

# Environmental Statement - Non-Technical Summary

Knoll House Hotel, Ferry Road, Studland

Prepared by Black Box Planning  
on behalf of Kingfisher Resorts Studland Ltd



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### Quality Assurance

<b>This report has been prepared in accordance with the quality assurance procedures operated by Black Box Planning Ltd</b>	
<b>Created by:</b>	Jane Fuller MRTPI
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<b>Checked by:</b>	Ben Read MRTPI
<b>Signature:</b>	

## 1. Introduction

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### Non-Technical Summary

- 1.1 This Non-technical Summary accompanies the Environmental Statement Addendum (ES Addendum) that has been prepared on behalf of Kingfisher Resorts (the Applicant) in support of a full planning application for the redevelopment of Knoll House Hotel, Studland.
- 1.2 The ES has been prepared by the following specialist consultancies:
- Black Box Planning Ltd. – Planning Consultants
  - Ecology Solutions - Ecologists
  - Richard Sneesby Landscape Architects – Landscape Architects
- 1.3 The submission of this fresh application follows the refusal of a previous application (dated 9<sup>th</sup> February 2022) submitted in November 2018 (application ref. 6/2018/0566). The applicant has appointed a new design team to prepare fresh proposals for the Site in response to the issues raised by the Council and key consultees. As such this ES comprises the results of fresh assessment work on the new proposals. It has been prepared in accordance with Regulation 25 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (hereafter referred to as the 'EIA Regulations').
- 1.4 The area of land subject to this application extends to approximately 2 hectares and is identified on the plan entitled 'Site Location Plan' submitted with the application. The proposed masterplan is included within the Design and Access Statement and associated architectural plans pack.
- 1.1. In summary, this full planning application seeks permission for the following:
- 30 hotel rooms
  - 22 apartments
  - 26 villas
  - 79 parking spaces
  - 36 cycle spaces
  - Restaurant and spa complex including indoor/outdoor pool
  - Associated landscaping, public realm, biodiversity enhancements, drainage, access and servicing infrastructure.

### Environmental Impact Assessment

- 1.5 The requirement for EIA is derived from the EC Directive no. 2011/92/EU. This directive is transposed into UK law through the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 ('the Regulations'). The Regulations require that prior to the grant

of planning permission the likely significant effects of a project on the environment should be assessed. This ES has been prepared in accordance with the Regulations.

1.6 The EIA process has sought to identify appropriate construction and operational phase design and good practice mitigation measures to avoid or reduce adverse effects and to maximise beneficial effects. The outcome of the EIA process is to determine the nature of any residual significant effects once the mitigation measures have been factored in. The summary of the findings is set out below and detailed within Chapter 8 of the Vol1: Main Text ES report.

**The EIA Team**

1.7 Regulation 18(5) of the EIA Regulations requires the developer to ensure that the ES is prepared by competent experts. The applicant’s EIA team and their relevant professional expertise are set out within Table 1.1 below. All of the EIA team members have contributed to the preparation of this EIA Scoping Report.

**Table 1.1: The Applicant’s EIA Team**

<b>Name and Title</b>	<b>Organisation</b>	<b>EIA Role</b>	<b>Qualifications</b>
Ben Read, Director	Black Box Planning	EIA Project Director	MRTPI
Jane Fuller, Associate	Black Box Planning	Socioeconomics assessment	MRTPI GradiEMA
Richard Sneesby, Director	Richard Sneesby Landscape Architects	Landscape Assessment	FLI
Dominic Farmer, Director	Ecology Solutions	Ecology Assessment	MCIEEM CEnv

**Structure of the Environmental Statement**

1.8 This ES is structured as follows:

- **Volume 1 – Main Text:**
  - **Chapter 1: Introduction** - introduces the content, purpose and format of the ES.
  - **Chapter 2: Assessment Methodology** - summarises the scope of the assessment and assessment methodology used.
  - **Chapter 3: Site and Surrounding area** – description of site context and location.
  - **Chapter 4: The Proposed development and Alternatives** – summarises the proposed development and the alternatives considered.

- **Chapter 5: Socio-economic Effects** - summarises the socio-economic assessment and provides a summary of any proposed mitigation/enhancement measures.
- **Chapter 6: Landscape and Visual Effects** - summarises the landscape visual impact assessment and provides a summary of proposed mitigation/enhancement measures.
- **Chapter 7: Ecology and Nature Conservation** - summarises the ecology assessment and provides a summary of proposed mitigation/enhancement measures.
- **Chapter 8: Summary of Effects** – provides a summary of the overall findings and conclusions of the EIA.
- **Volume 2 – Figures and Technical Appendices** – the technical appendices that support the three topic assessments. For continuity and ease of reference, all tables, figures and appendices are presented under the same numbering system as their respective chapters.
- **Non-Technical Summary (this report):** A Non-technical summary of the ES has been produced as a freestanding document, which provides a concise summary of findings in non-technical language.

## Consultation on the Environmental Statement

1.9 The ES will be consulted on alongside the package of planning application documents. Any comments on the ES should be directed to Dorset Council (“The Council”) through commenting on the planning application. The details of where the ES can be viewed will be available from the Council’s development management department who can be contacted as follows:

- Telephone: 01305 838336
- Email: [planningeast@dorsetcouncil.gov.uk](mailto:planningeast@dorsetcouncil.gov.uk)

1.9 Printed copies of this report and/or electronic CD copies of this ES are also available from the agent of the application at the following cost:

- ES Main Text - £20
- Technical Appendices - £50
- Non-Technical Summary – Free of charge
- Digital copies of the above on a CD - £20 per CD (includes postage fee)

1.10 For copies of any of the above please contact the application agent, Black Box Planning, at the following address:

Black Box Planning Ltd (Knoll House Hotel)  
PO Box 3366  
Bristol  
BS6 9PB

## 2. The Proposed Development

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### Summary of the Proposals

- 2.1 The following section provides a summary of the proposed development as well as alternative approaches considered in the evolution of the design. Refer to the Design and Access Statement submitted with the application for full details of the design evolution.

### Land Use Mix and Quantum

- 2.2 The redevelopment of Knoll House Hotel reconfigures the Site to offer a range of accommodation types including:
- Extension and refurbishment of the existing hotel to provide 30 new hotel rooms; and,
  - Provision of 48 units of accommodation comprising garden villas (26 units) and holiday apartments (22 units) to cater for families and individuals.
- 2.3 The additional buildings will also accommodate new leisure facilities including: indoor and outdoor pool, spa treatment facilities, jacuzzi and sauna/steam room, fitness studio, café/juice bar and fine dining restaurant.
- 2.4 The new resort will not contain a shop. Hotel guests can continue to visit Studland Stores if they need anything the hotel cannot provide. A selection of basic sundries will be available for sale at the resort, as is common to all hotels.

### Design and Layout

- 2.5 The proposals adopt a landscape-led design approach to deliver a high-quality leisure and tourism resort, suited to the modern tourism market. The redevelopment would focus on the delivery of new high-quality tourist accommodation in a range of formats together with proportionate facilities to support the new development in a resort format.
- 2.6 A central garden area is proposed at the heart of the Site, allowing for informal recreational activity and relaxation, whereas the formal planting and landscaped area to the front of the hotel and adjacent to Ferry Road, will remain as existing to retain the character of the hotel frontage.

### Sustainability

- 2.7 The redevelopment of the old buildings provides the opportunity to deliver a new energy efficient design, better able to respond to climate change. The revised design has taken a strongly landscape-led approach to the form and layout, focussing on low density site coverage and integration into local context.

2.8 The design process has been sustainably-led adopting a 'fabric first' approach. Promoting biodiversity and resilience to climate change are key considerations within the revised scheme. Key sustainability features proposed include:

- Additional tree planting;
- Providing green roofs for enhancing biodiversity and carbon sequestration;
- The reduction and attenuation of surface water run off through absorption by green roof substrate;
- Habitat creation for invertebrates; and,
- A community heating system.

### Resort Accommodation

2.9 A unit of hotel and leisure accommodation is often referred to as a 'key'. This represents a lettable unit of accommodation, such as a hotel bedroom or apartment. A 'key' may include more than one bedroom. As a result of the redevelopment the overall number of keys will reduce from 106 currently to 78 following the redevelopment. Typically, even in a full capacity situation where all keys have been let out, not all of the bedrooms under all of the keys will be fully occupied.

2.10 The existing hotel provides rooms of varying sizes, including a number of family rooms (30 rooms are capable of accommodating a family of four and further 33 rooms capable of accommodating a family of three). The proposed hotel rooms have been designed to accommodate a double bed (a capacity of two) with larger parties occupying the proposed apartments and villas. As such the existing and proposed accommodation mix is not directly comparable. The operating model of the resort will be one focusing on a luxury product providing guests with more space, whereas the existing hotel is a high volume lower cost hotel.

2.11 The garden villas and holiday apartments will be rented as holiday accommodation and will not be able to be used as market housing for principal residence. The apartments and villas will remain under the control and operation of Kingfisher. The cost of renting out the apartments per night/week and the nature of the accommodation means that it is considered highly unlikely that guests would seek to retain the accommodation on a long-term basis.

2.12 The villas and apartments will have kitchens or kitchenettes. However, these units will function as part of the resort. Guests will 'check-in' and the use of the resort facilities will be promoted, including the catering options. The villas and apartments will not function in the same way as a standalone self-catering cottage or house, they will form part of a holiday resort.

- 2.13 A condition could be placed on the planning permission by the Local Planning Authority to prevent the accommodation units from being used as a primary residence in perpetuity (i.e. permanently). This is a common planning approach for self-catering holiday accommodation.

### Seasonal Opening

- 2.14 Historically the previous owners operated the hotel on a more seasonal basis, closing for a period in the winter. Staff were predominantly employed on a contract basis, arriving when the hotel opened and leaving again when the hotel closed. This necessitated the provision of 57 on-site staff accommodation units, in addition to the 106 hotel rooms for guests (equating to 163 bedrooms in total). Since their purchase in 2017, Kingfisher Resorts have subsequently operated the hotel for a longer season. There is no restriction on the operation of the existing hotel throughout the year currently and the resort will continue to operate on a year-round basis following the redevelopment.
- 2.15 At present, the majority of staff live on site. Following the redevelopment none of the staff will live on site. As a result, the number of people residing on the site at any one time will reduce. There are currently no restrictions on the use of the staff accommodation as lettable accommodation at present. Accordingly, in the 'do nothing' scenario there is nothing to prevent an alternative staffing strategy to enable an increase in guest accommodation to be let out.

### Landscaping

- 2.16 The proposal has been designed to respond directly to the surrounding landscape character of the site. A central open green space is proposed with the accommodation designed around it, interwoven with planting and landscaped pedestrian routes.
- 2.17 The use of green roofs and low site coverage aims to deliver an integrated built form, harmonious with its wider surroundings. The accompanying Design and Access Statement provides full details.

### Ecology

- 2.18 Through the various landscape strategies, a range of ecological enhancements are proposed to be incorporated into the development to enhance species-richness beyond what is currently existing on-site.
- 2.19 Protected species surveys have been undertaken with the details of appropriate mitigations set out within the Ecology chapter of this report
- 2.20 To enhance the long-term management of the adjacent woodland a Woodland Management Plan has been prepared that will implement preservation measures.
- 2.21 Designated dog walking areas are proposed to reduce the potential for effects on designated sites.
- 2.22 A package of environmental stewardship enhancement measures are proposed including risk reduction measures and measures to increase staff and guests' knowledge and awareness of surrounding sensitive environments.

## Parking and Access Arrangements

- 2.23 The existing main vehicular access off Ferry Road is to be retained and will continue to be used by visitors and delivery vehicles. Servicing will be carried out entirely within the Site boundary and all vehicles will enter and exit the Site in a forward direction. The existing junction layout (including kerb radii and visibility) has been assessed as sufficient to support all potential vehicle use without detriment to the adjoining public highway. The priority T-junction has been subject to a full swept path analysis utilising the largest vehicles that will require access to the Site. Refer to the Transport Assessment accompanying this application for full details.
- 2.24 79 car parking spaces are proposed as part of the redevelopment. The existing provision is informal and does not promote an efficient use of space, with the quantum of available parking fluctuating depending on how vehicles have parked on site. In reality the resort would not exceed 90% occupancy, even at peak times and this has been reflected in the number of available spaces on site.
- 2.25 Cycle parking will be provided for staff, guests and visitors and a shuttle bus will be in operation for guests to visit the wider area.
- 2.26 A Framework Travel Plan has been submitted and include a proposed Staff electric shuttle bus.

## Flood Risk and Drainage

- 2.27 A Flood Risk Assessment has been submitted with the application alongside proposals for the upgraded surface water drainage and foul drainage strategy. Refer to Flood Risk Assessment & Drainage Strategy Technical Note (Patrick Parsons, October 2022) for full details of proposals.

## Staffing and Local Community Benefits

- 2.28 A package of enhancement measures is proposed to maximise and secure wider benefits for the local community and local economy as fully detailed within the Socio-economic Effects Chapter of this report (Chapter 5).
- 2.29 Currently the staff, many of whom are seasonal contractors, live on site in accommodation. Following the redevelopment, given the changing nature of the resort, staff will be retained on permanent, full-time (or equivalent) employment contracts. As such, staff will be recruited from the surrounding area and accommodation will no longer be provided on site. A staff electric shuttle bus will be provided by Kingfisher to transport staff to and from the resort. This approach is being implemented by Kingfisher elsewhere.
- 2.30 The Staff Development Strategy (Appendix 5.1 of the Socio-economic Effects chapter) has been updated that provides a Framework for the approach to staffing the Resort.

- 2.31 The proposed new spa and leisure facilities will be accessible only to members paying a private membership subscription. They will not be open to the general public on a drop-in type basis. The hotel management are considering a discounted membership rate for local people following recent community liaison. The new café and restaurant will be available for public use.

### Alternatives Considered

- 2.32 The application site was purchased by the Applicant for the purpose of redevelopment. The site was chosen, above others, due to the character of the existing hotel and the surrounding area. However, it is recognised that operationally, in the current tourism market context, the hotel accommodation and facilities require major investment and regeneration moving forward.
- 2.33 This site is one of the largest brownfield sites in the area and presents a unique opportunity to revitalise an underused hotel asset to maintain and enhance the tourist market in Studland and wider area. In terms of tourist attractions, the location of the site is considered to be highly desirable and was therefore chosen for redevelopment to maximise the benefits of this location in terms of its far-reaching views, coastline and local beaches.
- 2.34 The previous owner sold the site at the point of retirement, and this provided the opportunity to redevelop the site to ensure the hotel reflected the requirements and desires of the modern tourism market. However, to deliver a viable proposal both in the short and medium term (to justify the significant capital investment and operational viability) a critical mass of accommodation is required to support the level of services and facilities proposed. In turn, the services and facilities are required to deliver a sustainable 'resort' style development which meets the requirements of the modern visitor.
- 2.35 The design process for the submitted scheme has considered and tested a number of alternative configurations for the site having regard to environmental and design-led opportunities and constraints which have been tested and analysed through the evolution of the layout. The design process has also been informed by:
- Engineering opportunities and constraints including the unique site topography;
  - Extensive pre-application engagement process with Purbeck District Council, the National Trust, Natural England and the Dorset AONB Partnership during the determination of the previous application;
  - Environmental baseline assessments for the site to establish any constraints which needed to inform the design process; and
  - Responses received during the extensive public consultation exercise.

- 2.36 The Design and Access Statement accompanying the application sets out in detail the iterative design process that has taken place as informed by the pre-application consultation process. The design has developed over time since the original concept was proposed as part of the 2018 planning application. Following feedback on the 2018 scheme, further design changes took place in 2019 with a revised application pack submitted at that time. This application was ultimately refused in 2022 partly due to concerns regarding scale, form and massing. The assessments of environmental effects of the 2018 proposals and the revised 2019 proposals are contained within the Knoll House Environmental Statement (2018) and the Knoll House Environmental Statement Addendum (2019), The associated Council's response is set out within the Committee Report for application 6/2018/0566. These documents are already before the council and publicly available.
- 2.37 The evaluation of a site in the absence of specific proposals can be described as the 'do nothing' alternative. With reference to the submitted application, this would comprise the Knoll House Hotel to remain as existing. Although currently operational, due to the deteriorating nature of many of the building and facilities on site, if the hotel were to remain undeveloped it is likely that the attraction of the resort would decrease and ultimately the hotel would have to close, to the detriment of the tourism market of the area. It would not be a commercially viable proposition to make the major capital investment necessary to improve the existing stock of buildings to underpin a desirable business on the site.

### 3. Summary of Assessment Findings

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- 3.1 The following section provides an overall summary of conclusions of each the technical assessments included within this ES. This chapter has been compiled by Black Box Planning and is informed by each the technical chapters of the ES.
- 3.2 This ES has assessed the potential for significant effects, both adverse and beneficial, considered likely to arise as a result of the proposed development. Any proposed mitigation and enhancement measures have been detailed within the individual chapters. conclusions of each of the assessment chapters are presented in turn below.

#### Socio-economic Effects

- 3.3 A socio-economic effects assessment has been undertaken (refer to Chapter 5 of the Main Text report) identifying the headline demographic and economic baseline conditions of the area and then assessing the predicted effects of the development. The assessment acknowledges the changes that have taken place to economic conditions (for example due to the Covid pandemic and inflationary pressures) since the last application was submitted and provides an updated assessment of gross and net direct and indirect impacts.
- 3.4 The assessment concludes that the redevelopment would generate some **£65million** spend on the construction process generating 265 person-years employment as a one-off impact, equating to **£25 million** of Gross Value Added (GVA). The operational phase is anticipated to generate £5 million GVA per year and a further **£2 million** GVA on indirect spend through supply chain and from visitor spend outside of the resort in the local area.
- 3.5 The updated Socio-economic assessment supports the overall conclusions of the previous assessment that the anticipated effects during both construction and operation are predominantly considered to be moderate to major beneficial with no significant residual adverse effects anticipated.
- 3.6 Through this development, the existing hotel use will be retained and enhanced as an asset to the local visitor economy on a previously developed brownfield site, continuing to contribute to the local tourism industry and employing local people, helping to retain families within the local area. There will also be beneficial impacts within the wider local visitor economy through visitor spend.
- 3.7 The Covid pandemic has placed even greater pressure on local economies and the redevelopment would provide an important contribution towards economic recovery within the local area.

- 3.8 The redevelopment of Knoll House Hotel as a major visitor attraction has the potential to deliver some wider catalytic effects for the local area. This could include investment in new/upgraded visitor accommodation in the vicinity of the site; local food and retail investments to capture enhanced visitor spend; and further investments in attractions as the project demonstrates success in drawing in large numbers of visitors to the area.

Table 3.1: Socioeconomic Effects – Summary of Significance of Effects

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  [Large, Medium, Small, Negligible] and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition )	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
<b>CONSTRUCTION PHASE</b>							
Labour market	Risk of existing jobs losses due to closure of hotel for temporary period during construction	Low	Small  Permanent/ Temporary depending on role	Local	Minor adverse	Knoll House Staffing Strategy – commitments to Staff placements  To be secured by design	Negligible following mitigation
Labour market	Positive impact on construction sector in Purbeck and wider region (256 person-years of employment in construction industry - £25 million of Gross Value Added)	Medium	Large  Temporary	Local/Regional	Major/Moderate beneficial	Knoll House Staff Recruitment and Development Strategy  To be secured by design	Major/Moderate beneficial
<b>IN OPERATION</b>							
Labour market	Positive increase in direct employment generation (from 65 to 152 jobs in hotel - £2.9 million in wages	Medium	Medium  Permanent	Local	Major/Moderate - Beneficial	Knoll House Staff Recruitment and Development Strategy, links with local education providers, training and development opportunities,	Major/Moderate beneficial

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	and circa <b>£5million</b> GVA every year)					social enterprise activities/ community links	
Labour market	Increase in year-round work opportunities rather than seasonal; improved quality of jobs with career progression potential	Low	Small  Permanent	Local	Minor-Beneficial	To be secured by design	Minor-Beneficial
Labour market	21 jobs supported by <b>£3.3 million</b> supplier spend	Medium	Medium  Permanent	Local/Regional	Moderate-Beneficial	Engagement with Dorset Growth Hub	Moderate-Beneficial
Local visitor economy	Positive impact on tourism industry in Purbeck through combined effects of hotel asset/job retention/generation; increased investor confidence; contributing to covid recovery	Medium	Medium  Permanent	Local/Regional	Major/Moderate beneficial	Engagement with Dorset Growth Hub	Major/Moderate beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  [Large, Medium, Small, Negligible] and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition )	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
Local visitor economy	<b>£2.3 million</b> visitor economy spend outside of hotel in Purbeck by visitors every year, supporting circa 60 jobs	Medium	Medium  Permanent	Local/Regional	Moderate-Beneficial	Engagement with Dorset Growth Hub	Moderate-Beneficial

### Landscape and Visual Effects

- 3.9 The Landscape assessment has considered the landscape and visual effects of the proposal and represents a Landscape and Visual Impact Assessment (LVIA) with associated viewpoint analysis (refer to Appendix 6.4 of Chapter 6 of the Main Text report). The LVIA work for this project has been produced independently of the design process and has been used to inform the design to limit the landscape and visual effects and optimise the development with respect to its setting.
- 3.10 The assessment has considered predicted effects upon landscape character and visual receptors within the study area. The area is highly designated and popular with visitors pre-occupied with enjoyment of the scenery. Nearly all sensitivity values are high. For landscape character this means assessment of the predicted effects upon the described landscape character, landscape designations and, in particular, the special qualities of the Dorset AONB.
- 3.11 The proposal involves changing one complex of buildings for another within the same site boundary. No changes are proposed to land outside the existing site which will remain as the baseline condition.
- 3.12 This revised proposal benefits from consultee feedback on an earlier 2019 application which was refused in February 2022. This has enabled a detailed iterative design response to the site and its surroundings resulting in a wholesale re-design for the site to reduce adverse effects which were identified as shortcomings in the previous scheme.
- 3.13 The existing hotel complex is in poor condition and its replacement is not in question. The LVIA has considered matters of site design, architectural style, scale, massing, and materiality. In all cases it is assessed that the Proposal will provide (post construction phase) a short, medium and long term benefit to the landscape compared to the existing baseline condition.
- 3.14 Particular sensitivity to development on this site comes from its visibility from the south. 11 viewpoints were assessed from the north, south and west. Those close to the site (Ferry Road and the footpaths and bridleways immediately south of the site) will notice a moderate to large change to the view. This is assessed as beneficial compared to the baseline condition. From Godlingston Heath, especially from higher ground above Agglestone Rock and from Black Down Mound, the site is visible as a minor element within wide panoramic views. Most of the buildings are, and will continue to be, screened by woodland from westerly and south-westerly directions. The most visible part of the site is along its southern boundary. The Proposal has paid close attention to the effects upon visual receptors from these viewpoints and the site design and architecture creates important inherent design mitigation to significantly reduce the adverse effects of the baseline view. The effects upon views in Year 1 is assessed as slightly beneficial. Once the proposed vegetation, especially the trees, have established the benefits will increase over time.
- 3.15 A similar effect is assessed from high ground along the Purbeck Hills south of the site. These are more distant views where the site visually reads as a minor element with the wide panoramic landscape. Knoll House Hotel is the northernmost development visible from these viewpoints and

therefore has a special significance in the view, albeit minor and with any detail not possible without magnification. The baseline view is of a random complex of white buildings with orientations drawing the eye towards flat elevations which are visually obvious in the view. The proposal re-orientates the majority of buildings north-south so that they are visually less obvious. When combined with a recessive materials palette, a green-roofed spa building, a large central open landscape space and proposed boundary tree and hedge planting, the change to views from these locations is significantly beneficial compared with the baseline view.

- 3.16 This focus upon reducing visual effects from the south has meant that the larger and taller buildings are located at the north end of the site where they are less visible. The northern accommodation blocks will be most visible from Ferry Road where the change in architecture will be most apparent. This is not assessed as being adverse compared with the baseline view. Ridge heights are lower than the existing buildings and the proposed accommodations blocks set further back from the road. The visual receptors along Ferry Road are travelling such that views are short-lived and in the direction of travel.
- 3.17 Refer to Table 3.2 below for a summary of identified effects together with any proposed mitigation or enhancements.

**Table 3.2 Landscape and Visual Effects – Summary of Significance of Effects**

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/C condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
<b>CONSTRUCTION PHASE</b>							
The Site	Tree felling, removal of vegetation, demolition, construction works including scaffolding and cranes, changes to site levels, construction of new buildings	Medium	High  Temporary	Local	Major  Not Adverse due to the nature of changing one form of building for another	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Major  Beneficial
Purbeck Hills LCA(Host)	Change to the character of the area whilst construction works take place	High	Small  Temporary	Local	Minor to moderate  Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge	Minor to moderate  Beneficial

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						planting) to be secured by design	
Purbeck Ridge LCA	Change to the character of the area whilst construction works take place	High	Small  Temporary	Local	Minor to moderate  Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Minor to moderate  Beneficial
Active Coastal Waters and Sandy Beach SCTs	Change to the character of the area whilst construction works take place	High	Negligible  Temporary	Local	Negligible  Not adverse	None	No change
Dorset AONB Special Qualities	Change to the character of the area whilst construction works take place	High	Medium  Temporary	Local	Major  Not adverse	Where possible provide advanced structure planting along the southern boundary. Screen	Major  Beneficial

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						low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	
Visual Receptors (Ferry Road)	Change to the baseline view. Visibility of the construction works	Low	Medium Temporary	Local	Minor to moderate Not adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Minor to moderate Beneficial
Visual Receptors immediately south of the site	Change to the baseline view. Visibility of the construction works	High	Medium Temporary	Local	Major Not adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works	Major Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/C condition)	Significance of Residual Effects (after mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						(e.g. hoarding or advanced hedge planting) to be secured by design	
Visual Receptors Godlingston Heath	Change to the baseline view. Visibility of the construction works	High	Negligible Temporary	Local	Negligible Not adverse	None	No change
Visual Receptors higher ground on Godlingston Heath and Black Down Mound	Change to the baseline view. Visibility of the construction works	High	Small Temporary		Minor to moderate Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Minor to moderate Beneficial
Visual Receptors Purbeck Hills	Change to the baseline view. Visibility of the construction works	High	Small Temporary		Minor to moderate Slightly adverse	Where possible provide advanced structure planting along the southern	Minor to moderate Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
<b>OPERATION</b>							
The Site	Operation of the site will be similar to the baseline condition	Medium	High  Permanent	Local	Major  Not Adverse due to the nature of changing one form	On-site planting, tree planting to the southern and eastern boundaries	Major  Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
					of building for another		
Purbeck Hills LCA(Host)	Change to the character for the design life of the operational phase	High	Small Permanent	Local	Minor to moderate Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate Beneficial
Purbeck Ridge LCA	Change to the character for the design life of the operational phase	High	Small Permanent	Local	Minor to moderate Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate Beneficial
Active Coastal Waters and Sandy Beach SCTs	Change to the character for the design life of the operational phase	High	Negligible Permanent	Local	Negligible Not adverse	None	No change
Dorset AONB Special Qualities	Change to the character for the design life of the operational phase	High	Medium Permanent	Local	Major Not adverse	On-site planting, tree planting to the southern and eastern boundaries	Major Beneficial
Visual Receptors (Ferry Road)	Change from the baseline view for the design life of	Low	Medium Permanent	Local	Minor to moderate Not adverse	On-site planting, tree planting to the	Minor to moderate Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
	the operational phase					southern and eastern boundaries	
Visual Receptors immediately south of the site	Change from the baseline view for the design life of the operational phase	High	Medium Permanent	Local	Major Not adverse	On-site planting, tree planting to the southern and eastern boundaries	Major Beneficial
Visual Receptors Godlingston Heath	Change from the baseline view for the design life of the operational phase	High	Negligible Permanent	Local	Negligible Not adverse	None	No change
Visual Receptors higher ground on Godlingston Heath and Black Down Mound	Change from the baseline view for the design life of the operational phase	High	Small Permanent		Minor to moderate Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate Beneficial
Visual Receptors Purbeck Hills	Change from the baseline view for the design life of the operational phase	High	Small Permanent		Minor to moderate Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate Beneficial

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## Ecology

- 3.18 An updated ecological impact assessment has been undertaken (refer to Chapter 7 of the Main Text report).
- 3.19 Any significant potential adverse effects during construction and operation arising as a result of the proposed hotel redevelopment have been addressed through appropriate mitigation measures, as well as additional enhancement measures. This includes potential effects to designated sites, habitats and wildlife. Additional sensitive working practices are required for the protection of Badgers, nesting birds, bats and reptiles, have been incorporated into the proposed mitigation. A number of additional enhancements are proposed within the Wider Study Area and are illustrated on the Ecological Enhancements Plan (Figure 7.5 within Appendix 7.1 of Chapter 7).
- 3.20 No significant adverse impacts have been identified that are considered likely to have any effect on the integrity of any of the nearby designated sites or favourable conservation status of their designated features. Furthermore, no additional recreational pressure is anticipated on these sites post-development as the overall number of people on-site is to reduce post-development, with the emphasis on creating a luxury five star retreat with extensive new facilities to retain guests on site, rather than increasing capacity. A number of additional measures are also proposed, which are considered to represent enhancements to the designated sites over the existing situation. Further information with regard to designated sites is detailed within the shadow Habitat Regulations Assessment included at Appendix 7.1 of Chapter 7.
- 3.21 Refer to Table 3.3 below for a summary of identified effects together with any proposed mitigation or enhancements.

**Table 3.3 Ecology – Summary of Significance of Effects**

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
<b>OPERATION</b>							
Adjacent Statutory Sites	No impacts	Medium	Small permanent	International	Negligible	Promotion of alternative circular walk; enclosed dog-walking area; mire restoration; removal of access point to Godlingston Heath.  To be secured by condition.	Minor beneficial
Amenity Grassland and Planting	Loss of habitats	Low-negligible	Negligible permanent	Local	Negligible-minor adverse	New areas of amenity grassland, wildflower grassland, green roofs, green walls; creation of new heathland in Wider Study Area.	Minor-moderate beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						To be secured by condition e.g. a LEMP.	
Trees	Loss of trees	Medium	Small permanent	Local	Minor-moderate adverse	New native tree planting; enhancements to woodland in Wider Study Area.  To be secured by condition e.g. a LEMP.	Minor-moderate beneficial
Badgers	Loss of foraging habitat	Low	Negligible permanent	County	Negligible-minor adverse	Wildflower grassland and landscape planting.  To be secured by condition e.g. a LEMP.	Minor beneficial
Bats	Loss of roosts. Loss of foraging / navigational habitat. Lighting spill during operation.	Medium	Medium permanent	International	Moderate adverse	Provision of new bat boxes; creation of wildflower grassland,; green roofs, green walls;	Minor-moderate beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						implementation of sympathetic lighting strategy; provision of new native trees.  To be secured by condition e.g. a LEMP.	
Other Mammals	Loss of habitat	Low	Negligible permanent	Local	Negligible adverse	Provision of species-rich wildflower grassland, green roofs and green walls.  To be secured by condition e.g. a LEMP.	Minor-moderate beneficial
Birds	Loss of nesting and foraging habitat	Low	Negligible permanent	Local	Minor adverse	Provision of native trees, wildflower grassland, green roofs, green walls; erection of new bird boxes.	Minor beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						To be secured by condition e.g. a LEMP.	
Reptiles	Loss of habitat	Low	Small permanent	National	Minor adverse	Provision of wildflower grassland; provision of log piles.  To be secured by condition e.g. a LEMP.	Minor beneficial
Invertebrates	Loss of habitat	Low	Negligible-minor permanent	Local	Minor adverse	Provision of new native trees, wildflower grassland, green roofs, green walls; provision of log piles  To be secured by condition e.g. a LEMP.	Minor-moderate beneficial

## Cumulative Effects

3.22 As part of the scoping exercise with Purbeck District Council it was agreed that there were no committed or potential future development sites in close proximity that should be included within the cumulative assessment process. Therefore, the extent of the cumulative assessment within the ES has been limited to identifying in-combination effects arising from the interaction of the different environmental effects. As set out above, subject to commitments to the proposed mitigation measures specified within the individual chapters; it can be concluded that there are no significant cumulative adverse effects likely to arise as a result of the proposed development.

## Summary of Effects Conclusion

3.23 This ES concludes that whilst a range of significant effects have been identified, both adverse and beneficial, a comprehensive package of mitigation and enhancement measures have been proposed in order to avoid and reduce any adverse effects wherever possible. Following consultee feedback on the previous application on this site, a significant amount of work has been undertaken to maximise the beneficial effects of the development and to minimise any adverse effects anticipated. The redevelopment of the hotel provides the opportunity to deliver a number of associated enhancement measures giving rise to beneficial effects, such as improved woodland management, improving education of staff and guests about the surrounding environment, improving the local economy and increasing employment opportunities for the local community.