Bournemouth, Christchurch and East Dorset Joint Retail and Leisure Study

Volume 2 - Christchurch and East Dorset

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Contents

1.0 Introduction

1.1 Lichfields was commissioned by Bournemouth Borough Council and Christchurch and East Dorset Councils to prepare a joint retail and leisure study, including an assessment of the main town and district centres within local authority areas.

1.2 The Study has been split into two volumes. This Volume 2 report should be read alongside the Volume 1 report, which includes the wider analysis covering the authority areas. Volume 2 is split into two separate reports one for Bournemouth Borough Council and one for the Christchurch and East Dorset local authority areas.

1.3 This Volume 2 report relates to Christchurch and East Dorset.

Content of the Report

1.4 This report is structured as follows:

- Section 2.0 provides an overview of the local planning policy context;
- Section 3.0 describes existing shopping facilities within Christchurch and East Dorset, including details of centre health checks undertaken for Christchurch, Ferndown, Verwood and Wimborne Town Centres and West Moors and Highcliffe District Centres;
- Section 4.0 considers how future retail and leisure requirements for Christchurch and East Dorset can be accommodated;
- Section 5.0 assesses the hierarchy of centres and future policy approaches; and
- Section 6.0 sets out our recommendations and conclusions.

2.0 Local Planning Policy Context

2.1 This section provides an overview of the existing local planning policy context for Christchurch and East Dorset.

Local Plan Part 1 – Core Strategy (2014)

2.2 The Christchurch and East Dorset Local Plan Part 1 – Core Strategy was adopted in April 2014. It sets out the broad development strategy for the Councils up until 2028, and contains the main vision, objectives and planning policies.

Christchurch and East Dorset's Retail Hierarchy

2.3 At present Core Strategy Policy KS6 sets out the hierarchy of Christchurch and East Dorset's Retail Centres as follows:

Table 2.1 Christchurch and East Dorset's Retail Hierarchy

Hierarchy	Settlement
Town Centre	Christchurch, Ferndown, Verwood, Wimborne
District Centre	West Moors, Highcliffe
Local Centre	Purewell, Barrack Road, Corfe Mullen, West Parley
Parades	All other clusters of shops

Source: Christchurch and East Dorset Local Plan Part 1 - Core Strategy (2014)

2.4 Core Strategy Policy KS7 sets out the role of the Town and District Centres, and indicates their vitality and viability will be supported. Town and District centre boundaries will be the focus for town centre uses, including employment, retail, leisure and entertainment, arts, culture, religion, health, tourism, places of assembly, community facilities and higher density housing. A sequential assessment will be required for planning applications for main town centre uses that are not in an existing centre, to ensure that all in-centre options have been thoroughly assessed before less central sites are considered. Where it has been demonstrated that there are no town centre sites to accommodate the proposed development, preference is given to edge of centre locations that are well connected to a centre by means of easy pedestrian access.

Impact Thresholds

2.5 Core Strategy Policy KS7 indicates impact assessments are required for planning applications for main town centre uses not in a centre. The impact on town centre's vitality and viability, investment plans and allocated sites outside town centres will be considered. The following impact thresholds apply:

Table 2.2 Christchurch and East Dorset Impact Thresholds

Settlement	Impact Threshold
Christchurch, Ferndown, Wimborne	Over 1,000 sq.m (gross)
All other areas	Over 500 sq.m (gross)

Source: Christchurch and East Dorset Local Plan Part 1 - Core Strategy (2014)

Frontage designations

Primary Shopping Frontage

2.6 Core Strategy Policies KS7 and CH6 indicate within the Primary Shopping Frontages support will be given for retail stores (Class A1), financial and professional services (Class A2), food and drink premises (Class A3), non-residential institutions (Class D1) and leisure uses (Class D2). Non retail uses (other than Class A1) will not cumulatively amount to more than 30% of all ground floor units within the Primary Shopping Frontages. Additionally, the proposal should not result in more than three continuous frontages being non-retail or leisure uses and shop frontage appearances should be retained.

Secondary Shopping Frontage

2.7 Policies KS7 and CH7 indicate that in Secondary Shopping Frontages the same uses will be supported as for Primary Shopping Frontages along with drinking establishments (Class A4), hot food takeaways (Class A5) and hotels (Class C1).

Future retail provision

2.8 Core Strategy Policy KS8 relates to future retail provision and sets out the additional comparison and convenience floorspace projections for the period to 2031.

2.9 In Christchurch Borough, Christchurch town centre will be the main focus for meeting the borough wide projection for comparison floorspace. Highcliffe centre will provide a small scale contribution towards the overall borough wide figure. Christchurch town centre will be the focus for meeting the borough wide projection for convenience floorspace.

2.10 Wimborne, Ferndown and Verwood will be the main focus for comparison retail floorspace provision in East Dorset District. West Moors will also deliver additional comparison floorspace of a smaller scale to contribute to the overall District wide projection. Ferndown and West Parley will be the focus for convenience floorspace provision in the District. Corfe Mullen, Verwood, West Moors and Wimborne have potential to deliver smaller scale provision contributing to the overall District figure.

2.11 Specific centre policies are summarised below.

Christchurch Town Centre

2.12 Core Strategy Policy CH1 indicates Christchurch will continue to act as the key town centre in the Borough and will be the main focus for retail development. Future growth and development will be based around promoting the town centre as a place to shop, participate in leisure activities, enjoy culture, food/drink and access key services. The following sites have been identified as strategic sites that will play a pivotal role in delivering the Town Centre Vision and Key Strategy:

- The Magistrates' Court Site;
- Saxon Square;
- The Lanes;
- Land between Bridge Street, Stony Lane South and the Civic Offices; and
- Stony Lane.

2.13 Core Strategy Policy CH2 indicates the town centre boundary of Christchurch will be the focus for town centre uses including higher density residential, employment, retail, leisure and entertainment, offices, arts, culture and tourism development subject to compliance with other national and local policy. Core Strategy Policy CH3 defines the Christchurch Town Centre Primary Shopping Area, where retail development will be concentrated. CH3 also defines the Primary and Secondary Shopping Frontages.

Highcliffe District Centre

2.14 Core Strategy Policy CH4 sets out the vision for Highcliffe District Centre. The centre will accommodate further comparison retail floorspace, in the region of 500 sq.m (net) by 2028 with Christchurch Town Centre remaining the principal centre for retail development in the Borough. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre consistent with the Borough retail strategy. The strategy for Highcliffe will seek to enhance the niche retail offer to attract more visitors with unique/specialist shops. Core Strategy Policy CH5 defines the Highcliffe District Centre Primary and Secondary Shopping Frontages.

2.15 Core Strategy Policy CH6 relates to development in the Primary Shopping Frontages and states that within the Saxon Square and High Street Primary Core, and the Primary Frontages at Bargates and Highcliffe, planning permission for the change of use of existing ground floor retail premises (Class A1) to non-retail uses will be permitted provided that:

- the proposed use is for a financial or professional service use (Class A2), or for a food and drink uses (Class A3), or for non-residential institutions falling within Class D1 and leisure and entertainment uses falling within Class D2;
- non-retail uses (other than Class A1) will not cumulatively amount to more than 30% of all ground floor units in each of the identified areas;
- the proposal will not result in more than three continuous frontages in non-retail use (other than Class A1); and
- a shop front appearance will be retained.

2.16 Core Strategy Policy CH7 relates to development in the Secondary Shopping Frontages and states that Proposals for the change of use of existing non-residential premises located within the Secondary Frontages at Bargates, Wick Lane, Church Street, Castle Street, Barrack Road and Purewell and Highcliffe, as identified on the proposals map, will be permitted provided that the following criteria are satisfied:

- the proposed use is for a financial or professional service use (Class A2), or a food and drink use (Class A3), drinking establishments (Class A4), hot food takeaways (Class A5), hotels (Class C1), or non - residential institutions falling within Class D1 and leisure and entertainment uses falling within Class D2; and
- the amenities of the local residents are not adversely affected by noise or disturbance, or by loss of light and privacy.

Wimborne Town Centre

2.17 Core Strategy Policy WMC1 sets out the vision for Wimborne Town Centre. Wimborne will continue to act as a key town centre in the District and together with Ferndown will be the main focus for retail development. A range of retail uses will be supported and improved; convenience units of 400 – 500 sq.m and comparison units of 2,500 - 2,550 sq.m during the plan period, to continue to provide a range of quality comparison goods shops to appeal to the residents and visitors to the town. 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.

Ferndown Town Centre

2.18 Core Strategy Policy FWP1 sets out the vision for Ferndown Town Centre. Ferndown will continue to act as a key Town Centre in the District and will remain a key focus for retail development. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre; convenience units up to 1400 - 1500 sq.m and comparison units up to 1500 – 1600 sq.m. The strategy will seek to enhance the niche retail offer with a mix of unit sizes, and will improve the presence of national multiples to provide a better choice of comparison shopping. An enhanced pedestrianised Penny's Walk will help to attract national multiple chains whilst niche retail shops will continue to thrive on Victoria Road.

Verwood Town Centre

2.19 Core Strategy Policy VTSW1 sets out the vision for Verwood Town Centre. Verwood Town Centre will be a key town centre in East Dorset, providing a thriving busy centre for the local population and visitors. A range of retail uses will be supported and improved to provide more comparison and convenience goods shops in small to medium size units to appeal to small independent shops. This includes up to 600 - 650 sq.m of convenience floorspace and 700 - 800 sq.m of comparison floorspace in Verwood in the plan period.

West Moors District Centre

2.20 Core Strategy Policy VTSW9 sets out the vision for West Moors District Centre. It will continue to act as a key District Centre in East Dorset, providing a focus for the local population. A range of retail uses will be supported and improved to provide more comparison goods shops, particularly small to medium units for independent shops. This includes up to 40 - 50 sq.m of convenience floorspace and 150 -200 sq.m of comparison floorspace in West Moors in the plan period.

3.0 Analysis of Centres

Introduction

3.1 This section sets out the health checks for the defined centres in Christchurch and East Dorset following our site visit in April 2017. An analysis of the local shopping centres and parades is also provided.

3.2 Christchurch and East Dorset centres are as follows:

- 4 Town Centres;
- 2 District Centres;
- 4 Local Centres;
- 18 Parades.

3.3 The qualitative review of defined centres is based on a number of different factors where a score has been awarded as shown in Table 3.1. This analysis was undertaken in previous town centre studies and the scores have been revisited and updated as shown below.

Table 3.1 Town Centre Audit Scoring System

Measure	Score
Poor	1
Fair	2
Good	3
Very Good	4
Excellent	5

Source: Lichfields' on-site assessment

Christchurch Town Centre

3.4 Christchurch is designated as a Town Centre, at the top of the retail hierarchy. It provides a number of important functions such as shopping, leisure, entertainment, recreation and employment.

3.5 Christchurch has a reasonable selection of retail and service uses for a centre of its size, and its key roles include:

- **Convenience shopping** – the main food store is Waitrose, Bargates (2,571 sq.m net), an M&S Simply Food on the High Street (965 sq.m net), together with a number of other smaller convenience shops. The main food stores in Christchurch are out of centre and include a large format Sainsbury's (5,643 sq.m net), Aldi (982 sq.m) and Lidl (940 sq.m net).
- **Comparison shopping** – there is a reasonable range of comparison shops, comprising of a mix of national multiples and independent retailers.
- **Services** – there are a variety of service uses, including, banks, estate agents, hairdressers, accountants and solicitors.
- **Entertainment** – town centre entertainment includes the Regent Centre cinema on the High Street, together with a number of cafes, restaurants and public houses.

3.6 The household shopper survey (Volume 1, Appendix 6) provides an indication of the role of Christchurch. Christchurch attracts a reasonable market share of household expenditure for non-food shopping (main destination) within:

1 Zone 4: Christchurch East/Highcliffe 33.8%;

2 Zone 3: East Bournemouth/West Christchurch 22.2%; and to a lesser extent

3 Zone 1: Bournemouth Central 7.2%.

3.7 The market shares for convenience goods shopping (main destination) is:

1 Zone 4: Christchurch East/Highcliffe 15.0%;

2 Zone 3: East Bournemouth/West Christchurch 14.7%; and to a lesser extent

3 Zone 1: Bournemouth Central 1.0%.

3.8 These results suggest Christchurch Town Centre is the main comparison shopping destination in the Borough, but its catchment area does not extend significantly beyond the Borough boundary.

3.9 The convenience goods expenditure attracted to Christchurch Town Centre is £33.55 million in 2017 (see Volume 1, Appendix 2), which is equivalent to 10.4% of the total convenience goods spending attracted to Christchurch and East Dorset's stores and centres. The comparison goods expenditure attracted to Christchurch Town Centre is £110.79 million in 2017 (see Volume 1, Appendix 3), equivalent to 33.4% of the total comparison goods spending in Christchurch and East Dorset as a whole. Food and beverage expenditure attracted to Christchurch Town Centre is £88.87 million (Volume 1, Appendix 4), which is 38.7% of the total food and beverage spending within Christchurch and East Dorset.

3.10 The combined turnover of Christchurch Town Centre at 2017 is £233.21 million, split approximately 14% convenience goods trade, 48% comparison goods and 38% food and beverage. This indicates Christchurch Town Centre's broad shopping and leisure role.

3.11 Javelin's Venuescore UK rank for Christchurch is 654th in 2016/17, which is the best performing centre in Christchurch and East Dorset. By way of comparison the centre was ranked 643rd in 2015/16, 548th in 2013/14 and 568th in 2010. At the top of the hierarchy in the sub-region are the centres of Southampton (ranked 20th), Bournemouth (ranked 72nd), Salisbury (ranked 94th) and Poole (ranked 112th), all of which influence shopping patterns across Christchurch and East Dorset.

Mix of Uses and Retailer Representation

3.12 Christchurch Town Centre has 214 Class A retail/service uses. The diversity of Class A uses present in the centre is set out in Table 3.2, and the results are compared with the national average.

3.13 The mix of uses within Christchurch town centre is broadly similar to the national average. The most noticeable differences are the high proportion of Class A2 services and relatively low proportion of Class A5 takeaways and Class A4 pubs/bars. The proportion of Class A1 comparison units within the town centre is slightly above the national average, whilst the proportion of Class A1 convenience units is below the national average. Town centres of Christchurch's size (medium sized) would normally have a higher proportion of comparison good shops.

Table 3.2 Christchurch Town Centre Use Class Mix by Unit

Type of Unit	No. of Units	% of Total Number of Units	
		Christchurch (%)	UK Average (%)
A1 – Comparison	77	36.0	33.4
A1 – Convenience	17	7.9	10.4
A1 – Service	26	12.1	13.0
A2 – Service	38	17.8	11.8
A3	26	12.1	9.5
A5	6	2.8	6.0
A4 pubs/bars	5	2.3	4.6
Vacant	19	8.9	11.2
Total	**214**	**100.0**	**100.0**

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017) and UK Average for all town centres surveyed by GOAD Plans

3.14 In overall terms the proportion of Class A1 uses (56%) is similar to the national average (56.8%), although the proportion of non-A1 units in the primary retail frontages now exceeds the 30% local plan policy threshold. Strengthening the comparison good offer within the primary shopping frontages will help to maintain the vitality and viability of the centre.

3.15 There were 19 vacant units within Christchurch (August 2017), a vacancy rate of 8.9%, which is below the national average of 11.2%. This suggests there is a reasonable balance between the supply and demand for premises. The vacant units are dispersed throughout the centre, but there are concentrations of vacant units in Saxon Square Shopping Centre and along Bargates.

3.16 Table 3.3 highlights the main national multiple comparison good retailers present in the Town Centre.

Table 3.3 National Multiple Comparison Retailers

M&Co	Shoe Zone	Carphone Warehouse	Superdrug
Card Factory	Mountain Warehouse	02	Poundland
Millets	Argos	WH Smith	Robert Dyas
Boots	New Look		

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017)

3.17 Christchurch Town Centre has a good range of non-retail service uses, however a number of the Class A3 uses are coffee shops, rather than restaurants that remain open later into the evening. There is a small number of chain restaurants/cafés within the town centre, i.e. Café Nero, Costa, Prezzo and Pizza Express, supported by a range of independent cafés and a limited range of independent restaurants, which together provide a reasonable choice. The main leisure/ entertainment facility within the town centre is the Regent Centre cinema on the High Street.

Characteristics of the Shopping Area

3.18 The adopted Local Plan defines the Primary Shopping Area and Town Centre boundaries of Christchurch around the High Street and Bargates, including the Saxon Square Shopping Centre, Saxon Centre and parts of Castle Street and Priory View Court. The Primary Shopping Frontage runs along the High Street, Saxon Square Shopping Centre and parts of Bargates. The Secondary Shopping Frontage includes parts of Church Street, Castle Street, the Saxon Centre and parts of Bargates. During the site visit, the highest footfall was observed on the High Street along the Primary Shopping Area. Footfall was lower along Bargates and in Saxon Square Shopping Centre.

3.19 In general the quality of the streetscape/environment in Christchurch Town Centre is considered good to very good, as shown in Table 3.4, with the exception of Saxon Square and the Saxon Centre on Bargates. There are a number of attractive historic buildings which are well maintained. The commercial shopfronts/fascia along the High Street are also of good quality. There is scope for improvement at the Saxon Centre, along Bargates and in the Saxon Square Shopping Centre, where there are some lower quality commercial units/facades, which do not contribute to the overall historic environment of the Town Centre. Footfall and the quality of the streetscape are relatively poor in Saxon Square Shopping Centre.

Table 3.4 Quality of the Streetscape/Environment

Performance Indicator	2017 Score
Quality of paving/street materials	3
Quality of street furniture	4
Quantity of street furniture	4
Quality of public art	2
Quality of street maps/signage	3
Quantity of street maps/signage	4
Quality of street lighting	4
Quantity of street lighting	3
Quality of commercial units	4
Quality of planting/landscaping	4
Quantity of planting/landscaping	4
Quantity/quality of public open space	4
Evidence of CCTV coverage	3
Perception of safety	4

Source: Lichfields' Analysis

3.20 The cleanliness of Christchurch Town Centre is considered very good/excellent overall, with limited evidence of litter, vandalism, graffiti or fly posting. The scores are shown in Table 3.5.

Table 3.5 Cleaning and Maintenance

Performance Indicator	2017 Score
Litter and street cleaning	4
Vandalism/Graffiti	5
Fly-posting	5

Source: Lichfields' Analysis

3.21 Movement in and around Christchurch Town Centre was considered reasonable, however the link between Bargates and the High Street could be improved as it is dissected by the Fountain roundabout. This roundabout hinders pedestrian movement between the two areas, although there is a subway link. There is a choice of car parks available within close proximity to the centre.

Accessibility and Movement

Table 3.6 Accessibility and Movement

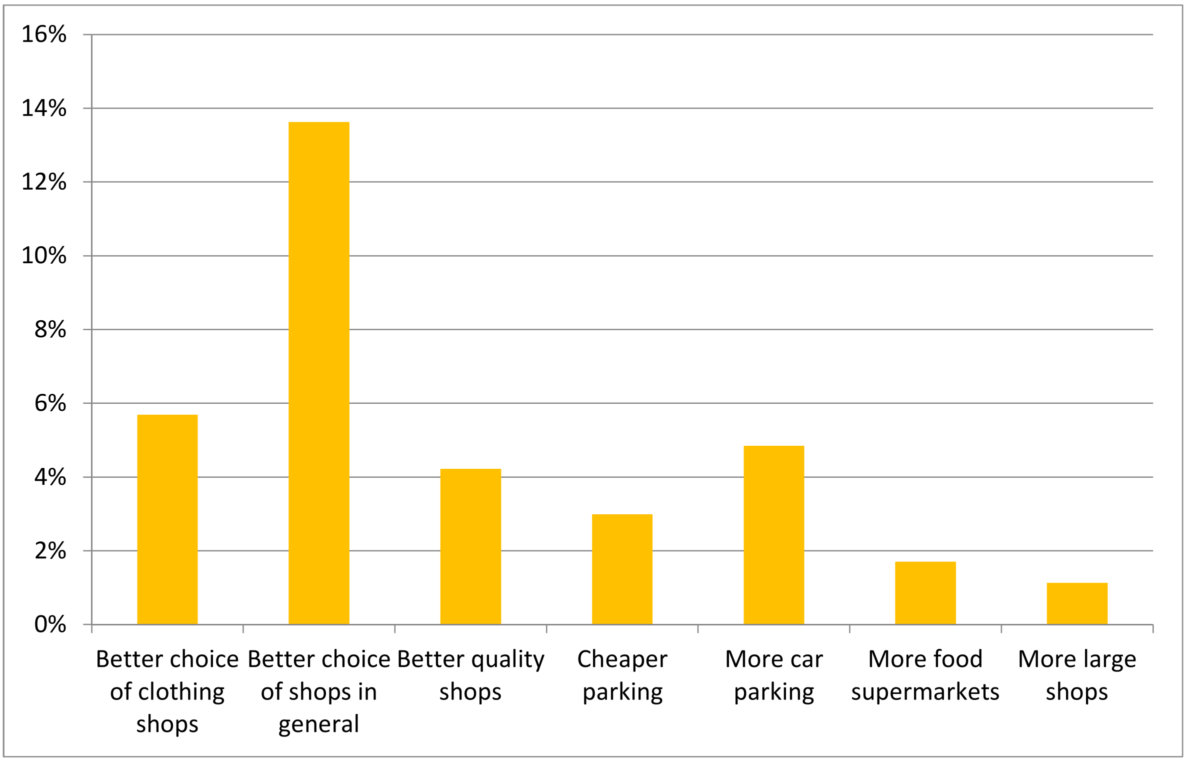
Performance Indicator	2017 Score
Width of pavements	3
Pedestrian/vehicular conflict	3
Traffic congestion	3
Frequency of pedestrian crossings	3
Location and convenience of car parks	5
Quality of bus stops/shelters	3
Location/convenience/number of bus stops	4
Well signed to town centre/car parks	4

Source: Lichfields' Analysis

Views of Customers

3.22 Respondents to the household survey were asked which of the defined centres in Bournemouth, Christchurch and East Dorset they had visited for shopping in the last 12 months. Those who had visited Christchurch Town Centre were then asked what would make them shop more often in Christchurch Town Centre and Figure 3.1 below shows the main responses.

Figure 3.1 Household Survey Results – What would make you shop more in Christchurch Town Centre



Source: NEMS Household Survey Results April 2017

3.23 Of the respondents who suggested improvements to the town centre, the majority mentioned better choice of shops in general and a better choice of clothing shops. In addition, a number of respondents mentioned more choice in car parking and cheaper car parking. These responses suggest that improvements to the range and choice of shops as well as the presence of larger shops may help to increase the number of visitors to Christchurch Town Centre, but it should be noted that the actual number of respondents to this question was relatively low, the highest number (77 people) suggesting a better choice of shops in general.

SWOT Analysis

3.24 The SWOT analysis below is based on Lichfields' audit of the town centre and the household survey results.

Strengths

- Good range of independent shops for a centre of its size.
- An attractive townscape, with a number of historic buildings.
- A number of convenient and public car parks located in close proximity to the Town Centre.
- The proportion of vacant units is below the national average, suggesting a good demand for units.
- There is low perception of crime or anti-social behaviour.

Weaknesses

- Concentration of vacant units in the Saxon Square Shopping Centre and Saxon Centre. The shopping environment in this area could be improved.
- Pedestrian/vehicular conflict, particularly around the Fountain Roundabout, reduces the quality of the shopping environment.
- The food and grocery choice has been weakened by the closure of Budgens.
- Fragmented centre with poor linkages between the High Street and Bargates separated by Fountains Roundabout.
- The centre has a relatively limited higher order comparison offer, attracting a low market share of comparison goods spending within the study area.

Opportunities

- Improved pedestrian linkages between Bargates and the High Street.
- Improvements to the leisure offer may increase visitors, particularly in the evenings.
- The Magistrates Court site presents a development opportunity that could include additional retail/leisure floorspace.
- Optimisation/redevelopment of the Saxon Square Shopping Centre/Saxon Centre to improve the retail environment and shopping offer.
- Opportunity for the development of The 'Lanes'.

Threats

- The continued polarisation of investment within larger centres, particularly regional centres such as Southampton, and second tier centres such as Bournemouth and Castlepoint, may limit operator demand for new premises in Christchurch. Lower commercial values may affect the viability of regeneration proposals.
- In light of the polarisation above, Christchurch's lower positon in the shopping hierarchy may reduce its ability to attract investment in the future.
- Increased traffic through the town centre will continue to affect the shopping environment particularly in Bargates.

Highcliffe District Centre

3.25 Highcliffe is designated as a District Centre, a second tier centre below the Town Centres. Highcliffe has a limited selection of retail and service uses, but the provision is consistent with its role as a District Centre. Its key roles include:

- **Convenience shopping** – there is a Coop (673 sq.m net) and a Tesco Express (232 sq.m net) which are suitable for top-up rather than bulk food shopping. These stores are supported by a number of smaller convenience stores including a newsagent, butchers and delicatessen.
- **Comparison shopping** – there is a limited range comparison shops, comprising primarily of small independent specialist traders and charity shops.
- **Services** – there is a range of service uses, including, estate agents, travel agents, hairdressers, funeral directors and solicitors.

3.26 The household shopper survey (Volume 1, Appendix 6) provides an indication of the role of Highcliffe. Highcliffe is not a main destination for food or non-food shopping (main destination) within Zone 4: Christchurch East/Highcliffe. These results suggest Highcliffe District Centre has a small localised catchment area.

3.27 The convenience goods expenditure attracted to Highcliffe is £8.12 million in 2017 (Volume 1, Appendix 2), which is equivalent to 2.5% of the total convenience goods spending attracted to Christchurch and East Dorset's stores and centres. The comparison goods expenditure attracted to Highcliffe is £2.01 million in 2017 (Volume 1, Appendix 3), equivalent to 0.6% of the total comparison goods spending in Christchurch and East Dorset as a whole. Food and beverage expenditure attracted to Highcliffe is £6.32 million (Volume 1, Appendix 4), 2.75% of the total food and beverage spending within Christchurch and East Dorset.

3.28 The combined turnover of Highcliffe at 2017 is £16.45 million, split approximately 49% convenience goods trade, 12% comparison goods and 39% food and beverage. This indicates Highcliffe's very limited shopping and leisure role when compared with other centres in Christchurch and East Dorset.

3.29 Javelin's Venuescore does not rank Highcliffe due to its limited size and lack of national multiple retailers. At the top of the UK hierarchy in the local area are the centres of Southampton (ranked 20th), Bournemouth (ranked 72nd), Salisbury (ranked 94th) and Poole (ranked 112th) all of which influence shopping patterns across Christchurch and East Dorset.

Mix of Uses and Retailer Representation

3.30 Highcliffe has 105 Class A retail/service uses. The diversity of Class A uses present in the centre is set out in Table 3.7, and the results are compared with the national average. The mix of uses is broadly similar to the national average and there are no obvious areas of deficiency, perhaps with the exception of Class A4 pubs/bars.

3.31 The proportion of Class A1 comparison units within Highcliffe is comparable with the national average, whilst the proportion of Class A1 convenience units is lower than the average. Small town centres such as Highcliffe normally have a lower proportion of comparison good shops and a higher proportion of convenience shops, reflecting their day to day shopping role. The comparison goods retailers primarily comprise of charity shops and small independent specialist traders. The only national comparison goods multiple present is Lloyds Pharmacy.

3.32 The proportion of Class A1 service uses is significantly above the national average. This is consistent with Highcliffe's role as a local service centre. The provision of Class A3/A5 units in Highcliffe is slightly below the national average.

Table 3.7 Highcliffe Use Class Mix by Unit

Type of Unit	No. of Units	% of Total Number of Units	
		Highcliffe (%)	UK Average (%)
A1 – Comparison	34	32.4	33.4
A1 – Convenience	7	6.7	10.4
A1 – Service	26	24.8	13.0
A2 – Service	15	14.3	11.8
A3	8	7.6	9.5
A5	5	4.8	6.0
A4 pubs/bars	1	1.0	4.6
Vacant	9	8.6	11.2
Total	**105**	**100**	**100**

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017) and UK Average for all town centres surveyed by GOAD Plans

3.33 There were 9 vacant units, and the vacancy rate is just below the national average. The vacant units are spread throughout the centre, and are predominantly small units ranging from 40 sq.m to 180 sq.m.

Characteristics of the Shopping Area

3.34 Highcliffe is a linear centre with the main shopping area concentrated along Lymington Road. The highest footfall was observed in the area along Lymington Road between Bucehayes Close and Waterfront Road.

Quality of the Streetscape/Environment

Table 3.8 Quality of the Streetscape/Environment

Performance Indicator	2017 Score
Quality of paving/street materials	3
Quality of street furniture	2
Quantity of street furniture	2
Quality of public art	1
Quality of street maps/signage	3
Quantity of street maps/signage	3
Quality of street lighting	3
Quantity of street lighting	4
Quality of commercial units	2
Quality of planting/landscaping	2
Quantity of planting/landscaping	2
Quantity of public open space	1
Quality of public open space	2
Evidence of CCTV coverage	3
Perception of safety	3

Source: Lichfields' Analysis

3.35 Overall the quality of the streetscape/environment in Highcliffe is considered to be reasonably low, with limited public realm, open space or street furniture. There are planting/benches outside Tesco Express. The commercial shopfronts/fascia are generally of reasonable quality, but most of the buildings have little architectural merit. The cleanliness of Highcliffe was considered very good/excellent overall, with limited evidence of litter, vandalism, graffiti or fly posting.

Cleaning and Maintenance

Table 3.9 Cleaning and Maintenance

Performance Indicator	2017 Score
Litter and street cleaning	4
Vandalism/Graffiti	5
Fly-posting	5

Source: Lichfields' Analysis

Accessibility and Movement

Table 3.10 Accessibility and Movement

Performance Indicator	2017 Score
Width of pavements	3
Pedestrian/vehicular conflict	2
Traffic congestion	2
Frequency of pedestrian crossings	3
Location and convenience of car parks	4
Quality of bus stops/shelters	4
Location/convenience/number of bus stops	4
Well signed to town centre/car parks	4

Source: Lichfields' Analysis

3.36 Movement in and around Highcliffe was considered to be reasonable, but Lymington Road is a busy main road which creates conflict between pedestrian and vehicular movement. As the centre is linear in nature, the main road creates a barrier for pedestrians. There are a number of pedestrian crossings which assist movement. There is a good range of car parks available in, or within close proximity to the centre.

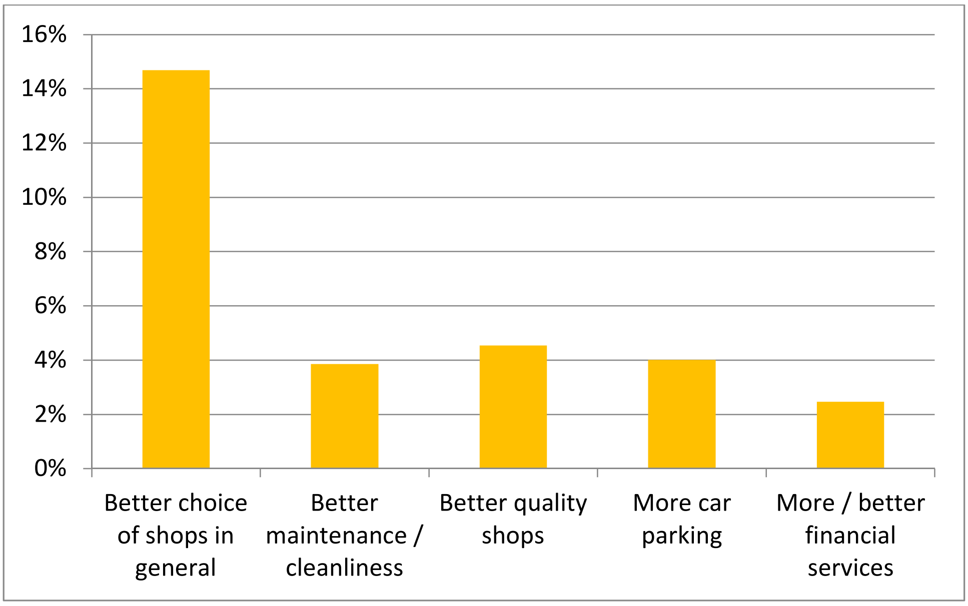
Views of Customers

3.37 Respondents to the household survey were asked which of the defined centres in Bournemouth, Christchurch and East Dorset they had visited for shopping in the last 12 months. Those who had visited Highcliffe in the last 12 months were then asked what would make them shop more often in Highcliffe Figure 3.2 below shows the main responses.

3.38 Of the respondents who suggested improvements to Highcliffe, the majority mentioned the need for a better choice of shops in general and better quality shops. In addition, a small number of respondents mentioned more choice in car parking and better maintenance/cleanliness of the centre.

3.39 These survey responses suggest there is scope for improvement to the range and choice of shops in Highcliffe, which could help to increase the number of visitors. It should be noted that the overall number of responses to this question was relatively low, with only 22 people suggesting a better choice of shops in general.

Figure 3.2 Household Survey Results – What would make you shop more in Highcliffe



Source: NEMS Household Survey Results April 2017

SWOT Analysis

3.40 The SWOT analysis below is based on Lichfields' audit of the district centre and the household survey results.

Strengths

- There are convenient and public car parks located in close proximity to the centre.
- The centre meets a local retail and service needs.
- There is a range of independent specialist shops.
- The centre is clean, with little evidence of litter, vandalism, graffiti or fly posting.
- There is limited perception of crime or anti-social behaviour.

Weaknesses

- Food and grocery shopping is limited to top-up shopping rather than main and bulk food shopping.
- The centre has a limited higher order comparison offer, attracting a low market share of comparison goods spending.
- The centre has a low proportion of national multiple retailers.
- Lymington Road is a busy main road that affects pedestrian movement and detracts from the overall shopping environment.
- There are a limited number of evening uses within the centre.
- Lack of development opportunities for further expansion.

Opportunities

- Improvements to the public realm and pedestrian environment may increase visitors to the area.

Threats

- Increased traffic through the centre.
- The continued polarisation of investment within other larger centres may limit operator demand for new premises in Highcliffe. Lower commercial values may affect the viability of regeneration proposals.

Ferndown Town Centre

3.41 Ferndown is designated as a Town Centre the top tier in the District's retail hierarchy, alongside Christchurch, Verwood and Wimborne. It provides an important shopping, service and employment function. Ferndown has a reasonable selection of retail and service uses, and its key roles include:

- **Convenience shopping** – a large Tesco (3,293 sq.m net), and is supported by smaller convenience units. There are a number of out of centre convenience stores including, Sainsbury's (4,101 sq.m net) and M&S Foodhall (943 sq.m net).
- **Comparison shopping** – there is a relatively small range of comparison shops, comprising primarily of small independent specialist traders and charity shops.
- **Services** – there is a range of service uses, including, a post office, betting shops, banks, estate agents, hairdressers, travel agents and a dry cleaner.

3.42 The household shopper survey (Volume 1, Appendix 6) provides an indication of the role of Ferndown. Ferndown attracts a small market share of household expenditure for non-food shopping. It is the main non-food destination within the following zones:

1 Zone 5: Ferndown/Highcliffe 7.9%; and

2 Zone 6: Wimborne 3.4%.

3.43 The market shares for convenience goods shopping (main destination) are:

1 Zone 5: Ferndown/Highcliffe 44.0%; and

2 Zone 6: Wimborne 22.0%.

3.44 This suggests Ferndown Town Centre serves a relatively small catchment area for non-food shopping. The Tesco and Sainsbury's stores in Ferndown attract a higher market share of main food and grocery shopping trips from these two zones.

3.45 The convenience goods expenditure attracted to Ferndown is £74.36 million in 2017 (Volume 1, Appendix 2), which is equivalent to 23% of the total convenience goods spending attracted to Christchurch and East Dorset's stores and centres. The comparison goods expenditure attracted to Ferndown is £51.14 million in 2017 (Volume 1, Appendix 3), equivalent to 9.8% of the total comparison goods spending in Christchurch and East Dorset as a whole. Food and beverage expenditure attracted to Ferndown is £16.25 million (Volume 1, Appendix 4), 7% of the total food and beverage spending within Christchurch and East Dorset.

3.46 The combined turnover of Ferndown at 2017 is £141.75 million, split approximately 52% convenience goods trade, 36% comparison goods and 11% food and beverage. This indicates Ferndown's role as a main convenience shopping destination, due to the presence of large food stores.

3.47 Javelin's Venuescore UK rank for Ferndown is 1,233th in 2016/17. By way of comparison the centre was also ranked 1,233th in 2015/16, 1,204th in 2013/14 and 1123rd in 2010. At the top of the hierarchy in the local area are the centres of Southampton (ranked 20th), Bournemouth (ranked 72nd), Salisbury (ranked 94th) and Poole (ranked 112th) all of which influence shopping patterns across Christchurch and East Dorset.

Mix of Uses and Retailer Representation

3.48 Ferndown has 110 Class A retail/service uses. The diversity of Class A uses is set out in Table 3.11, and the results are compared with the national average. The proportion of Class A1 comparison units within Ferndown is consistent with the national average, but the proportion of

Class A1 convenience units is much lower than average. This does not suggest Ferndown's convenience good offer is deficient because these facilities are concentrated within large food stores.

Table 3.11 Ferndown Use Class Mix by Unit

Type of Unit	No. of Units	% of Total Number of Units	
		Ferndown (%)	UK Average (%)
A1 – Comparison	35	31.8	33.4
A1 – Convenience	6	5.5	10.4
A1 – Service	20	18.2	13.0
A2 – Service	23	20.9	11.8
A3	7	6.4	9.5
A5	7	6.4	6.0
A4 pubs/bars	2	1.8	4.6
Vacant	10	9.1	11.2
Total	**110**	**100**	**100**

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017) and UK Average for all town centres GOAD Plans

3.49 In terms of comparison goods retailers, this sector primarily comprises charity shops and small independent specialist traders. There are some national multiples present, including Boots, Savers, Wilko's and Holland and Barrett.

3.50 Ferndown has a high proportion of Class A1 and A2 services, but a below average provision of Class A3 /A4 uses. Ferndown has a slightly lower than average vacancy rate, with 10 vacant units, which indicates a reasonable balance between the supply and demand for units.

Characteristics of the Shopping Area

3.51 The Local Plan defines the Primary Shopping Area and Town Centre boundaries of Ferndown around Victoria Road, Spinneys Lane and Ringwood Road. The Primary Shopping Frontage runs along Penny's Walk, the Ferndown Centre and part of Victoria Road. The Secondary Shopping Frontage runs along the upper and lower parts of Victoria Road and along Ringwood Road. The highest footfall was observed along Penny's Walk, in the Primary Shopping Area. Footfall was lower along the upper parts of Victoria Road and Ringwood Road.

3.52 Overall the quality of the streetscape/environment in Ferndown was considered to be fair to good for most factors, as shown in Table 3.12. There are wide pavements along Victoria Road and the Ferndown Centre is pedestrianised.

3.53 There is tree planting along Victoria Road, enhancing the overall shopping environment. The commercial shopfronts/fascia are generally reasonable quality. There is still scope for improvement in the overall shopping environment.

Quality of the Streetscape/Environment

Table 3.12 Quality of the Streetscape/Environment

Performance Indicator	2017 Score
Quality of paving/street materials	3
Quality of street furniture	3
Quantity of street furniture	3
Quality of public art	1
Quality of street maps/signage	3
Quantity of street maps/signage	3
Quality of street lighting	3
Quantity of street lighting	4
Quality of commercial units	3
Quality of planting/landscaping	3
Quantity of planting/landscaping	3
Quantity of public open space	3
Quality of public open space	2
Evidence of CCTV coverage	2
Perception of safety	3

Source: Lichfields' Analysis

Cleaning and Maintenance

Table 3.13 Cleaning and Maintenance

Performance Indicator	2017 Score
Litter and street cleaning	4
Vandalism/Graffiti	5
Fly-posting	5

Source: Lichfields' Analysis

3.54 The cleanliness of Ferndown was considered very good/excellent overall, with very limited evidence of litter, vandalism, graffiti or fly posting.

Accessibility and Movement

Table 3.14 Accessibility and Movement

Performance Indicator	2017 Score
Width of pavements	4
Pedestrian/vehicular conflict	3
Traffic congestion	3
Frequency of pedestrian crossings	3
Location and convenience of car parks	4
Quality of bus stops/shelters	3
Location/convenience/number of bus stops	3
Well signed to town centre/car parks	3

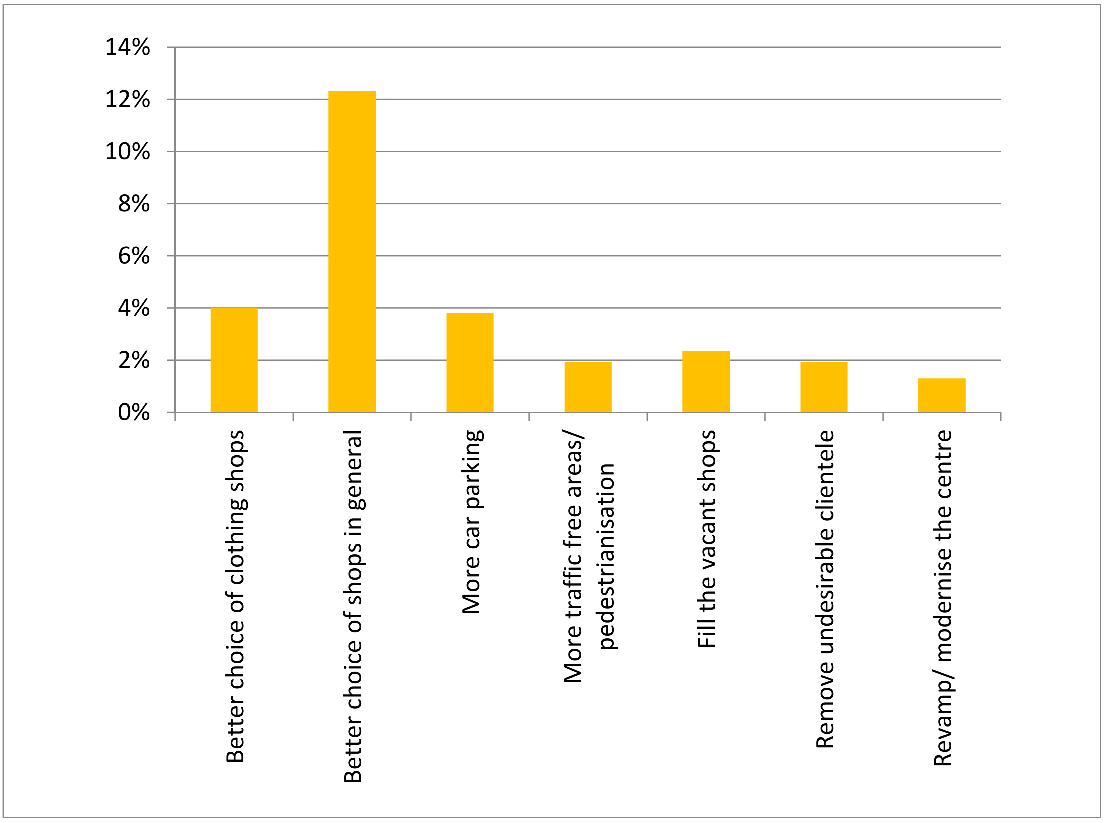
Source: Lichfields' Analysis

3.55 Overall movement in and around Ferndown was considered to be reasonable, but Victoria Road and Ringwood Road are busy main roads which can become congested, creating conflict between pedestrian and vehicular movement. There are some pedestrian crossings, but provision could be improved to assist pedestrian movement. There is a choice of car parks available in, or within close proximity to the centre.

Views of Customers

3.56 Respondents to the household survey were asked which of the defined centres in Bournemouth, Christchurch and East Dorset they had visited for shopping in the last 12 months. Those who had visited Ferndown in the last 12 months were then asked what would make them shop more often in Ferndown. Figure 3.3 below shows the main responses to this question.

Figure 3.3 Household Survey Results – What would make you shop more in Ferndown



Source: NEMS Household Survey Results April 2017

3.57 Of the respondents who suggested improvements to Ferndown, the majority mentioned better choice of shops in general, and a better choice of clothing shops. In addition, a small number of respondents mentioned other improvements that could make them shop in the centre more often, such as more car parking, more pedestrianised areas, addressing perceptions of anti-social behaviour and lowering the vacancy rate.

3.58 These responses suggest that potential improvement to the range and choice of shops could increase the number of visitors to Ferndown, although only 38 people suggested this improvement. Whilst other improvement measures were mentioned, the number of people who suggested these improvements was very low (i.e. 12 or less people).

SWOT Analysis

3.59 The SWOT analysis below is based on Lichfields' audit of the Town Centre and the household survey results.

Strengths

- Food and grocery shopping provision suitable for main and top-up shopping.
- A reasonable range of independent specialist shops.

- There are a number of convenient and public car parks located in close proximity to the Centre.
- The proportion of vacant units is below the national average, suggesting a good balance between supply and demand for units.
- The centre is clean, with little evidence of litter, vandalism, graffiti or fly posting.

Weaknesses

- The centre has a limited comparison offer, attracting a low market share of comparison goods spending within the study area.
- The centre has small selection of national multiple retailers.
- Victoria Road and Ringwood Road are busy main roads that can create conflict for pedestrians and detract from the overall shopping environment.

Opportunities

- Improvements to the public realm and pedestrian environment may increase visitors to the centre.
- The large Tesco store is a key anchor to the centre that may help to attract more national multiple retailers to complement the retail offer.
- Potential to extend retail/leisure offer on identified sites.

Threats

- Increased traffic through the centre.
- The continued polarisation of investment within other larger centres may limit operator demand for new premises in Ferndown. Lower commercial values may affect the viability of regeneration proposals.

Verwood Town Centre

3.60 Verwood is designated as a Town Centre, within the top tier of the retail hierarchy, alongside Christchurch, Ferndown and Wimborne. It provides an important service and employment function.

Verwood has a limited selection of retail and service uses, and its key roles include:

- **Convenience shopping** – in the centre there is a small Tesco Express (254 sq.m net) suitable for top up shopping. This is supported by a butcher and greengrocer. The main supermarket is the large out of centre Morrison's store (3,303 sq.m net).
- **Comparison shopping** – there is a limited range of comparison shops, comprising primarily of small independent specialist traders and charity shops.
- **Services** – there is a range of service uses, including, a post office, banks, estate agents, hairdressers, travel agent, accountants and a dry cleaners.

3.61 The household shopper survey (Volume 1, Appendix 6) provides an indication of the role of Verwood. Verwood attracts most of its non-food expenditure from Zone 5: Ferndown/Verwood and Zone 11: Ringwood/Fordingbridge, but it attracts a very small market share of household expenditure, 4.2% and 0.5% respectively. Verwood attracts a higher market share of convenience goods expenditure from these two zones, i.e. 30.4% and 11.1% respectively.

3.62 These results suggest Verwood serves a small local catchment area for non-food shopping. The Morrison's store in Verwood attracts a higher market share of main food and grocery shopping trips from these two zones.

3.63 The convenience goods expenditure attracted to Verwood is £52.75 million in 2017 (Volume 1, Appendix 2), which is equivalent to 16.4% of the total convenience goods spending attracted to Christchurch and East Dorset's stores and centres. The comparison goods expenditure attracted to Verwood is £10.57 million in 2017 (Volume 1, Appendix 3), equivalent to 3.2% of the total comparison goods spending in Christchurch and East Dorset as a whole. Food and beverage expenditure attracted to Verwood is £15.71 million (Volume 1, Appendix 4), 6.8% of the total food and beverage spending within Christchurch and East Dorset.

3.64 The combined turnover of Verwood at 2017 is £123.07 million, split approximately 65% convenience goods trade, 13% comparison goods and 22% food and beverage. This indicates Verwood's main role is a convenience shopping destination.

3.65 Javelin's Venuescore UK rank for Verwood is 2,566th in 2016/17. By way of comparison the centre was ranked 3,152th in 2015/16. The centre was not ranked in years previous to this. At the top of the hierarchy in the local area are the centres of Southampton (ranked 20th), Bournemouth (ranked 72nd), Salisbury (ranked 94th) and Poole (ranked 112th) all of which influence shopping patterns across Christchurch and East Dorset.

Mix of Uses and Retailer Representation

3.66 Verwood has 42 Class A retail/service uses, and is the smallest of the defined Town Centres in terms of the number of units. The diversity of Class A uses present is set out in Table 3.15, and the results are compared with the national average.

3.67 In line with most small town centres, Verwood has a much lower than average provision of Class A1 comparison units. The provision of Class A1 and A2 service uses is much higher than the national average, reflecting the centre's role as a service centre rather than a higher order comparison shopping destination.

Table 3.15 Verwood Use Class Mix by Unit

Type of Unit	No. of Units	% of Total Number of Units	
		Verwood (%)	UK Average (%)
A1 – Comparison	13	31.0	33.4
A1 – Convenience	4	9.5	10.4
A1 – Service	8	19.0	13.0
A2 – Service	13	30.9	11.8
A3	1	2.4	9.5
A5	2	4.9	6.0
A4 pubs/bars	0	0	4.6
Vacant	1	2.4	11.2
Total	**42**	**100**	**100**

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017) and UK Average for all town centres surveyed by GOAD Plans

3.68 Verwood has a below average provision of food and beverage outlets (Class A3/A4/A5 units). Verwood has a low vacancy rate with only one vacant unit. This indicates a good balance between the supply and demand for units.

Characteristics of the Shopping Area

3.69 The adopted Local Plan defines the Primary Shopping Area and Town Centre boundaries of Verwood around parts of Ringwood Road, Station Road and Manor Road. There are no defined Primary or Secondary Shopping Frontages and the centre is fragmented. During the site visit, the highest footfall was observed around Manor Way, adjacent to the Ferrett Green.

Quality of the Streetscape/Environment

Table 3.16 Quality of the Streetscape/Environment

Performance Indicator	2017 Score
Quality of paving/street materials	4
Quality of street furniture	4
Quantity of street furniture	4
Quality of public art	1
Quality of street maps/signage	4
Quantity of street maps/signage	3
Quality of street lighting	4
Quantity of street lighting	4
Quality of commercial units	3
Quality of planting/landscaping	4
Quantity of planting/landscaping	4
Quantity of public open space	4
Quality of public open space	4
Evidence of CCTV coverage	2
Perception of safety	4

Source: Lichfields' Analysis

3.70 The quality of the streetscape/environment in Verwood was considered to be good to very good. There is an attractive Green with benches, mature trees and public toilets. Shops and Costa Coffee offer outdoor seating overlooking the Green. The commercial shopfronts/fascia are generally of good quality, but some buildings have limited architectural merit. The cleanliness of

Verwood was considered very good/excellent overall, with limited evidence of litter, vandalism, graffiti or fly posting.

Cleaning and Maintenance

Table 3.17 Cleaning and Maintenance

Performance Indicator	2017 Score
Litter and street cleaning	4
Vandalism/Graffiti	5
Fly-posting	5

Source: Lichfields' Analysis

Accessibility and Movement

Table 3.18 Accessibility and Movement

Performance Indicator	2017 Score
Width of pavements	4
Pedestrian/vehicular conflict	3
Traffic congestion	4
Frequency of pedestrian crossings	3
Location and convenience of car parks	5
Quality of bus stops/shelters	4
Location/convenience/number of bus stops	4
Well signed to town centre/car parks	4

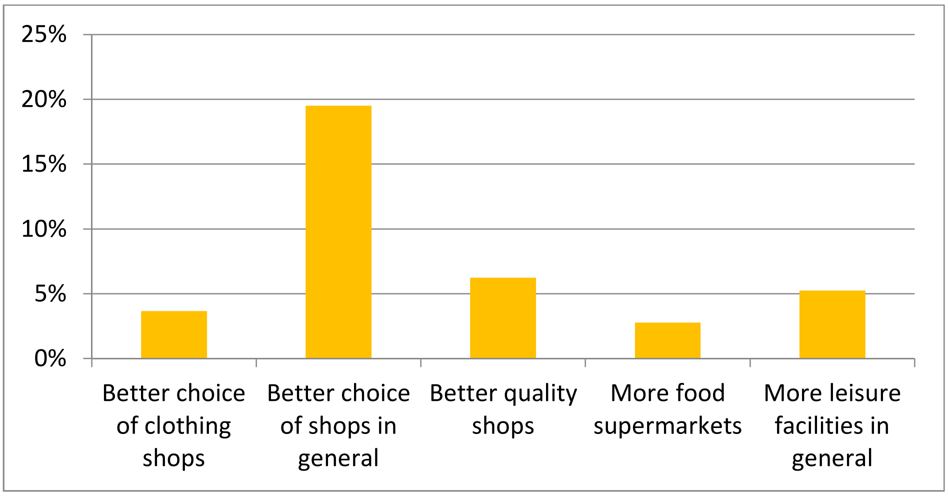
Source: Lichfields' Analysis

3.71 Pedestrian movement in and around Verwood was considered good. A main road (B3081) runs through the centre, but at the time of the site visit this road was not congested. In terms of car parks, there is a good provision available in, or within, close proximity to the centre.

Views of Customers

3.72 Respondents to the household survey were asked which of the defined centres in Bournemouth, Christchurch and East Dorset they had visited for shopping in the last 12 months. Those who had visited Verwood in the last 12 months were then asked what would make them shop more often in Verwood. Figure 3.4 below shows the main responses to the question:

Figure 3.4 Household Survey Results – What would make you shop more in Verwood



Source: NEMS Household Survey Results April 2017

3.73 Of the respondents who suggested improvements to Verwood, the majority mentioned better choice of shops in general, a better choice of clothing shops and a better quality of shops. Whilst other improvement measures were mentioned, the number of people who suggested these improvements was low.

SWOT Analysis

3.74 The SWOT analysis below is based on Lichfields' audit of the Town Centre and the household survey results.

Strengths

- Attractive environment, with a local village feel.
- There are a number of convenient and public car parks located in close proximity to the centre.
- The proportion of vacant units is below the national average, suggesting a good balance between supply and demand for units.
- There is a low perception of crime or anti-social behaviour.
- The centre is clean, with little evidence of litter, vandalism, graffiti or fly posting.

Weaknesses

- Verwood relies upon out of centre food store provision to attract the majority of customers.
- The centre has a limited comparison offer, attracting a low market share of comparison goods spending within the study area.
- The centre has a low proportion of national multiple retailers.
- There is a lack of leisure uses and evening economy uses.

Opportunities

- Potential to improve the retail/leisure offer.
- Improvements in Verwood's leisure offer may increase visitors within the centre, which in turn will offer an opportunity for an increased food and beverage uses.

Threats

- The continued polarisation of investment within other larger centres may limit operator demand for new premises in Verwood. Lower commercial values may affect the viability of regeneration proposals.
- Lack of development sites to accommodate new investment.

Wimborne Town Centre

3.75 Wimborne is designated as a Town Centre, within the top tier of the retail hierarchy, alongside Christchurch, Ferndown and Verwood. It provides a number of important functions such as shopping, leisure, entertainment, recreation and employment.

3.76 Wimborne has a reasonably good selection of retail, leisure and service uses for a centre of its size, and its key roles include:

- **Convenience shopping** – a large Waitrose store (1,651 sq.m net) and a Co-op (1,168 sq.m net). These larger stores are supported by a number of smaller convenience units, including a butchers and a number of bakeries.
- **Comparison shopping** – there is a reasonable range and choice of comparison goods shops when compared with some other centres in the District, predominantly comprising small independent traders and boutiques.
- **Services** – there is a range of service uses, including, estate agents, hairdressers, travel agents, dry cleaners, banks, accountants and solicitors.
- **Entertainment** – town centre entertainment includes the Tivoli theatre and cinema, together with a number of cafés, restaurants and public houses.

3.77 The household shopper survey (Volume 1, Appendix 6) provides an indication of the role of Wimborne. Wimborne attracts most of its non-food expenditure from Zone 6: Wimborne (22.0%). It attracts a higher market share of convenience goods expenditure from this zone (29%). These results suggest Wimborne serves a local catchment area for food and non-food shopping.

3.78 The convenience goods expenditure attracted to Wimborne is £48.09 million in 2017 (Volume 1, Appendix 2), which is equivalent to 14.9% of the total convenience goods spending attracted to Christchurch and East Dorset's stores and centres. The comparison goods expenditure attracted to Wimborne is £57.99 million in 2017 (Volume 1, Appendix 3), equivalent to 17.5% of the total comparison goods spending in Christchurch and East Dorset as a whole. Food and beverage expenditure attracted to Wimborne is £80.33 million (Volume 1, Appendix 4), 35% of the total food and beverage spending within Christchurch and East Dorset.

3.79 The combined turnover of Wimborne at 2017 is £233.21 million, split approximately 26% convenience goods trade, 31% comparison goods and 43% food and beverage. This indicates Wimborne has a significant food and beverage role.

3.80 Javelin's Venuescore UK rank for Wimborne is 847th in 2016/17, which is the second best performing centre in Christchurch and East Dorset. By way of comparison the centre was ranked 882nd in 2015/16, 901st in 2013/14 and 1385th in 2010. At the top of the hierarchy in the local area are the centres of Southampton (ranked 20th), Bournemouth (ranked 72nd), Salisbury (ranked 94th) and Poole (ranked 112th) all of which influence shopping patterns across Christchurch and East Dorset.

Mix of Uses and Retailer Representation

3.81 Wimborne has 199 Class A retail/service uses. The diversity of Class A uses present in the centre is set out in Table 3.19, and the results are compared with the national average.

3.82 The mix of uses within Wimborne town centre is broadly similar to the national average. The most noticeable differences are the high proportion of Class A2 services and Class A4 pubs/ bars. The latter is consistent with Wimborne's role as an historic market town, attracting visitors during the day and evenings. The proportion of Class A1 comparison units within the town centre is slightly above the national average, whilst the proportion of Class A1 convenience units is below the national average. Town centres of Wimborne's size (medium sized) would normally have a higher proportion of comparison goods shops. Wimborne has a slightly lower than average proportion of vacant units when compared with the national average.

Table 3.19 Wimborne Use Class Mix by Unit

Type of Unit	No. of Units	% of Total Number of Units	
		Wimborne (%)	UK Average (%)
A1 – Comparison	73	36.7	33.4
A1 – Convenience	12	6.0	10.4
A1 – Service	28	14.1	13.0
A2 – Service	31	15.6	11.8
A3	19	9.5	9.5
A5	4	2.0	6.0
A4 pubs/bars	15	7.5	4.6
Vacant	17	8.5	11.2
Total	**199**	**100**	**100**

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017) and UK Average for all town centres surveyed by GOAD Plans

3.83 In overall terms the proportion of Class A1 uses is the same as the national average (56.8%), although the proportion of non-A1 units in the primary retail frontages now exceeds the 30% local plan policy threshold. Strengthening the comparison good offer within the primary shopping frontages will help to maintain the vitality and viability of the centre.

3.84 Wimborne is a historic market town which comprises a number of independent boutique retailers. National multiple comparison good retailers are more limited. Table 3.20 provides a breakdown of the national retailers present in the centre.

Table 3.20 National Multiple Comparison Retailers

Superdrug	Crew Clothing	Fat Face	Holland and Barrett
Lloyds	Edinburgh Woollen Mill	Phase Eight	M&Co
Clarks	WH Smith		

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017)

3.85 Wimborne has a wide range of non-retail service uses including chain restaurants/cafés/ bars e.g. Costa Coffee and Prezzo. Most cafés/restaurants/bars are independent that provide an excellent choice. In terms of leisure and entertainment, the main facility is the Tivoli theatre, which provides a cinema and theatre destination.

3.86 There were 15 vacant units within Wimborne (August 2017), a vacancy rate of 8.5%, which is below the national average of 11.2%. This indicates a reasonable balance between the supply and demand for units. The vacant units are dispersed throughout the centre and range in size from around 40 to 160 sq.m.

Characteristics of the Shopping Area

3.87 The adopted Local Plan defines the Primary Shopping Area and Town Centre boundaries of Wimborne around The Square, East Borough, High Street, Mill Lane, East Street and the Waitrose store. The Primary Shopping Frontage runs along The Square, High Street and part of Crown Mead shopping centre. The Secondary Shopping Frontage includes parts of West Street, Church Street, Mill Lane, Leigh Road and East Street, as well as other smaller side streets. The highest footfall was observed on the High Street along the Primary Shopping Area and in The Square. Footfall was generally lower along Crown Mead and East Street/Leigh Road.

Quality of the Streetscape/Environment

3.88 The quality of the streetscape/environment in Wimborne was considered to be very good to excellent. Wimborne is an attractive historic town with well maintained, high quality commercial units, public realm and planting/landscaping. There may be scope for improvement in the Crown Meads shopping centre. Whilst there was poor CCTV coverage, the area had a strong feeling of safety. The cleanliness of Wimborne was considered excellent overall, with no evidence of litter, vandalism, graffiti or fly posting.

Table 3.21 Quality of the Streetscape/Environment

Performance Indicator	2017 Score
Quality of paving/street materials	4
Quality of street furniture	4
Quantity of street furniture	5
Quality of public art	1
Quality of street maps/signage	4
Quantity of street maps/signage	4
Quality of street lighting	4
Quantity of street lighting	3
Quality of commercial units	5
Quality of planting/landscaping	4
Quantity of planting/landscaping	4
Quantity of public open space	4
Quality of public open space	5
Evidence of CCTV coverage	1
Perception of safety	4

Source: Lichfields' Analysis

Cleaning and Maintenance

Table 3.22 Cleaning and Maintenance

Performance Indicator	2017 Score
Litter and street cleaning	5
Vandalism/Graffiti	5
Fly-posting	5

Source: Lichfields' Analysis

3.89 Movement in and around Wimborne was considered good, but consistent with the town's historic nature, there are a number of narrow pavements making pedestrian movement difficult in places. Within the town centre there was some traffic, but the narrow roads limits traffic speeds. In terms of car parks, there is a very good range available in, or within, close proximity to the Town Centre.

Accessibility and Movement

Table 3.23 Accessibility and Movement

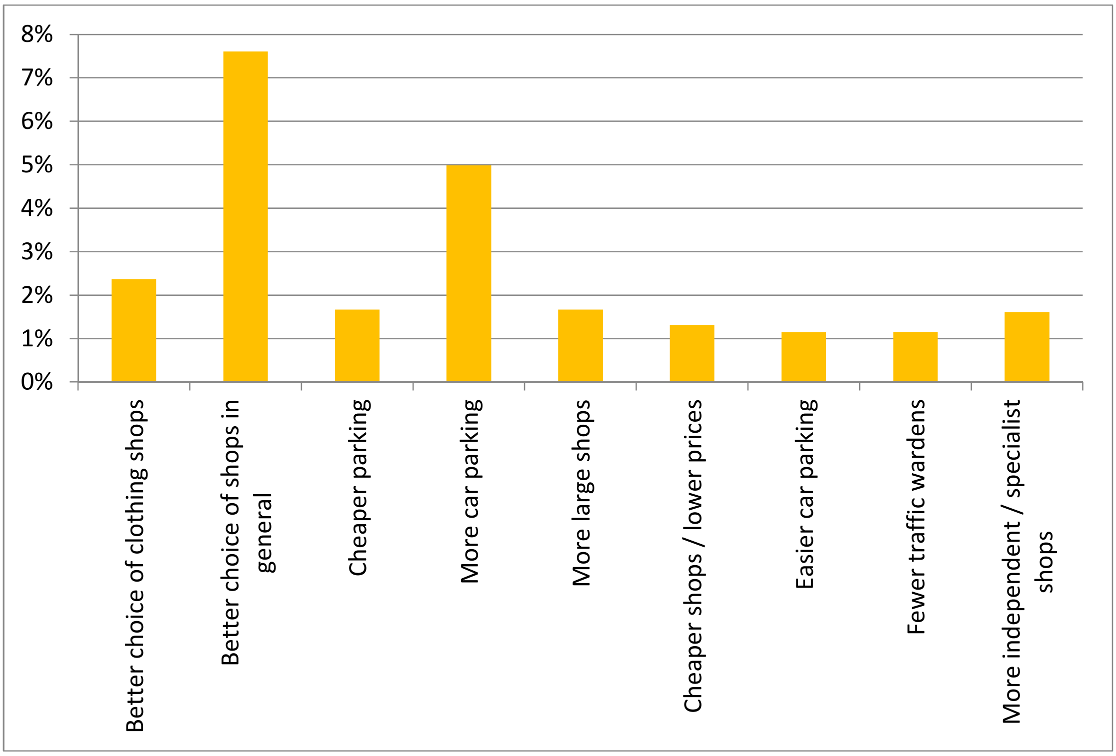
Performance Indicator	2017 Score
Width of pavements	2
Pedestrian/vehicular conflict	3
Traffic congestion	3
Frequency of pedestrian crossings	2
Location and convenience of car parks	4
Quality of bus stops/shelters	4
Location/convenience/number of bus stops	4
Well signed to town centre/car parks	4

Source: Lichfields' Analysis

Views of Customers

3.90 Respondents to the household survey were asked which of the defined centres in Bournemouth, Christchurch and East Dorset they had visited for shopping in the last 12 months. Those who had visited Wimborne in the last 12 months were then asked what would make them shop more often in Wimborne. Figure 3.5 below shows the main responses to the question:

Figure 3.5 Household Survey Results – What would make you shop more in Wimborne



Source: NEMS Household Survey Results April 2017

3.91 Of the respondents who suggested improvements to the Town Centre, the majority mentioned better choice of shops in general and more choice of car parking. Improvements to the choice of shops and car parking would be beneficial. It shown be noted that the number of people who responded to this question was relatively low, with only 40 people suggesting a better choice of shops in general and 26 people suggesting more car parking. In terms of the other responses, 12 or less people suggested each improvement.

SWOT Analysis

3.92 The SWOT analysis below is based on Lichfields' audit of the Town Centre and the household survey results.

Strengths

- Good range of boutique/independent shops and some higher order national multiples.
- An attractive town, with a number of historic buildings.
- There are a number of convenient and public car parks located in close proximity to the Town Centre.
- The proportion of vacant units is below the national average, suggesting a good balance between the supply and demand for units.
- There is a very low perception of crime or anti-social behaviour.

Weaknesses

- Poorer quality environment in the Crown Mead shopping centre.
- Narrow pavements in places, which can hinder pedestrian movement.
- Lack of development sites to accommodate new investment.

Opportunities

- The Waitrose is a key anchor to the centre which may attract more national multiple retailers to complement the retail offer within the centre.
- Optimisation/redevelopment of the Crown Mead shopping centre to improve the retail environment/offer.
- The opportunities for further retail developments in the town centre are limited.
- The centre attracts some tourism which could be further utilised.

Threats

- Increased traffic through the town centre.
- The historic character of the centre may restrict development opportunities.
- The continued polarisation of investment within other centres, particularly Bournemouth and Poole, may limit operator demand for new premises in Wimborne. Lower commercial values may affect the viability of regeneration proposals.

West Moors District Centre

3.93 West Moors is designated as a District Centre, a second tier centre below the Town Centres. It provides an important service and employment function.

3.94 West Moors has a relatively limited selection of retail and service uses, and its key roles include:

- **Convenience shopping** – a Tesco Express (254 sq.m net) and a Coop (212 sq.m net) suitable for top-up shopping, supported by two butchers and a small newsagent.
- **Comparison shopping** – there is a very limited range of comparison shops, comprising primarily of charity shops and small independent traders.
- **Services** – there is a selection of service uses, including, a betting office, a bank, hairdresser, beauty salon and a funeral directors.

3.95 The household shopper survey (Volume 1, Appendix 6) indicates West Moors is not a main destination for non-food shopping. It is a lower order centre serving a very small local catchment area.

3.96 The convenience goods expenditure attracted to West Moors is £1.36 million in 2017 (Volume 1, Appendix 2), which is equivalent to 0.4% of the total convenience goods spending attracted to Christchurch and East Dorset's stores and centres. The comparison goods expenditure attracted to West Moors is £1.02 million in 2017 (Volume 1, Appendix 3), equivalent to 0.3% of the total comparison goods spending in Christchurch and East Dorset as a whole. Food and beverage expenditure attracted to West Moors is £3.19 million (Volume 1, Appendix 4), 1.4% of the total food and beverage spending within Christchurch and East Dorset.

3.97 The combined turnover of West Moors at 2017 is £5.57 million, split approximately 25% convenience goods trade, 18% comparison goods and 57% food and beverage. This indicates West Moor's role as a service centre.

3.98 Javelin's Venuescore does not rank West Moors, due to its limited size and limited comparison goods offering. At the top of the hierarchy in the local area are the centres of Southampton (ranked 20th), Bournemouth (ranked 72nd), Salisbury (ranked 94th) and Poole (ranked 112th) all of which influence shopping patterns across Christchurch and East Dorset.

Mix of Uses and Retailer Representation

3.99 West Moors has 39 Class A retail/service uses. The diversity of Class A uses present in the centre is set out in Table 3.24, and the results are compared with the national average.

3.100 In line with most small centres, West Moors has a lower than average provision of Class A1 comparison units. The provision of Class A1 and A2 service uses is much higher than the national average, reflecting the centre's role as a service centre rather than a higher order comparison shopping destination. The proportion of Class A1 convenience units is slightly higher than the national average. In terms of comparison goods retailers, there are no national multiples. There is a limited choice of comparison shops, comprising charity shops and small independent specialist traders.

3.101 West Moors food and beverage offer is predominantly takeaways and public houses. The provision of Class A4 and Class A5 uses is slightly above the national average. The provision of cafés/restaurants is more limited and the centre has a significantly below average provision of Class A3 uses. The vacancy rate in West Moors is significantly below the national average, with only one vacant unit. This indicates a good balance between the supply and demand for premises.

Table 3.24 West Moors Use Class Mix by Unit

Type of Unit	No. of Units	% of Total Number of Units	
		West Moors (%)	UK Average (%)
A1 – Comparison	11	28.2	33.4
A1 – Convenience	4	10.3	10.4
A1 – Service	10	25.6	13.0
A2 – Service	7	17.9	11.8
A3	1	2.6	9.5
A5	3	7.7	6.0
A4 pubs/bars	2	5.1	4.6
Vacant	1	2.6	11.2
Total	**39**	**100**	**100**

Source: Christchurch and East Dorset Councils Land Use Survey (August 2017) and UK Average for all town centres surveyed by GOAD Plans

Characteristics of the Shopping Area

3.102 West Moors is a linear centre. The adopted Local Plan defines the Primary Shopping Area and District Centre boundaries of West Moors along Station Road and Park Way. No Primary or Secondary Shopping Frontages are defined. During the site visit, footfall was relatively evenly spread throughout the centre.

Quality of the Streetscape/Environment

Table 3.25 Quality of the Streetscape/Environment

Performance Indicator	2017 Score
Quality of paving/street materials	3
Quality of street furniture	3
Quantity of street furniture	3
Quality of public art	1
Quality of street maps/signage	3
Quantity of street maps/signage	3
Quality of street lighting	4
Quantity of street lighting	4
Quality of commercial units	3
Quality of planting/landscaping	3
Quantity of planting/landscaping	3
Quantity of public open space	2
Quality of public open space	3
Evidence of CCTV coverage	2
Perception of safety	3

Source: Lichfields' Analysis

3.103 The quality of the streetscape/environment in West Moors was considered to be fair to good. There are wide pavements and some areas of landscaping, planting and street furniture. The commercial shopfronts/fascia are generally of good quality, but the buildings are of limited architectural merit. The cleanliness of West Moors was considered very good/excellent, with limited evidence of litter, vandalism, graffiti or fly posting.

Cleaning and Maintenance

Table 3.26 Cleaning and Maintenance

Performance Indicator	2017 Score
Litter and street cleaning	4
Vandalism/Graffiti	5
Fly-posting	5

Source: Lichfields' Analysis

Accessibility and Movement

Table 3.27 Accessibility and Movement

Performance Indicator	2017 Score
Width of pavements	4
Pedestrian/vehicular conflict	2
Traffic congestion	3
Frequency of pedestrian crossings	3
Location and convenience of car parks	4
Quality of bus stops/shelters	3
Location/convenience/number of bus stops	3
Well signed to town centre/car parks	3

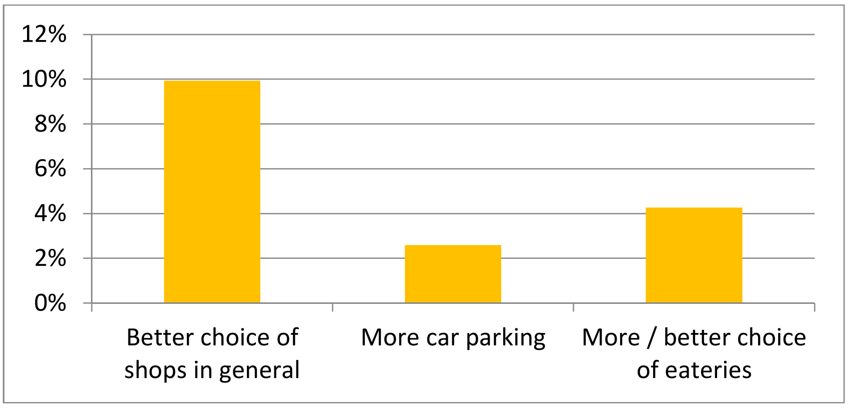
Source: Lichfields' Analysis

3.104 Movement in and around West Moors was considered good, despite its location on the main B3072 road. At the time of visit this road was not congested. There is one crossing point which offers a convenient crossing point for pedestrians. However, an additional crossing point could improve pedestrian/vehicular conflict. In terms of car parks, there is a good range available in, or within, close proximity to the centre.

Views of Customers

3.105 Respondents to the household survey were asked which of the centres in Bournemouth, Christchurch and East Dorset they had visited for shopping in the last 12 months. Those who had visited West Moors in the last 12 months were then asked what would make them shop more often in West Moors. Figure 3.6 below shows the main responses to the question:

Figure 3.6 Household Survey Results – What would make you shop more in West Moors



Source: NEMS Household Survey Results April 2017

3.106 Of the respondents who suggested improvements to the centre, the majority mentioned a better choice of shops in general. A better choice of restaurants/cafés /takeaways and car parking was also mentioned, but the number of people who responded to this question was very low for West Moors, with only 8 people suggesting a better choice of shops in general, 3 people suggesting more restaurants/cafés/takeaways and 2 people suggesting more car parking. It is difficult to draw conclusions from this small sample.

SWOT Analysis

3.107 The SWOT analysis below is based on Lichfields' audit of the District Centre and the household survey results.

Strengths

- Top-up food and grocery provision.
- There are a number of convenient and public car parks located in close proximity to the Centre.
- There is only one vacant shop unit.
- There is a low perception of crime or anti-social behaviour.

Weaknesses

- The centre has a very limited comparison offer, attracting a very low market share of comparison goods spending within the study area.
- The town centre has a below average proportion of restaurants/cafés.
- Lack of development sites to accommodate new investment.

Opportunities

- Improvements to the public realm and pedestrian environment may increase visitors to the area, which in turn may reduce vacancy rates and increase the comparison offer in the centre.

Threats

- Increased traffic through the centre.
- The continued polarisation of investment within other centres, particularly Ferndown, Ringwood and Bournemouth, may limit operator demand for new premises in West Moors. Lower commercial values may affect the viability of regeneration proposals.

Meeting the Needs of Local Residents

3.108 In addition to the 4 Town Centres and 2 District Centres, Christchurch and East Dorset have a comprehensive network of smaller local centres and local shopping parades. The existing provision of local shopping centres/parades in the area offers a reasonable distribution of local facilities serving local communities. These facilities complement the main town and district centres and have an important role in serving the day-to-day needs in their local areas.

3.109 An assessment of all centres and parades has been undertaken. Each centre/parade has been attributed a "Local Needs Index" based on the availability of shops and services. The focus is the "needs" of local residents. There is no clear definition of need, but residents are likely to expect to find some or all of the following shops, services and community uses within easy walking distance of their home:

1 food or convenience store suitable for top-up shopping;

2 bank;

3 post office;

4 newsagent;

5 off licence;

6 chemist;

7 takeaway, café or restaurant;

8 public house;

9 bookmakers;

10 laundrette/dry cleaners;

11 hairdressers/beauty salon;

12 florist;

13 estate agents;

14 community hall;

15 doctors/dentist surgery; and

16 library.

3.110 Each centre/parade has been allocated a score out of 16, based on the shops and services listed above (one point per category represented) available in the centre. The results are summarised in the table below.

Table 3.28 Summary of Town, District and Local Centres and Local Parades

Centre Name	Status	Total No. of Units	Local Needs Index	No. of Conv. Stores	No. of Vacant Units
Christchurch	Town Centre	214	14	17	18
Ferndown	Town Centre	110	14	6	10
Verwood	Town Centre	42	9	4	1
Wimborne	Town Centre	199	12	12	17
West Moors	District Centre	39	11	4	1
Highcliffe	District Centre	105	11	7	9
Purewell	Local Centre	25	9	4	3
Barrack Road	Local Centre	48	5	3	0
Corfe Mullen	Local Centre	25	10	3	1
West Parley	Local Centre	25	5	2	3
Avon View Parade	Parade	1	1	1	0
Burton Green	Parade	1	2	1	0
Bure Lane Arcade	Parade	3	4	1	0
Fairmile Parade	Parade	4	2	1	0
2-10 Falcon Drive	Parade	5	4	0	0
Hurn Village	Parade	1	2	1	0
42-44 Hunt Road	Parade	1	1	1	0
22 & 28 Jellicoe Drive	Parade	1	1	1	0
15-22 Lakewood Road	Parade	0	0	0	0
1-15 Marlow Drive	Parade	8	3	3	0
88-98 Mudeford	Parade	6	5	1	0
Ringwood Road	Parade	9	4	1	0
5-11 Saufland Place	Parade	3	2	1	0
27-37 Somerford Road	Parade	6	5	1	1
172-190 Somerford Road	Parade	8	5	1	0
St. Catherine’s Parade	Parade	10	6	2	0
108-116 Stour Road	Parade	3	2	1	0
32-60 The Grove	Parade	12	3	1	2
Total		**914**	**Ave. 5.5**	**Ave. 2.7**	**66**

Source: Christchurch and East Dorset Councils Land Use Survey (2017) and Lichfields’ Analysis

3.111 The Local Needs Index is not a precise measure of whether a local shopping centre is meeting the needs of local residents, and there are other factors to consider:

i. the relative size of a local parade will dictate the range of shops and services each centre can offer;

ii. the close proximity of other town centres, local centres and ‘standalone’ shops means that local need may be met in an alternative location within walking distance and local needs are therefore still being met;

iii. the quality of the shopping centre or parade, in terms of its environment, type and range of retailers will affect how it is perceived and used by local residents; and

iv. the relative accessibility of each centre will be an important factor in how local people use the local shops and services. For example, a major traffic route, which is difficult for pedestrians to cross, may influence shopping patterns in the area.

3.112 The Local Needs Index provides a useful index of whether a local centre or local parade is meeting some or all of the needs of local residents. The local centres and their respective scores are plotted on a plan overleaf. A 500 metre and 800 metre radius from each centre is also shown overleaf, which represents what should be considered to be a reasonable and maximum walking distance.

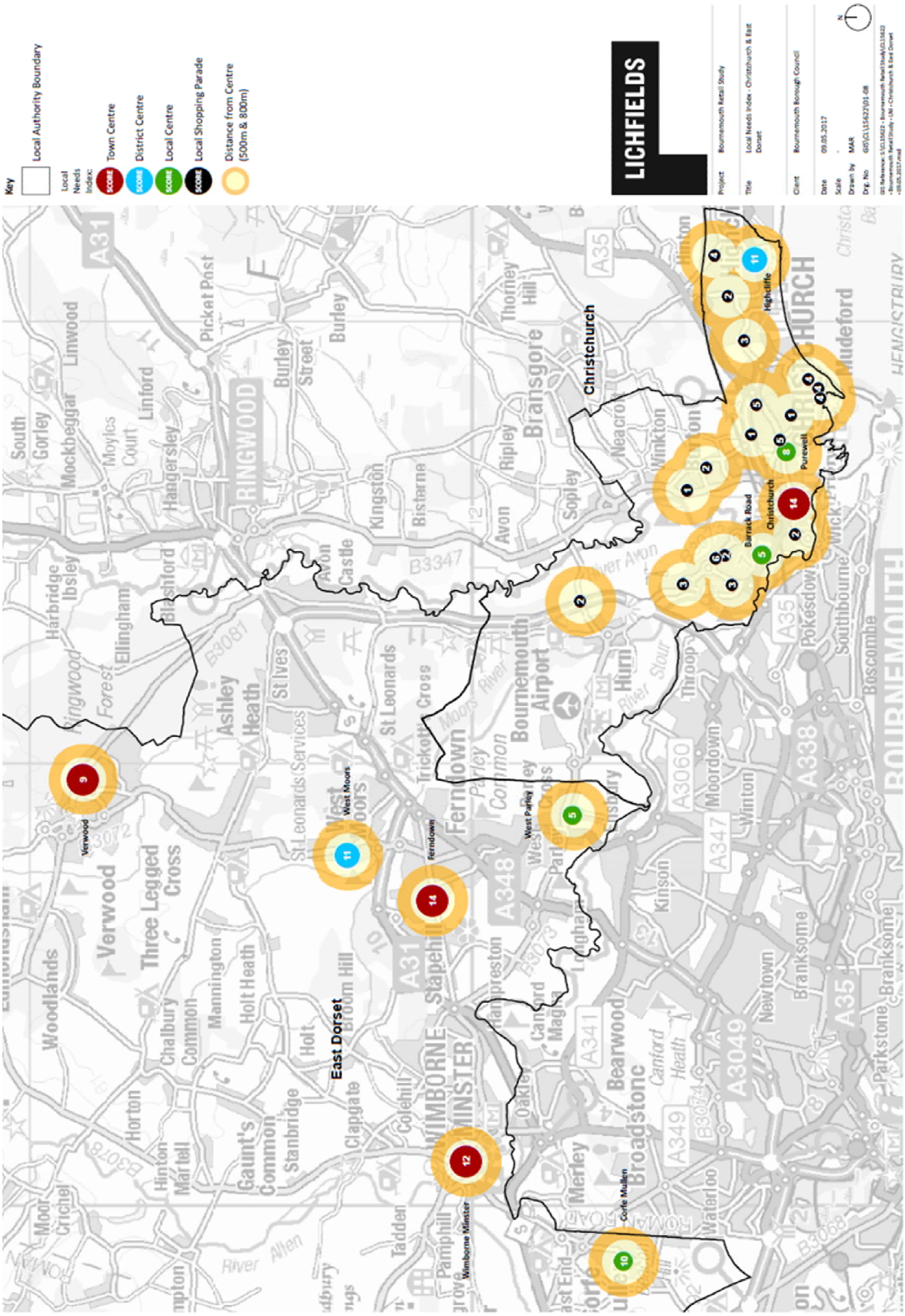
3.113 There is a wide range of scores across the centres. The six main town/district centres have relatively high Local Index Scores, with Verwood having the lowest Local Index Score (9). The local centres and shopping parades have lower Local Index Scores (8 being the highest). Reflecting their more local role, these centres do not offer the same range of shops and services as the town/district centres. In general terms, the local centres have a Local Index Score of between 5 to 10, and have between 25 and 42 shops in total.

3.114 The shopping parades are much smaller in scale and generally have a Local Index Score of between 1 to 6 and have between 1 to 13 shop units in total.

3.115 The plan overleaf shows that the majority of residents within the east of Christchurch Borough have at least one local centre/parade within 500 metres of their home and nearly all residents have a centre/parade within 800 metres of their home. The north/west of the Borough is not as well served, albeit there is easy access to Bournemouth Borough which offers a range of shopping facilities.

3.116 In East Dorset residents within the main settlements have good access to local shopping facilities. The majority of residents outside the main towns have limited access to shopping facilities, but this lower provision is a result of the rural nature of the area.

Figure 3.7 Local Needs Index



Source: Christchurch and East Dorset Council's Land Use Survey (August 2017) and Lichfields' Analysis

4.0 Scope for Accommodating Growth

4.1 This section highlights the implications of the findings of the previous sections for each centre in Christchurch and East Dorset. It explores how the potential distribution of future development can be accommodated and considers the future policy approach in each town or district centre, including the appropriate impact threshold for each main town or district centre.

National Guidance

4.2 The National Planning Policy Guidance (NPPF) indicates that development plans should develop (and keep under review) town centre strategies that plan for a 3-5 year period, whilst also giving a Local Plan lifetime view. Plans should identify the scale of need for main town centre uses and assess whether the need can be met on town centre sites or through expanding centres.

4.3 The NPPF indicates that local plans should allocate a range of suitable sites to meet the scale and type of retail, leisure and other development needed in town centres. The need for development should be met in full and should not be compromised by limited site supply. In order to accommodate growth, local planning authorities should assess the need to expand town centres to ensure a sufficient supply of suitable sites.

4.4 Consistent with the sequential approach town centres are expected to be the main focus for retail and leisure development. The NPPF does not require development to be of an appropriate scale and nature in relation to the centre in which it is located, but larger town centres have the best prospects for attracting investment from developers and multiple operators.

4.5 The NPPF states that, when assessing applications for retail, leisure and office development outside of town centres which are not in accordance with an up to date local plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set threshold. If there is no locally set threshold, the default threshold is 2,500 sq.m gross. The Planning Practice Guidance (PPG) indicates that it may be necessary to consider the impact of proposals below this floorspace threshold, e.g. large developments when compared with the size of a nearby centre, or likely to have a disproportionate effect or 'tip the balance' of a vulnerable centre. The PPG provides more guidance on setting a locally appropriate thresholds, and indicates it will be important to consider:

- the scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- impact on any other planned investment.

4.6 The designation of a primary shopping areas or centre boundaries is important when applying the sequential approach, in order to direct retail and town centre uses to sustainable locations and determining whether a retail impact assessment is required. The NPPF indicates that the first preference for retail uses should be the primary shopping area (PSA), which will comprise the primary frontages and the secondary frontages that are contiguous with the primary frontages. The first preference for leisure uses is normally the wider defined town centre, which usually includes the PSA and other parts of the town centre.

4.7 The NPPF also indicates that policies that control the mix of uses can be adopted in order to maintain the vitality and viability of town centres. Planning authorities can define primary and secondary frontages, where primary frontages should contain a high proportion of Class A1 retail use and secondary frontages will have greater diversity.

Accommodating Growth and Floorspace Projections

4.8 The floorspace projections set out in Volume 1 assume that new shopping and leisure facilities within Christchurch and East Dorset will maintain their current market share of expenditure within the study area, recognising that other competing centres will improve in the future. There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

1 major retail developments in competing centres;

2 the re-occupation of vacant retail floorspace;

3 the availability of land to accommodate new development;

4 the reliability of long term expenditure projections;

5 the effect of internet/home shopping on the demand for retail property;

6 the level of operator demand for floorspace in Christchurch and East Dorset;

7 the likelihood that Christchurch and East Dorset's existing market share of expenditure will change in the future in the face of increasing competition; and

8 the potential impact new development may have on existing centres.

4.9 As indicated above, the PPG suggests town centre strategies should plan for a 3-5 year period, but the longer term plan period should be considered. Projections up to 2028 are realistic and are based on up-to-date (post EU referendum) forecasts. The longer term floorspace projections (up to 2033) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development management decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review.

4.10 The expenditure projections in this study take into account home shopping made through non-retail businesses, because special forms of trading have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping. The impact of internet growth and ageing population on the demand for retail floorspace is unclear. Some retailers' home delivery and internet services utilise existing stores rather than warehouses, for example Tesco Direct. Growth in internet sales will not always reduce the demand for shop floorspace. In addition, some of the growth in internet sales may divert trade away from mail order companies rather than retail operators. The ageing population may counter-balance the growth in home shopping.

4.11 The quantitative and qualitative assessment of the potential for new retail and leisure floorspace within the previous sections suggests there is scope for new development within Christchurch and East Dorset. The global projection for the Christchurch and East Dorset plan area up to 2023 for Class A1 to A5 floorspace is 5,215 sq.m gross, which will increase to 14,673 sq.m gross by 2028. The horizon year figure is 25,424 sq.m gross at 2033.

4.12 The existing stock of premises will have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. For comparison goods, a growth rate of 2% per annum is assumed and 1% per annum is adopted for food/beverage uses. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

4.13 There were 56 vacant Class A shop units (around 6,400 sq.m gross) within the 6 defined centres in Christchurch and East Dorset, an overall vacancy rate of 7.9%, which is lower than the Goad national average (11.2%). All centres within Christchurch and East Dorset have vacancy rates lower than the national average. This suggests the centres in the Borough and District are performing relatively healthily, in comparison with many other town centres. Nevertheless, vacant premises should help to accommodate growth, given their town/district centre location and the sequential preference for future investment. If half the existing vacant floorspace is reoccupied then there could be potential for re-occupied vacant space to accommodate the following new floorspace:

- Christchurch town centre 1,600 sq.m gross;
- Highcliffe 600 sq.m gross;
- Ferndown 300 sq.m gross;
- Verwood 100 sq.m gross; and
- Wimborne 600 sq.m gross.

4.14 Reoccupied vacant shop units in total could accommodate up to 3,200 sq.m gross. If this reduction in vacant units can be achieved, then the overall Class A1 to A5 floorspace projection for Christchurch and East Dorset up to 2023 would reduce from 5,215 sq.m gross to around 2,015 sq.m gross. By 2028, this reduction in vacant units would reduce the projection from 14,673 sq.m gross to 11,473 sq.m gross.

4.15 The application of shop frontage policies can only protect against the loss of large (over 150 sq.m) vacant shop units due to recent changes in permitted development rights. Other measures could be considered to encourage appropriate new Class A uses. Long term vacant premises could be targeted and more actively marketed and shopfront/fit-out grants could be considered to assist their reoccupation.

Christchurch Borough

4.16 The global Class A1 to A5 projection for Christchurch Borough up to 2023 is 2,492 sq.m gross, which will increase to 7,923 sq.m gross in 2028. The horizon year projection is 13,969 sq.m gross in 2033. A breakdown of the floorspace projections for Class A retail, food and beverage for Christchurch Borough up to 2028 are shown in Table 4.1.

Table 4.1 Christchurch Borough Floorspace Projections (Sq.m Gross)

Type	**2023**	**2028**
Convenience	0	247
Comparison	1,603	5,492
Food and Beverage	889	2,184
Total	**2,492**	**7,923**

Source: Lichfields Analysis (Volume 1, Tables 12 in Appendix 2, Table 10 in Appendix 3 and Table 11 in Appendix 4)

4.17 Christchurch Town Centre retains around 34% of comparison goods expenditure in Zone 4 (Christchurch East/Highcliffe). Out of centre retail parks in Christchurch attract around 18% of comparison goods expenditure in Zone 4. There is some leakage to Bournemouth Town Centre (around 9%) and Castlepoint (around 19%).

4.18 In terms of convenience goods expenditure retention, collectively Christchurch Town Centre and Highcliffe retain around 17% of expenditure in Zone 4 (Christchurch East/Highcliffe). The majority of convenience goods expenditure is attracted to the large out of centre food stores in the Borough (around 63%).

4.19 Highcliffe currently retains very low levels of comparison goods expenditure in Zone 4 (less than 1%). The comparison goods shopping offer is weak in Highcliffe, and the centre has a limited choice of shops that predominately comprise charity shops/second hand shops.

4.20 In terms of convenience goods expenditure retention, collectively Christchurch Town Centre and Highcliffe retain around 17% of expenditure in Zone 4. The majority of convenience goods expenditure is attracted to the large out of centre food stores in the Borough (around 63%), i.e. Sainsbury's Lyndhurst Road, Aldi and Lidl Somerford Road.

4.21 As indicated above, a realistic target could be the reoccupation of half the vacant units within Christchurch Town Centre and Highcliffe District Centre, recognising that some vacant units may be unattractive to new occupiers. If this target can be achieved then vacant units could accommodate around 2,200 sq.m gross, which accounts for nearly 90% of the short term floorspace projection up to 2023. Taking into account vacant shop units, further sites to accommodate around 5,700 sq.m gross should to be identified up to 2028.

4.22 A review of potential development sites has identified a number of opportunities within the Borough (see Appendix 1), as follows:

1 Magistrates Courts Site, Christchurch Town Centre – good potential

2 The Lanes, Christchurch Town Centre – good potential

3 Saxon Square, Christchurch Town Centre – good potential

4 Stony Lane and Bridge Street – reasonable potential

5 Meteor Retail Park – reasonable potential

4.23 The three opportunity areas located within the primary shopping areas in Christchurch Town Centre, in terms of potential capacity, could accommodate up to around 2,700 sq.m gross of Class A1 to A5 uses. This could increase to 4,700 sq.m if a more comprehensive redevelopment/expansion of Saxon Square was implemented. These town centre sites along with vacant shop floorspace, could accommodate at least 60% of the floorspace projection up to 2028. The residual (around 3,000 sq.m gross) and longer term growth beyond 2028 could be accommodated at Stony Lane and Bridge Street, if this additional floorspace is required in the longer term.

East Dorset District

4.24 The global Class A1 to A5 projection for East Dorset District up to 2023 is 2,723 sq.m gross which will increase to 6,747 sq.m gross in 2028. The horizon year projection is 11,456 sq.m gross in 2033. A breakdown of the floorspace projections for Class A retail, food and beverage up to 2028 are shown in Table 4.2.

4.25 Ferndown is located in Zone 5, alongside Verwood and West Moors. Collectively, these centres retain around 19% of comparison goods expenditure in Zone 5. There is a large flow of expenditure outside of East Dorset to Castlepoint (around 39%). There is also some leakage to Poole (around 11%). In terms of convenience goods expenditure, collectively Verwood and Ferndown retain 73% of expenditure in Zone 5.

Table 4.2 East Dorset Floorspace Projections (Sq.M Gross)

Type	2023	2028
Convenience	1,366	1,560
Comparison	364	2,770
Food and Beverage	993	2,417
Total	**2,723**	**6,747**

Source: Lichfields Analysis (Volume 1, Tables 14 in Appendices 2 and 4 and Table 12 in Appendix 3)

4.26 In terms of comparison goods expenditure, Wimborne retains around 21% in Zone 6 (Wimborne) which is good for a centre which predominately comprises small independent specialist traders. There is large outflow of expenditure from East Dorset to Poole (around 52%), reflecting the ease of access to Poole. In terms of convenience goods expenditure, Wimborne retains around 36% in Zone 6 (Wimborne). Around 16% of convenience goods expenditure in Zone 6 leaks to nearby Ferndown. Around 32% of convenience goods expenditure is attracted to large food stores in Poole. Despite this outflow, Wimborne still retains a reasonable level of convenience goods expenditure for a centre of its size. Overall, Zone 6 (Wimborne) is well served in terms of convenience goods shopping provision.

4.27 The proportion of Class A1 comparison units within Verwood and West Moors is below the Goad national average. Collectively, these centres retain around 19% of comparison goods expenditure in Zone 5 (Ferndown/Verwood). As noted above, there is a significant outflow of expenditure from East Dorset to Castlepoint (around 39%), and there is also leakage to Poole (around 11%).

4.28 There is some potential for vacant floorspace within Ferndown, Verwood and Wimborne to accommodate growth, i.e. about 1,000 sq.m gross, which accounts for around a third of the short term floorspace projection up to 2023. Taking into account vacant shop units, further sites to accommodate around 5,700 sq.m gross should to be identified up to 2028.

4.29 A review of potential development sites has identified only three opportunities within the District's town centres, which have good or reasonable potential (see Appendix 1), as follows:

1 Inglenook, Verwood - good potential

2 Service yards/ car parks, Library Road, Ferndown - reasonable potential

3 17 Victoria Road & land to the rear of Victoria Road, Ferndown - reasonable potential

4.30 These three opportunity areas could accommodate up to around 3,000 sq.m gross of Class A1 to A5 uses, and could along with vacant shop floorspace, accommodate nearly 60% of the floorspace projection up to 2028. This leaves residual floorspace of around 2,700 sq.m gross to be identified in the longer term.

4.31 East Dorset has a number of strategic housing allocations (as shown in Appendix 1) which may include local shops and services to cater for the needs of new residents within these schemes. If implemented these developments will help to meet the projected retail floorspace identified in this study.

4.32 Development at North Wimborne is expected to include retail floorspace of around 600 sq.m, and development South of Leigh Road at Wimborne could include a small local shop. These developments can make a contribution towards meeting the floorspace projection shown above.

4.33 There is also scope to expand West Parley Local Centre to serve housing development in the future, i.e. development east and west of New Road. Growth in population within the local catchment area could support expansion of the centre in the future. There is physical scope to expand the centre at the Parley Cross junction, which could create a new District Centre to serve the West Parley area.

4.34 West Parley Local Centre currently provides about 2,000 sq.m gross of Class A1 to A5 floorspace within 20 units, of which about 500 sq.m is convenience retail (mainly Tesco Express). By way of comparison West Moors District Centre has about 4,000 sq.m gross in 50 units, of which about 1,000 sq.m is convenience retail. An outline planning application to the east of New Road proposes:

- Class A1 convenience floorspace (food store) - 2,200 sq.m gross;
- Other Class A1 to A5 unit shops - 1,000 sq.m gross up to 20 units.

4.35 If permitted and implemented this would create an enlarged centre of around 5,200 sq.m gross, which would be of a similar scale to designed district centres.

4.36 Housing developments at Verwood do not currently include proposals for local shopping facilities but there could be potential to support new facilities.

4.37 Residual retail and leisure growth should be focused in the main town and district centres where there are the best prospects for attracting investment. This is consistent with the approach set out in the existing development plan. This approach should be adopted in the new Local Plan. Development within smaller centres/villages is likely to be small in-fill development, shop extensions and expansion into upper floors.

5.0 The Hierarchy of Centres

Introduction

5.1 The NPPF (paragraph 23) indicates that planning policies should define a network and hierarchy of centres that is resilient to anticipated economic changes. The Planning Practice Guidance (PPG) indicates that planning policies should identify the appropriate and realistic role, function and hierarchy of centres over the plan period. The PPG also indicates that strategies should identify changes in the hierarchy, including where a centre is in decline.

5.2 This section examines the existing policy approach within Christchurch Borough and East Dorset District, including the designation of centres, retail frontages/boundaries and retail impact thresholds.

The Designation of Centres

5.3 Consistent with NPPF guidance, the existing development plan seeks to maintain the current hierarchy of the retail centres and promote competition and consumer choice, whilst maintaining and strengthening the individual character, vitality and viability of centres.

5.4 Christchurch (215 units), Ferndown (112 units), Verwood (41 units) and Wimborne Minster (198 units) are the main shopping destinations in the Borough and District. West Moors (39 units) and Highcliffe (108 units) are district centres that serve more localised catchments, providing a more limited range of retail uses and services.

Christchurch Borough

5.5 Within Christchurch Borough, the town centre (214 units) is the dominant shopping destination. Highcliffe is a smaller suburban district centre (105 units) that falls within the catchment area of Christchurch Town Centre, serving the Highcliffe community. The role and composition of Highcliffe District Centre has not changed significantly since the Core Strategy was adopted. The centre's current District Centre designation remains appropriate.

5.6 Purewell (25 units) and Barrack Road (48 units) are identified as Local Centres. These centres are much smaller than Highcliffe, and have a more limited range of shops and services. These facilities are of a local nature, serving small catchment areas within Christchurch urban area. The household shopper survey results confirm these local centres are not main shopping destinations, and their designation as Local Centre remains appropriate. These Local Centres are supplemented by other local parades, which include a limited range of shops and services.

5.7 Meteor Retail Park, Christchurch Retail Park and Stony Lane Retail Park are the other main concentrations of retail floorspace within the Borough. These are retail warehouse parks rather than traditional centres. They are predominantly car borne shopping destinations that do not provide the broader mix of retail, non-retail services and community uses that tend to be found in designated centres, particularly town and district centres. The retail capacity projections and analysis of potential development sites within the main centres, indicate that it is not necessary to designate any of these retail parks as town or district centres in order to accommodate future growth. Development proposals within these out of centre locations should continue to comply with the sequential and impact tests, in order to protect the vitality and viability of the network of centres within the Borough.

East Dorset District

5.8 Verwood is the smallest Town Centre in terms of the number of units, but is a focal point for other important community facilities that serve the town. Verwood is a relatively freestanding town and its designation as a Town Centre should be retained in order to serve the town and its rural catchment area. Opportunities to enhance the town centre should be encouraged.

5.9 West Moors has a similar number of units when compared with Verwood, but is within close proximity to Ferndown, which is a larger town centre. Ferndown is accessible and adequately serves residents in West Moors. Given the limited scale and range of uses at West Moors, and its close relationship (over-lapping catchment areas) with Ferndown, West Moors should remain designated as a District Centre rather than a Town Centre.

5.10 West Parley (25 units) and Corfe Mullen (25 units) in East Dorset, are smaller than the designated town and district centres within the District. The household shopper survey results confirm these centres are not main shopping destinations, and their designation as Local Centres remains appropriate in East Dorset.

5.11 As indicated in Section 4, West Parley Local Centre could be expanded in the future to serve future residential developments. The extent to which the local centre may be expanded will determine whether this centre needs to be re-designated as a district centre in the future. There is potential to more than double the size of the centre (to over 5,000 sq.m gross) to create a new District Centre.

Impact Thresholds

5.12 Consistent with the sequential approach, the town and district centres are expected to be the main focus for retail and leisure development. The NPPF states that, when assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up to date local plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set threshold. If there is no locally set threshold, the default threshold is 2,500 sq.m gross.

5.13 The PPG states that where authorities decide not to set out specific floorspace thresholds in local development plans, national policy requires impact assessments to be submitted for retail and leisure developments over 2,500 sq.m gross. The PPG acknowledges that it may occasionally be relevant to consider the impact of proposals below this floorspace threshold, for example if they are large developments when compared with the size of a nearby centre, or likely to have a disproportionate effect or 'tip the balance' of a vulnerable centre.

5.14 If the NPPF threshold was adopted, then a single out of centre retail development proposal could exceed the entire short term (up to 2023) floorspace projections for the Borough or District as a whole, without the need for a retail impact assessment. The NPPF minimum threshold of 2,500 sq.m gross is inappropriate as a blanket threshold across Christchurch Borough and East Dorset District, because this scale of development would represent a significant proportion of the overall retail projections in each authority area. Retail development smaller than 2,500 sq.m gross could have a significant adverse impact particularly on smaller centres. A reduced threshold is recommended.

5.15 Core Strategy Policy KS7 suggests an impact threshold of 1,000 sq.m gross for Christchurch, Ferndown and Wimborne and 500 sq.m gross in all other areas. The PPG provides more guidance on setting a locally appropriate thresholds, and indicates it will be important to consider:

- the scale of proposals relative to town centres;

- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy;
- impact on any other planned investment.

5.16 In terms of scale, retail and leisure development of 2,500 sq.m or more within close proximity to these centres would be significant in relation to the scale of existing retail and leisure floorspace in Christchurch, Ferndown and Wimborne. The household survey results suggest trading levels within Verwood, Highcliffe and other smaller centres are not as strong when compared with the three main centres, and these centres may be vulnerable to impacts from smaller scale development. The share of retail floorspace capacity that can be attributed to other smaller centres is limited, even over the long term period (up to 2028). These centres will be vulnerable to impacts of development under 1,000 sq.m gross.

5.17 In our view the impact thresholds as set out in Core Strategy Policy KS7 remain appropriate, given the size of the centres and the floorspace projections in this report. Furthermore, circumstances have not changed significantly since the Core Strategy was adopted.

Town Centre Boundaries and Frontages

5.18 The designation of primary shopping areas or centre boundaries is important when applying the sequential approach, in order to direct retail and town centre uses to sustainable locations and determining whether a retail impact assessment is required. The NPPF indicates that the first preference for retail uses should be the primary shopping area (PSA), which will comprise the primary frontages and the secondary frontages that are contiguous with the primary frontages. The first preference for leisure uses is normally the wider defined town centre, which usually includes the PSA and other parts of the town centre. Primary shopping areas and centre boundaries should continue to be designated in the development plan in order to apply the sequential and impact tests.

5.19 Town centres should provide a range of complementary uses. A balance between retail, entertainment and leisure activity helps town centres compete with on-line shopping. Town centres need a good mix of uses that extend activity throughout the daytime and into the evenings. The retail capacity projections indicate there is a need for a range of new Class A1 to A5 floorspace over the plan period, in both Christchurch Borough and East Dorset District.

5.20 There are four broad policy approaches that could be adopted, as follows:

1 strengthening shop frontages policies within the Development Plan to provide more control over the loss of retail uses. This could involve extending the areas of protected frontage and/or reducing the maximum threshold for non-retail uses;

2 retaining the current Development Plan policies that seek to control the number of non-retail uses within designated frontages;

3 relaxing the current shop frontages policies to allow a more flexible approach to enable more non-retail uses, particularly where the maximum threshold for non-retail uses has been breached. This could involve reducing the areas of protected frontage or reducing the maximum threshold for non-retail uses;

4 a laissez-faire approach that does not seek to protect retail and town centre uses, on the basis that the market will determine the appropriate mix of uses within town centres.

5.21 The advantages and disadvantages of these approaches are outlined below.

5.22 The NPPF indicates that policies that control the mix of uses can be adopted in order to maintain the vitality and viability of town centres. The NPPF indicates that development plans may continue to distinguish between primary and secondary frontages in town centres and consider their relative importance to the character of the centre. Primary frontages are characterised by a high proportion of retail uses, while secondary frontages are areas of mixed commercial development. Planning authorities can define primary and secondary frontages, where primary frontages should contain a high proportion of Class A1 retail use and secondary frontages will have greater diversity. In addition to indicating what uses will be permitted in these defined areas, local planning authorities should:

"promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;

recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites."

5.23 It is clear that a balanced mix of uses is required in town centres, notwithstanding specific local circumstances. There is a reasonable degree of flexibility for local authorities to take into account local circumstances during the plan making process, and in this respect the NPPF is not prescriptive.

5.24 The current maximum threshold of 30% non-Class A1 retail uses within the defined Primary Shopping Frontages (PSF) appears to be consistent with this guidance, as is the additional flexibility in Secondary Shopping Frontages (SSF).

5.25 The PSF and SSF designations have been identified in the Core Strategy for Christchurch (Policy CH3), Highcliffe (Policy CH5), Ferndown (Policy FWP1) and Wimborne (Policy WMC1), but not in Verwood or West Moors. Secondary Frontages are defined in Purewell and Barrack Road (CH7). These policies along with KS7 and CH6 have a dual purpose in guiding main town centre uses to existing shopping frontages and also to protect against the loss of these uses.

5.26 Changes of use within these retail frontages are guided by Policy KS7, CH6 and CH7 of the Core Strategy. Policy CH6 also provides additional guidance on frontage policies for Christchurch and Highcliffe. Policies KS7 and CH6 restricts non A1 use within Christchurch and Highcliffe primary frontages to not more than 30% and not more than 3 continuous frontages in non-retail uses (other than A1). Policy KS7 also restricts non A1 use within all PSF's to not more than 30% and not more than 3 continuous frontages in non-retail uses (other than A1).

5.27 The suitability of this approach needs to be considered in the context of recent changes in the mix of uses within frontages, the floorspace projections and recent changes to the General Permitted Development Order (GPDO). The changes to the GPDO will have an impact on frontage policies. These measures allow for greater flexibility for changes of use from retail to non-retail uses subject to Prior Approval e.g. Class A uses to C3 residential use and Class A1 to non-A1 uses. These measures could change the composition of town centres, in particular the amount of Class A1 space could reduce where shop units are predominantly small (less than 150 sq.m gross). The health check assessments in Section 3 suggest (to date) the impact of the GPDO changes have not been significant. However in the future permitted changes of use for smaller units, which will have an impact on the enforcement of Core Strategy policies, i.e. where units are less than 150 sq.m. In particular the ability to control non-A1 uses within the PSF and the direction of Class A4 and A5 uses to the SSF has diminished.

5.28 The NPPF does not suggest that shopping frontage policies must be adopted in all town centres. However a laissez faire approach could result in the deterioration of shopping frontages and could undermine the role of the shopping centre. This approach could lead to a significant increase in the proportion of non-retail uses. The emergence of a large number of vacant premises within shopping frontages may be the only circumstances where a laissez faire approach would be appropriate, particularly where there are concentrations of vacant units. Less restrictive shopping frontages policies can be introduced to encourage non-Class A1 to reoccupy vacant units or to regenerate rundown areas. The need for this approach in Christchurch and East Dorset is not clear e.g. due to the relatively low vacancy rate and the need to maintain a diverse mix of uses.

5.29 The analysis of the mix of uses within each centre set out in Section 3 does not indicate a significant erosion of Class A1 uses, a contraction of the town centres or an increase in the shop vacancy rates. However the maximum threshold for non-A1 uses has been breached. There is no evidence to suggest a less restrictive approach is necessary, particularly in view of the future retail floorspace growth projections outlined in this report.

5.30 Alternatively, a ban on changes of use from Class A1 or other Class A across all frontages would not promote diversity and could stifle investment, which could be potentially damaging to the vitality and viability of centres. In secondary shopping areas the introduction of more restrictive shop frontage policies would be inappropriate as it could lead to an increase in vacant units, because demand for Class A1 retail occupiers is unlikely to be as strong within peripheral parts of the town centres. Furthermore recent changes to the GPDO already provide a significant level of flexibility for smaller units. The introduction of Article 4 directions to restrict permitted GPDO changes of uses within PSF could be considered, where there is a high proportion of small units (under 150 sq.m).

5.31 The analysis in Section 3 suggests there is no evidence that the current policy approach has led to a disproportionately high level of non-retail uses in any centre or increase vacancy rates. A balanced approach should continue to be applied. The mix of these uses should continue to be monitored and protected as necessary. A review of the main centres is set out below.

Town Centre

5.32 Christchurch town centre boundary has a widely drawn town centre boundary, with a separate Primary Shopping Area (PSA) covering a much smaller area, as shown in Figure 5.1. Policies CH2 and CH3 clearly indicate where retail and other main town centre uses should be concentrated, and this approach is consistent with the NPPF.

5.33 Nearly all of the retail units in the town centre are located within the PSA (shaded blue). All the contiguous frontages are included within the PSA. As currently drawn, non-retail town centre uses located within the extended town centre boundary would not be required to comply with the sequential approach to site selection, and in this respect there is a high degree of flexibility to encourage new town centre development/uses. For retail uses, proposals within 300 metres of the PSA would be considered to be edge of centre, with preference given to sites within the PSA. Large areas within the defined town centre boundary are more than 300 metres from the PSA and would be considered to be out of centre, for example sites on Stony Lane.

5.34 The PSA could be extended along Bridge Street to bring sites on Stony Lane into the edge of centre area of search for retail uses. However the retail frontages along Bridge Street are fragmented and the extent of any amended PSA is unclear. Furthermore, the NPPF (paragraph 24) gives preference to accessible edge of centre and out of centre sites that are well connected to the town centre. Rather than extend the PSA, future policy could indicate that preference will be given to sites located within the defined town centre boundary for retail uses that cannot be located within the PSA, therefore sites within the centre boundary would be given preference over other out of centre sites.

Figure 5.1 Christchurch Town Centre Boundary and Primary Shopping Area

Source: Christchurch and East Dorset Councils

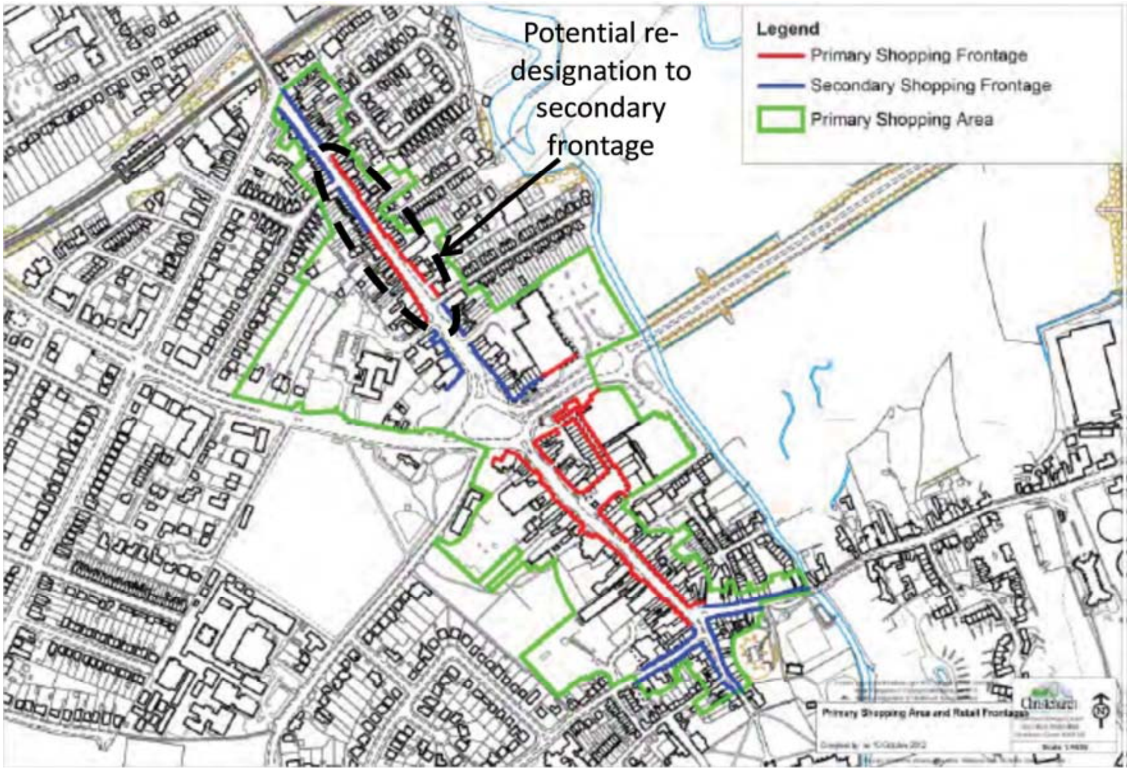
5.35 The two areas of Primary Shopping Frontages (PSF) include a relatively large part of the PSA, as shown in red in Figure 5.2. The Council's land use survey (August 2017) suggests the proportion of non-retail uses already exceeds 30%, with nearly 40% within the Christchurch Town Centre and nearly 42% at Bargates. In theory policies would restrict any further changes of use in these areas, apart from permitted changes of use now allowed for small units under 150 sq.m.

5.36 The majority of units within the Bargates PSF are below 150 sq.m. The Council should consider re-designating this area as Secondary Shopping Frontage (SSF), because these units are predominantly small and can no longer be protected from certain permitted changes of use.

5.37 Within the Christchurch's PSF the main focus of Class A1 retail units is concentrated on the High Street and Saxon Square. The PSF should continue be protected to maintain a predominance of Class A1 uses, in order to maintain the vitality and viability of the centre.

5.38 Overall Christchurch has maintained an appropriate mix of retail and non-retail uses and the vacancy rate remains relatively low. Christchurch's PSF should continue to be designated as Primary Shopping Frontages. There are a number of large units over 150 sq.m that should continue to be protected, recognising that smaller units cannot be controlled without the introduction of an Article 4 Direction removing permitted development rights.

Figure 5.2 Christchurch Town Centre Shopping Frontages



Source: Christchurch and East Dorset Councils

5.39 There are extensive areas of secondary frontages in Castle Street, Church Street and a number of sections along Bargates, which provide flexibility for non-Class A1 uses, as shown in blue in Figure 5.2. These areas should continue to be identified because they indicate where main town centre uses will be encouraged. However, some of the SSF at the northern end of Bargates are predominantly residential, particularly between Twynham Avenue and Stour Road (west side), as shown in yellow on Figure 5.3. Consideration should be given excluding these secondary frontages. No other changes are considered to be necessary to shopping frontages in Christchurch Town Centre.

Figure 5.3 Potential Removal of Bargates Secondary Frontages

Highcliffe District Centre

5.40 Highcliffe has designated PSF and SSF that are tightly draw around retail and service uses within the centre, as shown in Figure 5.4. There is no defined PSA, which is considered to be unnecessary for a small compact centre. The centre is relatively small and does not have significant commercial areas adjoining the retail area.

5.41 The Council's land use survey (August 2017) suggests the proportion of non-retail uses already exceeds 30%, with nearly 47% non-retail use in Highcliffe. In theory policies would restrict any further changes of use in these areas, but nearly all of the units are small (under 150 sq.m).

5.42 Shopping frontages should continue to be identified in Highcliffe because they indicate where main town centre uses will be encouraged. However all the PSF could be re-designated as SSF, because the non-retail threshold has been breached and the small shop units are no longer protected against changes of use due to changes to the GPDO.

Figure 5.4 Highcliffe Shopping Frontages

Source: Christchurch and East Dorset Councils

Ferndown Town Centre

5.43 Ferndown is a compact centre that has a designated town centre boundary and a PSA. The PSA includes most of the area within the town centre boundary, as shown in Figure 5.5. All of the retail units and contiguous frontages in the town centre are located within the PSA. Policy FWP1 clearly indicates where retail and other main town centre uses should be concentrated, and this approach is consistent with the NPPF.

5.44 The main focus of Class A1 retail units is concentrated within and around the entrance to the Ferndown Centre. There are extensive areas of secondary frontages in Ringwood Road and Victoria Road, which provide flexibility for non-Class A1 uses.

5.45 The Council's land use survey (August 2017) suggests the proportion of non-retail uses already exceeds 30%, with nearly 37% non-retail use in Ferndown's primary frontages. Most of the large units (over 150 sq.m) are located within the PSF. The large retail units within these frontages, account for about a third of the units, and should continue to be protected to maintain a predominance of Class A1 uses in the core area of the centre. The 30% threshold should be maintained in the PSF to protect large Class A1 units.

Figure 5.5 Ferndown Town Centre Boundaries and Shopping Frontages

Source: Christchurch and East Dorset Councils

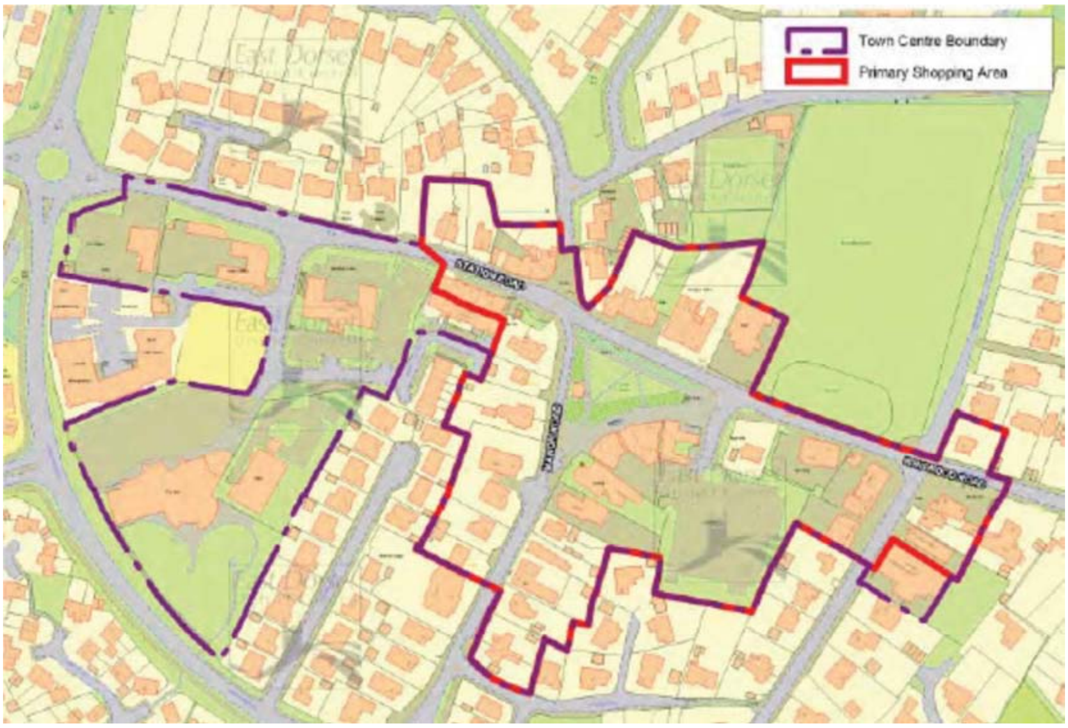
5.46 The SSF on Victoria Road and Ringwood Road have a relatively low level of vacant shops. These areas should continue to be identified because they indicate where main town centre uses will be encouraged. No changes to the town centre boundary or shopping frontages are considered to be necessary.

Verwood Town Centre

5.47 Verwood is a relatively small centre that has a designated town centre boundary and a PSA, as shown in Figure 5.6. The PSA covers the east of the centre, which has the main concentration of shops and services. Community facilities within the west of the centre, including the Hub and surgery, are included within the town centre boundary. Policy VTSW1 clearly indicates where retail and other main town centre uses should be concentrated, and this approach is consistent with the NPPF.

5.48 There are no designated retail frontages within Verwood because shops and services are relatively fragmented. There have been limited changes since the Core Strategy was adopted in 2014 and the Verwood's PSA and town centre boundary remain appropriate.

Figure 5.6 Verwood Town Centre Boundary and Primary Shopping Area



Source: Christchurch and East Dorset Councils

Wimborne Town Centre

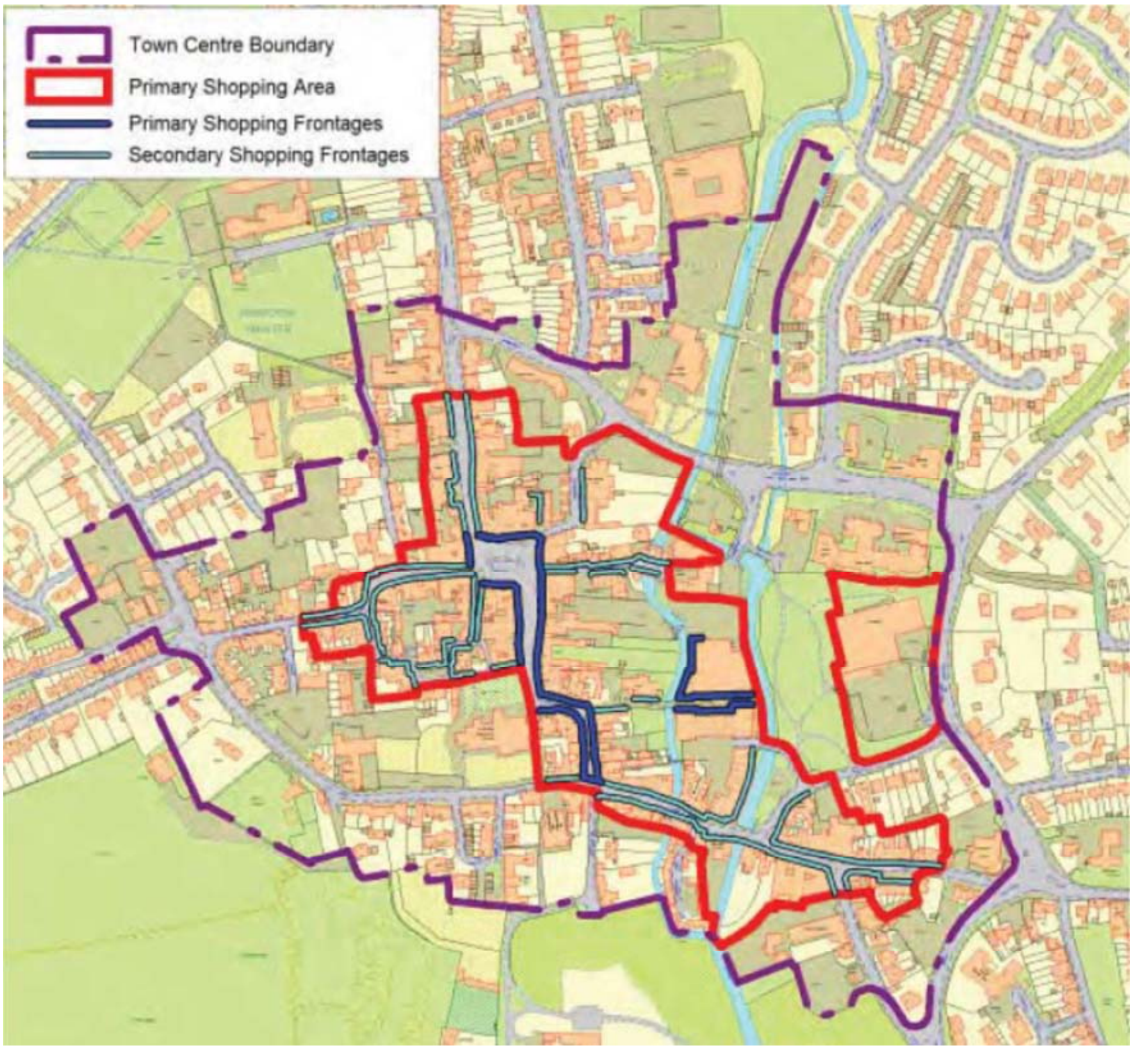
5.49 Wimborne town centre has a widely drawn town centre boundary, with a separate Primary Shopping Area (PSA) covering a much smaller area, as shown in Figure 5.7. All of the retail units and contiguous frontages are included within the PSA in the town centre. Policy WMC1 clearly indicates where retail and other main town centre uses should be concentrated, and this approach is consistent with the NPPF.

5.50 The main focus of Class A1 retail units is concentrated in the High Street, The Square and Crownmead Shopping Centre. There are extensive areas of SSF in East Street, Leigh Road, West Street and West Borough, which provide flexibility for non-Class A1 uses.

5.51 The Council's land use survey (August 2017) suggests the proportion of non-retail uses already exceeds 30%, with nearly 37% non-retail use in Wimborne's primary frontages. Wimborne has maintained an appropriate mix of retail and non-retail uses and the vacancy rate remains low.

5.52 Most of the large units (over 150 sq.m) are located within the PSF. The large retail units within these frontages should continue to be protected to maintain a predominance of Class A1 uses in the core area of the centre, in order to maintain the vitality and viability of the centre. The 30% threshold should be maintained in the PSF to protect large Class A1 units. No changes to the town centre boundary or shopping frontages are considered to be necessary.

Figure 5.7 Wimborne Town Centre Boundaries and Shopping Frontages



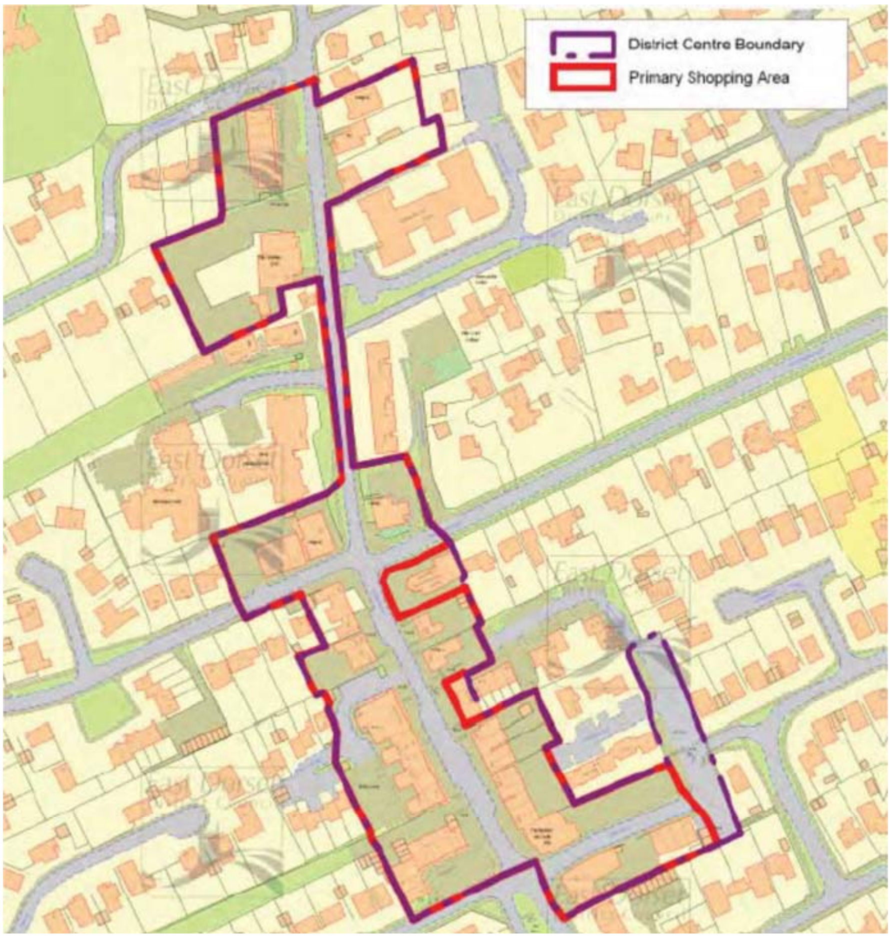
Source: Christchurch and East Dorset Councils

West Moors District Centre

5.53 West Moors is a small linear centre that has a designated centre boundary and a PSA, as shown in Figure 5.8. The PSA covers nearly all of the area covered by the town centre boundary. Policy VTSW9 seeks to focus main town centre uses within the district centre boundary, and this approach is consistent with the NPPF. The need for a separate PSA designation is unclear. The areas excluded from the PSA are car parks and the church. The PSA designation could be removed.

5.54 There are no designated retail frontages within West Moors District Centre. There have been limited changes since the Core Strategy was adopted in 2014 and the introduction of frontages policies is unnecessary.

Figure 5.8 West Moors District Centre Boundary and Primary Shopping Area



Source: Christchurch and East Dorset Councils

Barrack Road Local Centre

5.55 Barrack Road is designed as Secondary Shopping Frontage, which is tightly drawn around shops and services, as shown in Figure 5.9. Policy CH7 encourages town centre uses within this area. There is no designated PSF. There have been limited changes since the Core Strategy was adopted in 2014 and the Barrack Road local centre boundary remains appropriate.

Figure 5.9 Barrack Road Local Centre Boundary

Source: Christchurch and East Dorset Councils

Purewell Local Centre

5.56 Purewell is designed as SSF as shown in Figure 5.10. Policy CH7 encourages town centre uses within this area. There is no designated PSF. There have been limited changes since the Core Strategy was adopted in 2014 and the Barrack Road local centre boundary remains appropriate.

Figure 5.10 Purewell Local Centre Boundary

Source: Christchurch and East Dorset Councils

6.0 Conclusions and Recommendations

The Hierarchy of Centres

6.1 The analysis of the scale and role of centres and the retail floorspace projections in this study, indicate that the current retail hierarchy as set out in **Policy KS6** remains appropriate and no changes are considered necessary. The hierarchy is shown in Table 6.1. None of the centres are considered to be in decline and the vitality and viability of all centres should be maintained.

Table 6.1 Retail Hierarchy

Category	Centre
Town Centres	Christchurch, Ferndown, Verwood and Wimborne
District Centres	West Moors, Highcliffe
Local Centres	Purewell, Barrack Road, Corfe Mullen and West Parley
Parades	All other clusters of shops

Source: Local Plan Part 1 – Core Strategy Christchurch and East Dorset

Strategy for Accommodating Growth

6.2 The floorspace projections shown in Volume 1 provide broad guidance. Meeting the projections to 2023 and 2028 is the priority, and longer term projections need to be monitored.

6.3 **Policy KS8** sets out the approach to future retail provision within Christchurch and East Dorset in order to maintain and enhance their vitality and viability and meet needs of a growing population. In Christchurch Borough, Christchurch town centre will be the main focus for meeting the borough wide projection for comparison floorspace. Highcliffe centre will provide a small scale contribution towards the overall borough wide figure. Christchurch town centre will be the focus for meeting the borough wide projection for convenience floorspace.

6.4 It is appropriate that Christchurch Town Centre continues to be the main focus for comparison and convenience for Christchurch. This is also consistent with the vision for Christchurch set out in **Policy CH1**. At present Highcliffe is identified to provide a small scale contribution towards comparison within **Policy KS8** and **Policy CH4**. It is appropriate Highcliffe continues to make a small scale contribution towards comparison provision.

6.5 Within East Dorset **Policy KS8** identifies Wimborne and Ferndown as the focus for comparison floorspace with Verwood and West Moors delivering additional floorspace of a smaller scale. Ferndown and West Parley are identified as the focus for convenience floorspace with Corfe Mullen, Verwood, West Moors and Wimborne having the potential to deliver smaller scale provision.

6.6 **Policy WMC1** sets out the approach to Wimborne. Wimborne should act as a key town centre and together with Ferndown should be the main focus for retail development. 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. It is appropriate that Wimborne is a main focus for retail development and enhanced evening uses.

6.7 **Policy FWP1** sets out the vision for Ferndown Town Centre. Ferndown should act as a key Town Centre and should remain a key focus for retail development, along with Wimborne. This remains an appropriate strategy.

6.8 **Policy VTSW1** sets out the vision for Verwood Town Centre. Verwood Town Centre is a key town centre in East Dorset, providing a thriving busy centre to the local population and visitors. In terms of retail, more comparison and convenience goods shops in small to medium size units to appeal to small independent shops are supported. Given the size of Verwood, this vision continues to remain appropriate.

6.9 **Policy VTSW9** sets out the vision for West Moors District Centre. West Moors is a key District Centre in East Dorset, providing a central focus to the local population. In terms of retail, more comparison goods shops, in small to medium sizes to appeal to small independent shops are supported. Given the size of West Moors, this vision continues to remain appropriate.

6.10 The short term priority should be the reoccupation of vacant floorspace in the centres. However Christchurch and Ferndown have a number of development opportunities, which offer potential to accommodate some or all of the projected growth. Development opportunities are limited in Wimborne.

Christchurch Borough

6.11 The vacant units within Christchurch Town Centre and Highcliffe District Centre could accommodate up to 1,600 sq.m gross. Taking into account vacant shop units, further sites to accommodate around 5,700 sq.m gross should to be identified up to 2028 within the Borough as a whole. The horizon year projection is just under 14,000 sq.m gross in 2033.

6.12 The identified potential development sites in the primary shopping area offer reasonable to good potential to deliver additional retail capacity. If delivered these sites and vacant units could accommodate 60% of the floorspace projections up to 2028. This leaves a residual of around 3,000 sq.m gross to be accommodated by 2028. In the longer term a further 6,000 sq.m gross could be required between 2028 and 2033, but this projection will need to be monitored and reviewed.

East Dorset District

6.13 Vacant floorspace within Ferndown, Verwood and Wimborne could accommodate about 900 sq.m gross. Taking into account vacant shop units, further sites to accommodate an additional 5,800 sq.m gross should to be identified up to 2028. The horizon year projection is just under 11,500 sq.m gross in 2033.

6.14 A review of potential development sites has identified only 3 opportunities within the District that could accommodate up to around 3,000 sq.m gross of Class A1 to A5 uses. These town centre sites along with vacant shop floorspace, could accommodate nearly 60% of the floorspace projection up to 2028. This leaves a residual of around 2,800 sq.m gross to be identified in the longer term. In the longer term a further 4,700 sq.m gross could be required between 2028 and 2033, but this projection will need to be monitored and reviewed.

6.15 Strategic housing allocations may include local shops and services to cater for the needs of new residents. If implemented these developments will help to meet the projected retail floorspace identified in this study. Development at North Wimborne is expected to include retail floorspace of around 600 sq.m, and development South of Leigh Road at Wimborne could include a small local shop. There is also scope to expand West Parley Local Centre, and an outline planning application currently proposes 3,200 sq.m gross, including a food store of 2,200 sq.m gross.

Impact Thresholds

6.16 The NPPF minimum threshold of 2,500 sq.m gross is inappropriate as a blanket threshold across Christchurch Borough and East Dorset District, because this scale of development would represent a significant proportion of the overall retail projections in each authority area. Core Strategy Policy KS7 suggests an impact threshold of 1,000 sq.m gross for Christchurch, Ferndown and Wimborne and 500 sq.m gross in all other areas. These thresholds remain appropriate, given the size of the centres and the floorspace projections in this report.

Town Centre Boundaries and Frontages

6.17 Town centres should provide a range of complementary uses. The retail capacity projections indicate there is a need for a range of new Class A1 to A5 floorspace over the plan period, in both Christchurch Borough and East Dorset District. These types of uses should continue to be protected within designated primary and secondary shopping frontages.

6.18 The designation of town centre boundaries and primary shopping areas are important when applying the sequential approach and determining whether a retail impact assessment is required.

6.19 The Local Plan Part 1 – Core Strategy Christchurch and East Dorset **(Policy KS7)** is consistent with the NPPF in terms of the sequential approach, in terms of the PSA and town centre boundary definitions. A review of the following policies has been undertaken:

- Policy CH2 Christchurch Town Centre Boundary;
- Policy CH3 Christchurch Primary Shopping Area (and retail frontages);
- Policy WMC1 Wimborne Town Centre Boundary and Primary Shopping Area;
- Policy FWP1 Ferndown Town Centre Boundary and Primary Shopping Area;
- Policy VTSW1 Verwood Town Centre Boundary and Primary Shopping Area; and
- Policy VTSW9 West Moors District Centre Boundary and Primary Shopping Area.

6.20 Limited changes since the Core Strategy was adopted in 2014 suggest the current designations remain broadly appropriate. Some minor amendments to the boundaries and shopping frontages should be considered as follows necessary, as follows:

- **Christchurch Town Centre -** the PSA could be extended along Bridge Street or future policy could indicate that preference will be given to sites located within the defined town centre boundary for retail uses. Council should consider re-designating the Bargates PSF as SSF. Some of the SSF at the northern end of Bargates could be deleted.
- **Highcliffe District Centre -** the PSF could be re-designated as SSF.
- **West Moors District Centre -** the PSA designation could be removed.

6.21 In Christchurch town centre the proportion of non-retail uses already exceeds the policy limit of 30%, which would restrict any further changes of use apart from permitted changes of use for small units under 150 sq.m. The Council should consider re-designating Bargates as Secondary Shopping Frontage (SSF), because these units are predominantly small and can no longer be protected from certain permitted changes of use. The PSF should continue be protected to maintain a predominance of Class A1 uses, in order to maintain the vitality and viability of the centre, and therefore the current 30% threshold should be maintained for the reduced PSF. Some of the SSF at the northern end of Bargates are predominantly residential and could be excluded from the designated frontages. No other changes are considered to be necessary to shopping frontages in Christchurch Town Centre.

6.22 In Highcliffe the proportion of non-retail uses also exceeds 30%, and therefore all the PSF should be re-designated as SSF.

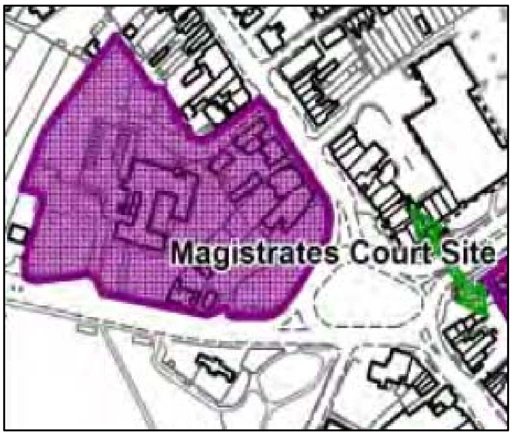
6.23 In Verwood there are no designated retail frontages because shops and services are relatively fragmented. The current policy approach is considered to be appropriate. Retail frontages are also unnecessary in the local centres at West Moors, Barrack Road and Purewell.

No changes to the shopping frontages or the 30% threshold are considered to be necessary in Ferndown and Wimborne.

Appendix 1: Potential Development Sites

CHRISTCHURCH – POTENTIAL DEVELOPMENT SITES

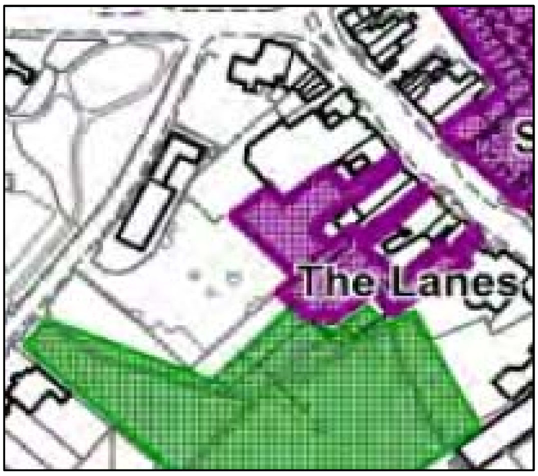
1. Magistrates Court Site, Christchurch



Source: Local Plan Part 1 - Core Strategy (2014)

Evaluation Criteria	Comment
Site Size	2.7ha
Current Use	Police Station, former Magistrates Court, surface car parks, vacant public house and various other buildings
Policy Designation	Town Centre Boundary, Primary Shopping Area, part Secondary Shopping Frontage, allocated in the Core Strategy as a Strategic Site
Availability	The site is currently at advanced pre-application stages suggesting the site is available
Potential Uses	The site could be suitable for retail, leisure, community, cultural and/or residential uses. The site is currently being promoted for a mixed use scheme, including residential (166 units including 49 sheltered housing units), 60 bed care home and approximately 1,200 sq.m Class A1 to A5 floorspace
Scale of Development	Medium scale assuming a mixed use development.
Development Constraints	Need to relocate the police station and other uses. There are listed buildings on the site
Access	Existing access from Bargates and/or Barrack Road
Overall Development Prospects	Good

2. The Lanes, Christchurch



Source: Local Plan Part 1 - Core Strategy (2014)

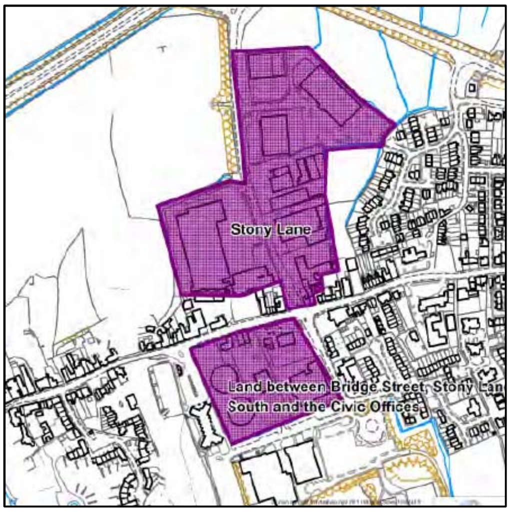
Evaluation Criteria	Comment
Site Size	0.2ha
Current Use	Surface car parking, nursery, courtyard garden areas to rear of properties fronting the High Street
Policy Designation	Primary Shopping Area, part Primary Shopping Frontage, allocated in the Core Strategy as a Strategic Site
Availability	Availability uncertain given existing buildings on site. Car park owned by Council.
Potential Uses	Potential for the provision of a courtyard of small boutique/specialist shops, with residential on upper floors
Scale of Development	Small scale, up to 1,000 sq.m gross of Class A1 to A5 at ground floor level
Development Constraints	Loss of car parking, likely the site is in multiple ownership
Access	Existing access from the High Street and Sopers Lane
Overall Development Prospects	Good

3. Saxon Square, Christchurch

Source: Local Plan Part 1 - Core Strategy (2014)

Evaluation Criteria	Comment
Site Size	1.2ha
Current Use	Shopping centre with a number of vacant units
Policy Designation	Town Centre Boundary, Primary Shopping Area, Primary Retail Frontage, allocated in the Core Strategy as a Strategic Site
Availability	A number of units are vacant, however a number are occupied, making availability uncertain
Potential Uses	Refurbishment/enhancement of existing shopping centre to enhance the shopping environment and create larger units which are more attractive to retailers. Alternatively a major redevelopment of the centre and expansion into the multi-storey car park area could be a long term option.
Scale of Development	Small scale, about 500 sq.m gross at ground floor level. May be potential for additional uplift in space (up to 2,000 sq.m) as part of a longer term major redevelopment.
Development Constraints	Viability of refurbishment/enhancement
Access	Existing access from High Street
Overall Development Prospects	Good

4. Stony Lane and Land between Bridge Street, Stony Lane South and the Civic Offices, Christchurch



Source: Local Plan Part 1 - Core Strategy (2014)

Evaluation Criteria	Comment
Site Size	6.5ha
Current Use	Beagle Technology Group, industrial/employment uses, gas works, Stony Lane Retail Park, retail unit, retirement homes, various buildings fronting Bridge Street and Stony Lane.
Policy Designation	Within Town Centre Boundary, Out of Centre in retail terms, allocated in the Core Strategy as a Strategic Site.
Availability	Uncertain due to the presence of a variety of uses on the site which are in operation. The Beagle site has planning permission for a convenience store.
Potential Uses	Town centre uses including employment, retail, leisure and entertainment, offices, arts and culture and tourism
Scale of Development	Food store of around 5,000 sq.m gross plus potential for a further 5,000 sq.m gross of large format retail and/or leisure uses.
Development Constraints	Located in Flood Zone 3, Out of Centre in retail terms
Access	Existing access from Bridge Street and Stony Lane
Overall Development Prospects	Reasonable

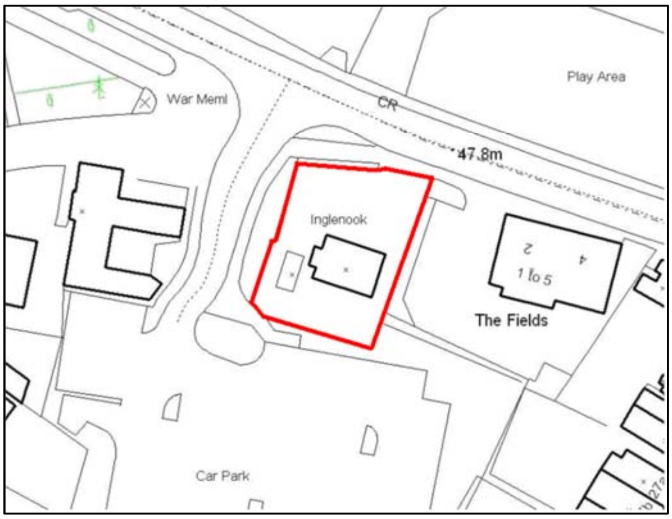
5. Meteor Retail Park

Source: Google Maps

Evaluation Criteria	Comment
Site Size	2ha
Current Use	Retail park
Policy Designation	Out of centre
Availability	Site has recently been redeveloped to provide 8,097 sq.m of Class A1 (Retail) floorspace. There are land/buildings to the north east of the retail park which could offer further retail potential in the longer term.
Potential Uses	May be potential for additional retail floorspace to the north east of the retail park, adjacent to Matalan.
Scale of Development	Small scale, up to 1,000 sq. gross
Development Constraints	Out of centre in retail terms
Access	Existing access from Somerford Road
Overall Development Prospects	Reasonable

East Dorset - Potential Development Sites

1. Inglenook, Verwood



Source: Lichfields

Evaluation Criteria	**Comment**
Site Size	0.1ha
Current Use	Residential dwelling
Policy Designation	Town Centre Boundary, Primary Shopping Area
Availability	Uncertain as the dwelling is currently occupied, but could be available in the short term
Potential Uses	1 to 3 retail units, with residential or offices on upper floors
Scale of Development	Small scale, less than 500 sq.m gross at ground floor level
Development Constraints	Availability of site for redevelopment is uncertain
Access	Existing access from Station Road/Ringwood Road
Overall Development Prospects	Good

2. Day Centre, Ferndown

Source: Goad Plans/Lichfields

Evaluation Criteria	Comment
Site Size	0.2ha
Current Use	Day Centre for elderly people owned by Dorset County Council.
Policy Designation	Town Centre Boundary, Primary Shopping Area, Primary Shopping Frontage
Availability	Owned by the County Council, but is currently in use as a Day Centre
Potential Uses	Parade of retail units, with replacement Day Centre on upper floors and to the rear
Scale of Development	Small scale, around 1,000 sq.m gross at ground floor level
Development Constraints	Retention of existing Day Centre may be desirable, cost of replacement Day Centre may make development unviable
Access	Existing pedestrian access from Penny's Walk and vehicular access from Library Road
Overall Development Prospects	Poor – may be more viable to link the redevelopment of this site with the redevelopment of sites 3 & 4 (see below) to better utilise the footfall of the Primary Shopping Frontage.

3. Service Yards/Car Parks, Library Road, Ferndown

Source: Goad Plans/Lichfields

Evaluation Criteria	Comment
Site Size	0.4ha
Current Use	Service yards and private surface car parks
Policy Designation	Town Centre Boundary, Primary Shopping Area
Availability	Long term - Uncertain as likely to be in multiple ownership.
Potential Uses	The provision of new retail units off Victoria Road with residential or offices on upper floors.
Scale of Development	Small scale (up to 1,000 sq.m gross at ground floor level)
Development Constraints	Multiple land ownerships may make land assembly difficult and availability for development is uncertain. Loss of private car parks and servicing areas
Access	Existing pedestrian access from Victoria Road and vehicular access from Library Road
Overall Development Prospects	Reasonable - may be more viable to link the redevelopment of this site with the redevelopment of sites 2 & 4 (see above and below) to better utilise the footfall of the Primary Shopping Frontage.

4. 17 Victoria Road & Land to the Rear of Victoria Road, Ferndown

Source: Goad Plans/Lichfields

Evaluation Criteria	Comment
Site Size	0.2ha, but could be extended to 0.4ha if the adjacent public houses is included.
Current Use	Existing retail units and private surface car parking.
Policy Designation	Town Centre Boundary, Primary Shopping Area, Secondary Shopping Frontage
Availability	Uncertain as existing businesses operating from the site
Potential Uses	Parade of shop units with residential or offices on upper if a site of 0.4ha is assembled.
Scale of Development	Small scale - up to 1,500 sq.m gross at ground floor level
Development Constraints	Availability of site is uncertain and is likely to be in multiple ownerships
Access	Existing access from Victoria Road
Overall Development Prospects	Reasonable - may be more viable to link the redevelopment of this site with the redevelopment of sites 2 & 3 (see above) to better utilise the footfall of the Primary Shopping Frontage.

5. Fire Station, Ferndown

Source: Goad Plans/Lichfields

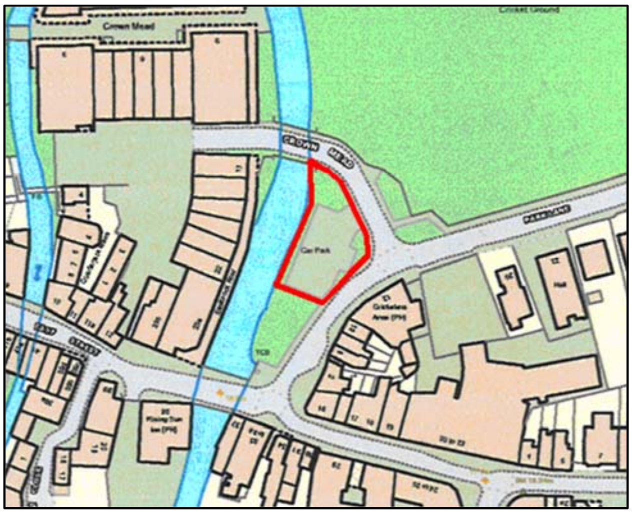
Evaluation Criteria	Comment
Site Size	0.15ha
Current Use	Fire Station
Policy Designation	Town Centre Boundary, Edge of Centre in retail terms
Availability	Uncertain as currency in use as a Fire Station
Potential Uses	Parade of retail units with residential or offices on upper floors
Scale of Development	Small scale, up to 1,000 sq.m gross at ground floor level
Development Constraints	Availability of site for redevelopment is uncertain. Relocation of the Fire station would be required. The site is separated from the Primary Shopping Area by a busy road junction.
Access	Existing access from Ringwood Road and New Road
Overall Development Prospects	Poor – there may however be an opportunity to link redevelopment of this site to sites 2, 3 & 4 (see above) if the Fire Station could be relocated

6. Fire and Police Station, Wimborne

Source: Lichfields

Evaluation Criteria	Comment
Site Size	0.5ha
Current Use	Fire Station and Police Station
Policy Designation	Town Centre Boundary, Edge of Centre in retail terms
Availability	Uncertain as currently in use as a Fire Station and Police Station
Potential Uses	Large format retail or leisure units
Scale of Development	Medium scale, up to 2,000 sq.m gross at ground floor level
Development Constraints	Availability of site for redevelopment is uncertain. Relocation of existing uses would be required, and this may only be a long term opportunity. Edge of Centre site in retail terms. Poor connectivity to the town centre.
Access	Existing access via Hanham Road and Allenview Road
Overall Development Prospects	Poor

7. Park Lane Car Park, Wimborne



Source: Lichfields

Evaluation Criteria	Comment
Site Size	0.05ha
Current Use	Small surface level car park
Policy Designation	Town Centre Boundary, Primary Shopping Area
Availability	Uncertain as currently a well-used as a car park
Potential Uses	Small single Class A3/A4 use
Scale of Development	Small scale, less than 500 sq.m gross
Development Constraints	Loss of car parking which may need to be replaced elsewhere, located in Flood Zone 2
Access	Existing access from Park Lane/Crown Mead
Overall Development Prospects	Poor

8. Strategic Housing Sites

East Dorset has a number of strategic housing allocations which may include local shops and services to cater for the needs of new residents within these schemes. The strategic housing sites area as follows:

1 WMC7 North Wimborne Minster (600 dwellings);

2 WMC8 South of Leigh Road, Wimborne Minster (350 dwellings);

3 CM1 Corfe Mullen (250 dwellings);

4 FWP6 East of New Road, West Parley (320 dwellings);

5 FWP7 West of New Road, West Parley (150 dwellings);

6 VTSW4 North West Verwood (270 dwellings); and

7 VTSW4 North East Verwood (65 dwellings).

A current planning application at WMC7 is expected to provide retail floorspace of around 600 sq.m at Wimborne. The WMC8 development is expected to include a small shop (size unknown). Pre-application discussions relating to FWP6 East of New Road, West Parley suggest an expanded centre could include a new food store.

An outline planning application for the east of New Road in West Parley proposes a food store of 2,200 sq.m gross (1,408 sq.m net) plus other retail class A1 to A5 totalling 1,000 sq.m gross (up to 900 sq.m net).

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