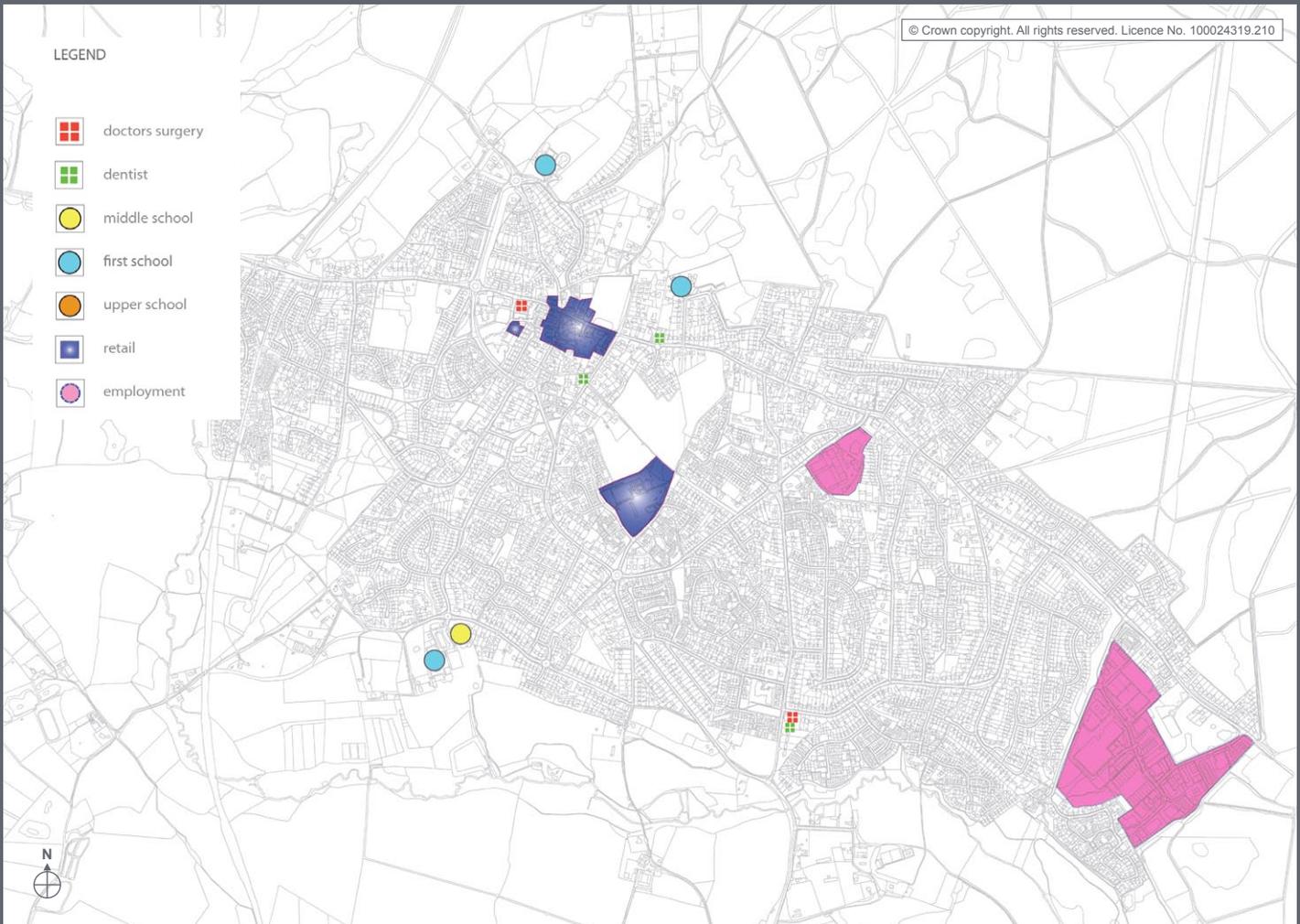
pub located at the geographical centre of Verwood.

In terms of recreation and sports provision Verwood does have a good range of open spaces, and a leisure centre as well as the 'Verwood Hub', and Potterne Park where there are formal and informal sports facilities. The nearest swimming pool is at Ringwood.

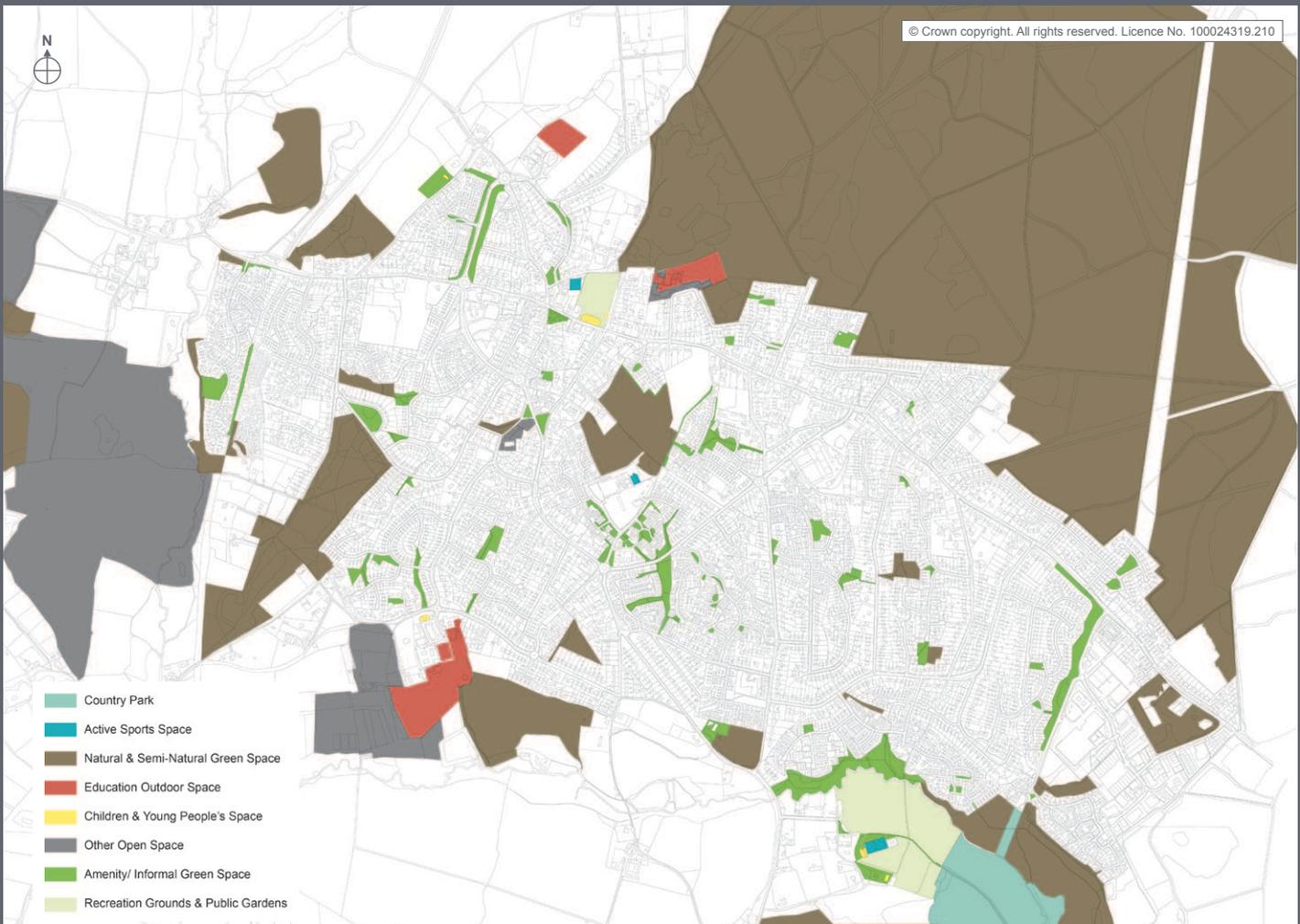
The majority of people who live in Verwood work in the larger conurbations of Poole and Bournemouth commuting by car, (just under 20% work in Verwood). This may be due to the relative lack of employment floorspace in the town.

A number of the town's key facilities and services are mapped (opposite, top).

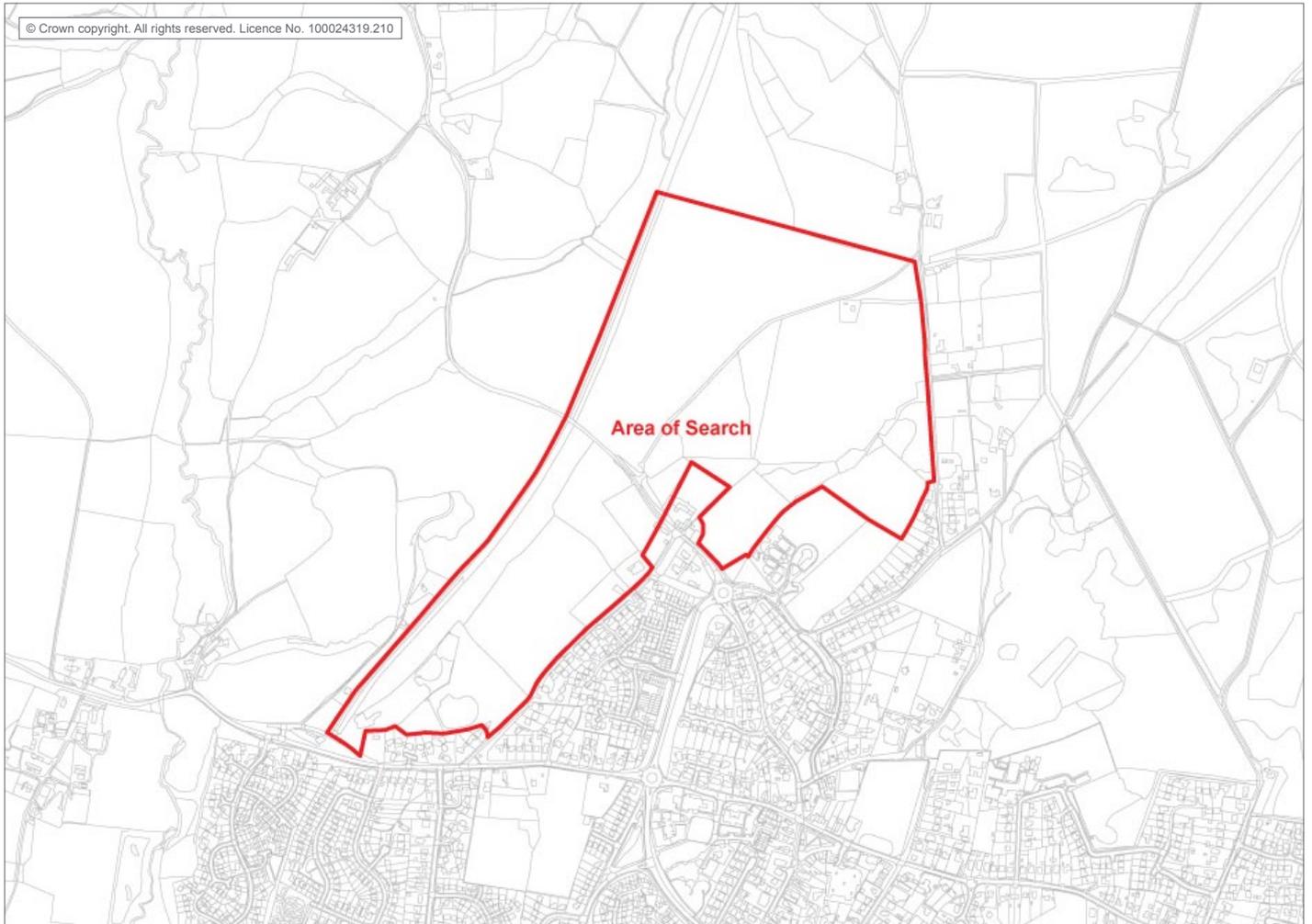
The town's open space and recreational provision is also mapped (opposite, below).



Facilities Plan



Sports, Recreation and Open Space Plan



**The new neighbourhood - Verwood
 Northern area of search**

Description

The north Verwood area of search covers a large area of land on the northern/north western edge of the town. The area comprises countryside and playing fields and adjoins an existing residential area.

The area runs from Burrows Lane in the north east around the north side of Trinity Church of England First School across Edmondsham Road and as far west as the dismantled railway line. Much of the north eastern extent of the site lies within the 400m Buffer Zone of the nearby heathland. The area of search also contains a Site

of Nature Conservation Interest (SNCI) to the south west of the site. The south western part of the site is more suburban in character than the north eastern section which quickly opens up into rolling fields and open countryside.

Local Connections

The main road adjoining the northern area of search is the B3081, which provides a link to the A31.

There is a good network of public footpaths across the site, and Verwood in general, providing access to the surrounding countryside.



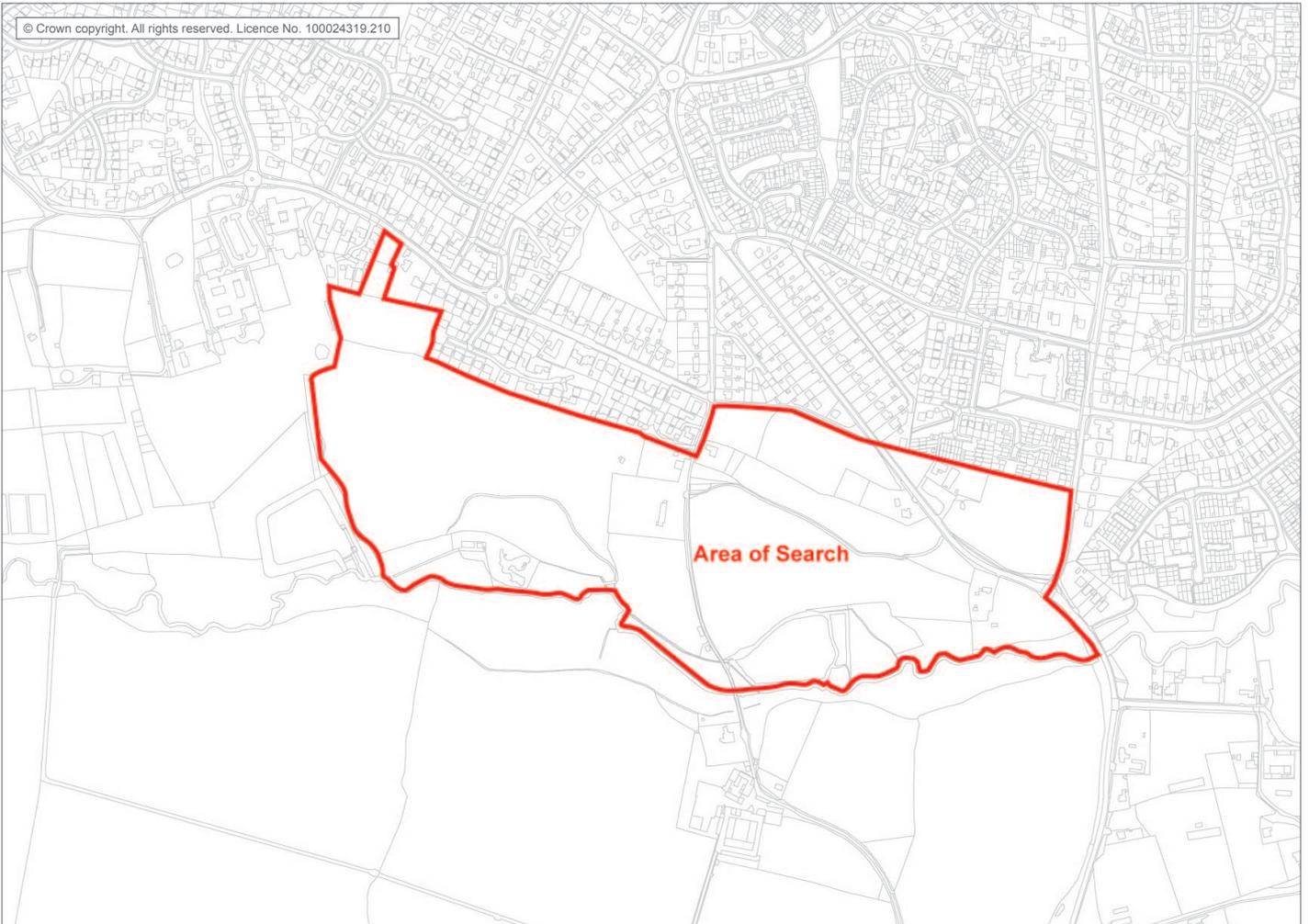
Public Footpath across eastern part of site



Boundary of north - eastern site



Existing housing adjacent Eastworth Road



**The new neighbourhood - Verwood
 Southern area of search**

Description

The area to the south runs west to east from Emmanuel Church of England Middle School to Manor Road and is bisected by St Michael's Road. This site is predominantly in use as paddocks for horses with an area of woodland to the west. There are a number of existing properties, important tree belts and a SNCI. The area also includes a parcel of land with a heathland buffer.

The eastern portion of the site is more open in nature but still well contained, particularly to the north.

Local connections

The main road adjoining the southern area of search is the B3072 which provides a link to the A31.

There is also a good network of public footpaths across the site and Verwood more generally providing access to the surrounding countryside.



View of Paddock and woodland to the west



Footpath along northern boundary



Existing housing, St Micheal's Road