

# **Core Strategy Area Profile**

Options for Consideration  
Consultation

4th October – 24th December 2010

## **Ferndown and West Parley**



Prepared by Christchurch Borough Council and  
East Dorset District Council as part of the Local Development  
Framework

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## 1 Area Overview

### 1.1 Area Overview

**1.2** Ferndown and West Parley are in the east of the district, with West Parley on the boundary with Christchurch Borough Council area. Ferndown is a larger settlement than West Parley, being the largest town currently in the district. Ferndown is a relatively new settlement, following expansion in the nineteenth century. Other parts of the parish are older, such as Longham, Hampreston and West Parley. West Parley has a small area of older housing close to the River Stour and some scattered cottages which would have been built on heathland. Subsequent development took place in the twentieth century with Ferndown and West Parley expanding rapidly so that by the time of the census in 1961, West Parley was of sufficient size to have statistics kept on it after a boundary change.

**1.3** Ferndown and West Parley have an older population with a high proportion of pensioners. This is a reflection of the housing stock, there are few smaller properties other than terraced properties in Ferndown Links, with much of West Parley being detached bungalows and houses built in the twentieth century. The cost of housing is very high relative to income. The house sizes and cost together with the move towards the development of flats in Ferndown Central and Ferndown Links wards mean that younger people and young families are unlikely to move here at present resulting in an unbalanced population. There was an increase in the population of Ferndown between 1961 and 1981 with a small increase since, whilst West Parley shows a steady growth up to and including the 2001 Census.

**1.4** Ferndown has a good bus service to Wimborne and Bournemouth in particular. Ferndown has a smaller shopping centre than Bournemouth or Poole and whilst shopping facilities are poor in West Parley a reasonable bus service provides a link to other shopping centres in larger settlements such as Ferndown which is within a short distance. It is likely that pensioners without a car also rely on taxis, neighbours or the Ferndown Neighbourhood Car Scheme. This is a voluntary car scheme which will take clients to local destinations including the hospitals.

**1.5** Ferndown and West Parley First Schools provide education for those children up to eight and the middle and upper schools are at Ferndown. Hampreston also has a small first school.

**1.6** The Barrington Theatre with its associated public rooms is located in the centre of the town. Around the town are a variety of other halls such as the Memorial Hall, the Heatherlands centre and Stapehill Village Hall. Ferndown has a Leisure Centre. There are some playing fields and play areas but the PPG17 report states that additional pitches and play spaces are needed. Within West Parley there are several halls as well as a recreation ground and play area. There is also a sports club and football pitches. Teenage facilities are limited but the population breakdown shows there are few teenagers living here. There are some footpaths leading out of Ferndown, some allowing access to adjoining heathlands. Footpaths lead out of West Parley in all directions but walks may be hampered by the lack of crossing points of the River Stour.

**1.7** Ferndown has the largest employment area in the district, Ferndown Industrial Estate which is 57.34 hectares. Over 400 hundred businesses are located there. Uddens Industrial Estate lies to the south-west of it and though smaller, is similarly in high demand. The town centre offers employment opportunities in shops and offices. No large employment areas are to be found within West Parley. The range of mostly home improvement shops around Parley Cross offers some employment.

## 2 Baseline Data

	West Parley	Ferndown	East Dorset	Dorset
Parish Population estimated mid 2008	3,550	17,370		

Population growth	1961 2,002 1971 2,980 1981 3,610 1991 3,420 2001 3,540	1921 1,1860 1931 2,500 1951 4,024 Boundary change 1961 6534 1971 11,750 1981 15,470 1991 15,930 2001 16,680		
Population Age Structure (2001 Census)	3,532	16,680	85,913	
0 – 15 years	13.7%	14.8%	17.1%	17.86%
16 – 64 years	52.9%	54.8%	57.6%	58.75%
65 and upwards	33.3%	30.9%	25.4%	23.39%
Deprivation Data	Within the 20% least deprived super output areas in the district  Parley ranks 238 in the 247 Super Output Areas (SOAs) in Dorset with Parley Cross ranking 213.	Two wards within Ferndown (Tricketts Cross and Tricketts Cross East) are within the 20% most deprived super output areas within the District, and are within the 25% most deprived in Dorset.		

**Table 2.1**

**2.1** The information for Ferndown and West Parley shows that in 2001 both parishes had more people in the 65+ age range than the county and district with West Parley having 10% more people in the 65+ age range than the County. Ferndown shows a younger age profile than West Parley but it is still older than the district and county. There were 10% more people in the over 65 age range in West Parley than in the County. The Mid Year estimates for 2008 show there has been the only change has been due to the ageing population with a higher percentage now past retirement age.

## **2.2** Deprivation Data

**2.3** The Dorset Deprivation Indices for this area show a very wide range across Ferndown and West Parley. At the extremes are Heatherlands (Ferndown Tricketts Cross and Tricketts Cross East) in the 25% most deprived areas, with Parley within the 20% least deprived super output areas in the district. Issues of deprivation therefore need to be addressed in parts of this area. The figures show that West Parley has an older age breakdown than either East Dorset or the County. There were 10% more people in the over 65 age range in West Parley than in the County. This older age range has implications

for health. The 2001 Census shows that 21% of the population had a limiting long term illness, compared to 18.4% in East Dorset. 13.6% of people provide unpaid care. This is higher than the average for the district which is 11.1%.

## 2.4 Strategic Issues

**2.5** The ageing population is of concern, and there is a range of results on the deprivation indices which show that parts of Ferndown have issues of deprivation. In West Parley, the population are in the main well off and there are no issues of deprivation. Ferndown shows need for additional open space whereas West Parley is well provided for in terms of recreational and community facilities with good bus routes to most facilities which are provided outside of the settlement. The facilities which are at some distance are the hospitals, an important consideration given the age range.

**2.6** The proposal to consider the area for a new neighbourhood could throw up a different set of issues. Such a development would bring in younger people but it is likely that the existing facilities could be of sufficient capacity to cater for their needs although expansion of health facilities may be required. Dorset County Council will need to examine the capacity of schools. There will also be an impact on the roads in the surrounding area.

## 3 Strategic Issues

## 4 Planning Policy Context

### 4.1 Planning Policy context

### 4.2 Natural Environment

**4.3** Parley Common in the east, Ferndown Common in the west and Uddens Heath and Slop Bog in the north are all Sites of Special Scientific Interest and further protected as Special Protection Areas and Special Areas of Conservation as part of the Dorset Heaths. Current policy is to create Suitable Areas of Natural Greenspace to encourage people to use land other than the heaths for recreation, in particular dog walking, due to damage to habitats and wildlife. Parley Wood is also a Site of Special Scientific Interest.

### 4.4 Flooding

**4.5** The River Stour lies to the south of West Parley and marks its boundary with Bournemouth to the south. Land to the east of Dudsbury Rings and west of Church Lane is prone to flooding. Some flooding occurs within the built up area caused by insufficient sewer or pumping station capacity. Solutions such as local upsizing of sewers and upgrading of pumping stations may be needed to alleviate current flooding. If further development in the area is proposed consideration should be given to the provision of new infrastructure.

### 4.6 Historic Built Environment

**4.7** The majority of Ferndown and West Parley are relatively new residential areas. In West Parley there are some older buildings, mainly at the southern end of Church Lane, clustered around All Saints Church. The buildings include the Old Rectory and Church Farmhouse. These form a small Conservation Area and give an indication of the character of this area prior to the construction which took place in the twentieth century. The surrounding water meadows are important to the setting of the Conservation Area.

**4.8** In West Parley, some cottages are to be found scattered through the area south of Christchurch Road. These would have been small cottages built on the heaths. There are some older buildings on Ringwood Road in Longham, these include several public houses as well as a more recent church and

vicarage. Hampreston and Stapehill also have scattered older buildings with a small cluster at Old Ham Lane as well as a mediaeval church close to the first school in Hampreston. Longham bridge is another important old structure.

**4.9** Dudsbury Rings, a hill fort, is a Scheduled Ancient Monument. It is located between the River Stour and Christchurch Road, on higher land. There are a small number of barrows scattered throughout the urban area and on the heathland.

**4.10** Green Belt

**4.11** The South East Dorset Green Belt extends on all sides of the two parishes. This designation has restricted the recent growth of the settlements.

**4.12** Bournemouth Airport

**4.13** West Parley is close to the airport and land to the south-east of the built up area falls within areas where any proposals for development will need to consider noise contours as well as, closer to the airport, any restrictions on development entirely.

**4.14** Strategic Issues

**4.15** The nearby heathlands will mean that a Suitable Area of Natural Greenspace will need to be provided as part of any residential development to provide open space which is located and designed to reduce the use of heathland.

**4.16** Land close to the river will be excluded from development due to its role as a flood plain. The airport affects land to the south-east of the built up area and may affect any proposals for development.

## 5 Existing Community Facilities

### 5.1 Existing Community Facilities

#### 5.2 Retail Provision

**5.3** Ferndown town centre has a wide range of shopping facilities and services which are easily accessed by foot and public transport as well as by car. Tesco, built in Penny's Walk as part of a shopping precinct, acts as a key destination supporting the individual retailers in the precinct as well as in the other streets. The town centre is partly pedestrianised but the precinct is somewhat dated now.

**5.4** There is an area of out of town stores at Trickett's Cross. This area is not easily accessible by pedestrians or cyclists. The stores include Sainsbury's, Lidl, Halfords and a furnishing store.

**5.5** Most residents go to Bournemouth or Poole for comparison goods such as clothes, hardware items and books.

**5.6** There are some small parades at Ameysford Road, Glenmoor Road and Turbary Road but these do not always cater for local needs although Glenmoor Road has a Tesco express.

**5.7** There is a small parade of shops at Parley Cross which is to the south of the main residential area of West Parley. Over the years there has been a change to some of the units from a variety of shops providing for day to day needs to a range of DIY shops. Until 2009, a Co op store occupied one of the larger units. Since its closure, the post office, which was within the store, has moved into the pharmacy. Tesco has recently reopened the unit as a Tesco Express. A small number of shops are also located to the north of Parley Cross but again, these are connected with home improvements or are private sector health facilities such as a chiropodist.

#### 5.8 Sports and Recreation

**5.9** Ferndown has a Leisure Centre as well as two sites for active open space, King George V playing fields and Ford Lane Recreation Ground. The pitches are considered to be insufficient for the needs of the population, in particular the successful football teams. There is insufficient provision for young people. West Parley is well served for sport with West Parley Recreation Ground & West Parley Sports Club. The Recreation Ground is owned by the Parish Council and is adjacent to the Memorial Hall. There is a "Leisure Centre" building at the Recreation Ground, together with a children's play area. West Parley Sports Club has football pitches and a social club building. There is a small, ladies only gym within the shopping parade at Parley Cross.

**5.10** There are some footpaths leading out of Ferndown, mostly to the west with some allowing access to adjoining heathlands. Access to the north is limited by the A31 Trunk Road. Footpaths lead out of West Parley in all directions including to two areas of common, Parley Common and Poor Common but walks south of the B3073 may be hampered by the lack of crossing points of the River Stour.

### **5.11** Health

**5.12** Whilst Ferndown and West Parley are within the area of the Dorset Primary Care Trust, the two main hospitals for the area are in Bournemouth and Poole. Patients may also be referred to Christchurch Hospital, Victoria Hospital in Wimborne for day surgery and out patients' clinics and to St Leonards Community Hospital for out patients' clinics.

**5.13** There are several GPs surgeries in Ferndown which also serve West Parley.

**5.14** Ferndown town centre has three pharmacies, there is another at the out of town stores at Trickett's Cross and the parade of shops at Parley Cross includes a pharmacy.

### **5.15** Education

**5.16** Ferndown schools have had surplus spaces and have had their intake numbers reduced although Parley School has remained stable. From Ferndown and West Parley First Schools the children can transfer to Ferndown Middle School and then to the Upper Schools, though some parents exercise parental choice and seek places in neighbouring authority areas

**5.17** Parley First School is well located to serve the existing residential area.

**5.18** There is a library in Ferndown, with the outlying residential areas such as West Parley being served by the mobile library. The library at Ferndown is within an accessible distance of most of the area.

### **5.19** General Community Facilities

**5.20** Ferndown has community centre with a small theatre, the Barrington Theatre. There are other halls and rooms at the centre which are available for use. There are also church halls, the school halls and a community centre at Heatherlands.

**5.21** In West Parley there are a number of community halls and this small parish would seem to be well served. The Parish Council own the Memorial Hall at the Recreation Ground in Christchurch Road. This is available for a range of uses as is the "Leisure Centre", a small building adjacent to the Memorial Hall and the Recreation Ground. St Marks Church in New Road has a hall which is again available for hire.

**5.22** Ferndown town centre has a post office, with one in the pharmacy in The Parade, Parley Cross.

**5.23** The town centre of Ferndown has some restaurants and public houses and there are a number of public houses and restaurants in or close to West Parley.

### **5.24** Strategic Issues



**5.25** Currently there would appear to be few issues arising from the existing facilities. Given the size of the population, higher level facilities would not be found in this settlement. Access is reasonably good to most other facilities outside of Ferndown and West Parley although no bus routes serve the hospitals.

**5.26** Any change in the population age ranges created by development may in turn give rise to additional issues. It would be necessary to examine the capacity and location of the First School as well as the capacity of the doctor's surgery.

## 6 Accessibility Mapping

## 7 Community Strategy Issues

**7.1** Neither Ferndown nor West Parley have prepared a Parish Plan but West Parley has begun work on one.

## 8 Retail Provision

**8.1** Ferndown town centre has a wide range of shopping facilities and services which are easily accessed by foot and public transport as well as by car. Tesco, built in Penny's Walk as part of a shopping precinct, acts as a key destination supporting the individual retailers in the precinct as well as in the other streets. The town centre is partly pedestrianised but the precinct is somewhat dated now.

**8.2** There is an area of out of town stores at Trickett's Cross. This area is not easily accessible by pedestrians or cyclists. The stores include Sainsbury's, Lidl, Halfords and a furnishing store.

**8.3** Most residents go to Bournemouth or Poole for comparison goods such as clothes, hardware items and books.

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**8.6** The Council commissioned a Joint Retail Assessment with Christchurch Borough Council in 2008, and the consultants, Nathaniel Lichfield, commented that for Ferndown the strategy should be for 'a mix of unit sizes to attract both chain stores and small independent shops and services'

**8.7** The Council commissioned a further study from the consultants in 2009 to consider the retail potential of areas under consideration for additional development, which concluded that: 'West Parley is also considered as a potential location for additional convenience floorspace. If 40% of the surplus expenditure capacity identified in Ferndown can be accommodated in West Parley then a food store of between 1,500 to 2,000 sq. m net could be accommodated (about 3,000 sq. m gross).'

## 9 Housing

**9.1** The 2001 Census records 7,605 dwellings and 1,270 dwellings in West Parley. In 2007 there were an estimated 1,588 dwellings.

## 9.2 Tenure

9.3 The table below shows the break down of housing tenures in Ferndown and West Parley.

9.4 Tenure of housing (Source: Strategic Housing Market Assessments 2008 Fordhams)

	Owner Occupied (no mortgage)		Owner occupied (mortgage)		Social rented		Private rented		Total	
Ameysford	648	57.7%	379	33.8%	66	5.9%	29	2.6%	1,122	100.0%
Ferndown Central	1,417	65.8%	502	23.3%	160	7.4%	75	3.5%	2,154	100.0%
Ferndown Links	1,096	48.5%	628	17.5%	396	17.5%	140	6.2%	2,260	100.0%
Longham	454	44.3%	522	51.0%	21	2.0%	29	2.8%	1,025	100.0%
Staplehill	558	55.7%	380	37.9%	45	4.5%	18	1.8%	1,000	100.0%
West Parley	1,229	60.7%	717	35.4%	13	0.6%	66	3.2%	2,024	100.0%
East Dorset	18,344	48.8%	13,504	35.9%	3,135	8.3%	2,617	7.0%	37,600	100.0%

Table 9.1

9.5 An examination of the tenure of housing shows that there is a significantly higher proportion of owner occupation in Ameysford, Ferndown Central, Longham and in West Parley than the district average. Ferndown Links has the highest percentage for social rented housing and for private rented housing. Ferndown Central is close to the district average for social rented housing but West Parley and Longham are much lower for this.

## 9.6 Housing Densities and types

9.7 Whilst the parish of Hampreston, as the Ferndown area was previously known, is has pockets of old housing, most of the area including West Parley is relatively new. There are older buildings scattered around the area and clustered in some areas such as Hampreston, along Wimborne Road East at Staplehill, at Longham and at Church Lane in West Parley where there are some older buildings clustered around All Saints Church. The remainder of the area is mostly low density development which has taken place since the First World War up to the present day. Most of the properties are detached with large gardens although the bungalows are on smaller plots. Some sporadic redevelopment is taking place.

## 9.8 Dwelling type

9.9 The table below shows the break down of dwelling type in Ferndown and West Parley

	Detached house	Semi detached house	Terraced house	Detached bungalow	Semi or terraced bungalow	Flat
Ameysford	12.9%	14.7%	8.2%	47.2%	16.3%	0.7%
Ferndown Central	29.9%	0.7%	2.3%	47.0%	0.5%	19.6%

Ferndown Links	14.2%	5.2%	18.6%	26.8%	9.6%	25.7%
Longham	58.9%	9.9%	8.8%	16.9%	0.9%	4.6%
Stapehill	15.9%	16.4%	2.7%	54.7%	7.5%	2.8%
West Parley	48.4%	1.2%	0.0%	40.3%	2.0%	8.0%
East Dorset	30.9%	11.5%	9.1%	33.5%	5.1%	9.9%

**Table 9.2**

**9.10** There is a significantly high number of detached dwellings in the ward. These are either houses or bungalows. The small number of terraced houses reflects the age of the developments, there are few Victorian or Edwardian terraces dating for the late 1800s. There are very few semi-detached houses with Ameysford and Longham having the highest percentages. In the main there is a low mix of dwelling type. The type of housing table shows that Ferndown and in particular, West Parley, bears little resemblance at all to the East Dorset average figures.

### 9.11 Household Type

**9.12** The table below shows the types of households in Ferndown and West Parley, by percentage

	Single pensioners	2 or more pensioners	Single non-pensioners	2 or more adults, no children	Lone parent	2 adults and 1 child	2 adults and 2 or more children
Ameysford	23.2%	19.9%	7.1%	37.1%	0.9%	9.0%	2.8%
Ferndown Central	22.6%	28.7%	11.7%	23.7%	0.0%	7.4%	5.9%
Ferndown Links	20.5%	23.1%	12.0%	28.2%	3.3%	2.6%	10.3%
Longham	7.6%	21.0%	9.8%	34.9%	0.0%	14.0%	12.8%
Stapehill	12.4%	23.9%	3.3%	43.3%	0.8%	8.5%	7.8%
West Parley	13.6%	27.4%	3.7%	39.2%	0.0%	5.8%	10.3%
East Dorset	16.4%	20.7%	8.6%	34.8%	1.9%	7.7%	9.9%

**Table 9.3**

**9.13** There are high numbers of pensioner households in Ferndown and West Parley generally. This is the highest figure for household type. Only 17.2% of households are lone parents or couples against the district average of 20.5%. This imbalance may already be creating problems with low school numbers and high demands being placed on services such as doctors. Ferndown Central and Ferndown Links have higher than district figures for non pensioner single households but Stapehill and West Parley have much lower figures. However, the figure for households composed of two adults and two or more children is higher than the district average in all but Ameysford, Stapehill and Ferndown Central which may reflect the property sizes and types in the rest of the area.

## 9.14 Household Size

### 9.15 Household size by ward:

	One person	Two people	Three people	Four or more people
Ameysford	30.3%	46.9%	10.8%	12.0%
Ferndown Central	34.3%	44.1%	10.2%	11.4%
Ferndown Links	32.5%	46.1%	7.4%	14.0%
Longham	17.4%	44.8%	15.7%	22.2%
Stapehill	15.7%	52.7%	14.3%	17.2%
West Parley	17.2%	49.2%	12.3%	21.2%
East Dorset	25.0%	44.6%	13.0%	17.4%

**Table 9.4**

**9.16** The proportion of one and two person households mirrors the number of pensioners living in Ferndown and West Parley. In spite of this, there are less single households in Longham, Stapehill and West Parley than the East Dorset figure but more two person households in all the wards. There are less three person households other than in Longham and Stapehill. There are a high number of households with four or more people other than Ameysford, Ferndown Central and Ferndown Links. Again, this reflects the size of properties.

### 9.17 Overcrowding/Under-occupation

	Overcrowded	OK	Under-occupied
Ameysford	0.9%	53.3%	45.7%
Ferndown Central	0.0%	53.4%	46.6%
Ferndown Links	3.2%	57.9%	38.9%
Longham	1.0%	43.9%	55.0%
Stapehill	1.0%	56.5%	42.5%
West Parley	0.7%	39.7%	59.6%
East Dorset	1.0%	51.6%	47.4%

**Table 9.5**

**9.18** The definition of overcrowding is obtained from the bedroom standard used by the General Household Survey. The bedroom standard is calculated on the age, sex and relationships of those inhabiting the dwelling. An under-occupied dwelling is one in which the household exceeds the bedroom standard by two or more dwellings, i.e a four bedroom dwelling occupied by a single person or a married couple would be considered to be under-occupied.

**9.19** Overcrowding is only an issue in Ferndown Links. The remaining wards are at or below the district figure. Given the number of larger, detached properties in Ferndown and West Parley and the number of one and two person households, it is only to be expected that there is a much greater figure recorded for under-occupied dwellings than overcrowded ones in Longham and West Parley with the remaining wards showing higher figures for “OK” results.

## 9.20 Households in Unsuitable Housing

	In Unsuitable	In Suitable
Ameysford	2.8%	97.2%
Ferndown Central	1.9%	98.1%
Ferndown Links	8.6%	91.4%
Longham	2.9%	97.1%
Stapehill	3.9%	96.1%
West Parley	2.0%	98.0%
East Dorset	4.1%	95.9%

**Table 9.6**

**9.21** Housing can be unsuitable because of its size, type, location, condition or cost.

**9.22** Other than in Ferndown Links, a very small number of households believe they are in unsuitable accommodation. In West Parley and Ferndown Central this figure is half the East Dorset average.

## 9.23 Housing Need

	In need	Not in need
Ameysford	1.7%	98.3%
Ferndown Central	1.3%	98.7%
Ferndown Links	6.7%	93.3%
Longham	1.0%	99.0%
Stapehill	0.0%	100.0%
West Parley	0.0%	100.0%
East Dorset	1.9%	98.1%

**Table 9.7**

**9.24** Housing need is defined as the number of households who lack their own housing or live in unsuitable housing or who cannot afford to meet their needs in the market.

**9.25** No household in Longham or West Parley expressed an opinion that they fell into this category in spite of the number who stated they were in unsuitable housing. Ferndown Links showed a high figure in housing need, at 6.7% this is much higher than the district average of 1.9%.

## 9.26 Households in Future Need (annual)

	In need	Not in need
Ameysford	1.4%	98.6%
Ferndown Central	1.2%	98.8%
Ferndown Links	1.1%	98.9%
Longham	0.0%	100.0%
Stapehill	0.4%	99.6%
West Parley	0.7%	99.3%
East Dorset	1.4%	98.6%

**Table 9.8**

**9.27** Future need is calculated by multiplying the number of new households which have formed by the proportion unable to buy or rent in the market. The number of existing households falling into need is also included in the figure.

**9.28** Whilst Ferndown Links shows a high figure in current housing need, its figure for future need is lower than the district average, as are the results for the whole area.

### 9.29 Special Need Households

	Special needs	No special needs
Ameysford	17.1%	82.9%
Ferndown Central	24.6%	75.4%
Ferndown Links	26.2%	73.8%
Longham	22.1%	77.9%
Stapehill	16.0%	84.0%
West Parley	15.1%	84.9%
East Dorset	18.6%	81.4%

**Table 9.9**

**9.30** Households with Special Needs are those where improvements are required to accommodation and services to allow those residents to remain in their own homes.

**9.31** The number of residents stating that they needed such improvements was varied. This reflects the high numbers of older people living in Ferndown and West parley and the types of accommodation found throughout the area.

### 9.32 Older Persons Households

	Older person only households	Other households
Ameysford	43.1%	56.9%
Ferndown Central	51.3%	48.7%

Ferndown Links	43.6%	56.4%
Longham	28.5%	71.5%
Stapehill	36.4%	63.6%
West Parley	41.0%	59.0%
East Dorset	37.1%	62.9%

**Table 9.10**

**9.33** Older People are defined as men over 65 and women over 60.

**9.34** The research shows that except for Longham and Stapehill, all wards have a large number of households made up of older people only.

### **9.35 Key Workers**

	Key worker households	Non key worker households
Ameysford	6.3%	93.7%
Ferndown Central	6.3%	93.7%
Ferndown Links	8.0%	92.0%
Longham	14.9%	85.1%
Stapehill	6.1%	93.9%
West Parley	5.5%	94.5%
East Dorset	9.3%	90.7%

**Table 9.11**

**9.36** Key workers are defined in the research as being those employed in the following categories:

- Nurses and other NHS staff
- Prison/Probation staff
- Teacher
- Junior and retained fire fighter
- Police Officer
- Social worker, educational physiologist, therapists

**9.37** Only Longham has a higher figure than the district percentage. Few key workers live in some of the wards. This is probably due to the type and cost of housing to be found there, i.e detached bungalows and houses.

### **9.38 Standards of Accommodation**

**9.39** In terms of standards of accommodation, there is a mix of housing stock but much of it is relatively modern low density housing stock which is in good general condition, and far exceeds the national standards of deprivation with only 2.4% of households in Ferndown and West Parley in the 2001 Census being recorded as lacking basic amenities (bathroom and central heating).

### **9.40 House Prices**

**9.41** The table below sets out most recent figures for house prices in Ferndown and West Parley:

Average House Prices (Sales July -September 2009 Land Registry)					
Postcode District	Detached	Semi-Detached	Terraced	Flats/Maisonettes	Overall Average
Ferndown including West Parley	£324,068	£219,342	£169,562	£175,261	£222,058
Dorset					
England & Wales					

**Table 9.12**

**9.42** House prices are high relative to income in East Dorset, and with many people of high income retiring or choosing to live in the district rather than the conurbation, this has raised property prices. It has led to a very high affordability gap for those on lower incomes living in the area. Based on the figures above, for a person with an average salary of £25,000, they will need to find 8x their salary to buy a mid range terraced property. For those on lower incomes, the situation is far worse, and the need for affordable housing is therefore acute and growing annually.

### **9.43 Housing requirements and implementation**

**9.44** With an ageing population in the ward, there is and will increasingly be, a higher demand for special needs accommodation and retirement flats for the elderly with support services. These will need to be provided by the private and housing association sectors. Parts of the area show high numbers of households in need and in other wards households are in unsuitable housing.

### **9.45 Strategic Issues - Housing potential**

**9.46** The Strategic Housing Land Availability Assessment (SHLAA) recommends the following number of dwellings could be built in Ferndown and West Parley over the plan period.

	Number of sites	Number of developable units within 1 - 5 years	Number of developable units within 6 - 15 years	Number of developable units on Green Belt land
Ferndown	64	236	284	0
West Parley	28	21	38	1,038

**Table 9.13**

**9.47** A number of areas of land, including sites put forward in the Strategic Housing Land Assessment, fall within an area being considered for additional residential development. Work is being carried out to investigate the capacity of sites and to ensure any development which does take place will achieve the highest level of design and will include a large element of affordable housing.

**9.48** Any development which takes place will conform to strong design criteria laid out in a masterplan to ensure the highest level of design is achieved. The developments will be phased and will include a large element of affordable housing for local people and families. The capacity of these locations is not yet finalised and will be determined by a variety of factors including the amount of land on which development is restricted by the noise impact of the airport and the close proximity of the protected Dorset Heaths.



## 10 Employment

### 10.1 Employment

**10.2** The population of Ferndown and West Parley is older than the East Dorset average with a corresponding high proportion therefore of economically inactive people. This in particular applies to West Parley. Over a quarter of 16-74 year olds in West Parley and Ferndown have managerial or professional occupations but 30% have no qualifications which is higher than the county average.

**10.3** Ferndown has the largest employment area in the district, Ferndown Industrial Estate (57.34 ha). Over 400 businesses are located there. Uddens is a smaller industrial estate located to the south west. Both estates are in high demand, and an extension to the sites to provide additional employment opportunities are being considered. The town centre also offers job opportunities in retail and offices. Nearby is Bournemouth airport which offers employment opportunities at both the airport and the business park, and proposals are being put forward to provide additional employment facilities at the business park. There is little employment in West Parley other than the range of shops and facilities around Parley Cross. The commuting pattern for the district is likely to be repeated in both Ferndown and West Parley, with residents commuting to Bournemouth, Poole and Hampshire.

### 10.4 Strategic Issues

**10.5** Whilst there is a range of employment on offer locally, residents may still commute to work. Additional employment development may be considered west of Ferndown. Transport policies will need to examine how this can carry on in the future.

## 11 Transport

**11.1** Ferndown is by-passed by the A31 Trunk Road. This road is a dual carriageway to the east but becomes a single carriageway to the north of the town at the northern access to the Ferndown Industrial Estate. This latter stretch is frequently congested, extending to outside of peak hours and at times this congestion extends to the dual carriageway. The A348 road is one of the links from the A31 trunk road to the north to Bournemouth and forms the main road through the centre of the town, with shops stretched along it. Traffic on this road is often slow moving in both directions, slowed by the traffic lights in the town centre and by Longham Bridge which is to the south. The bridge is one of the few crossing points of the River Stour. The A347 runs more or less north-south from the A348 in the centre of the town and is the north-south road through West Parley. Crossing this road east-west is the B3073, linking Wimborne with Christchurch, avoiding the congested urban areas. The B3073 also provides the access to Bournemouth airport and the associated employment area. The two roads meet at Parley Cross. The cross roads has traffic lights and the junction is frequently congested. An improvement to the capacity of the junction is being investigated as part of increased capacity at the airport.

### 11.2 Car ownership

	Ferndown	West Parley	East Dorset	Dorset
% of households without a car	14	8.4	11.6	16.96

**Table 11.1**

**11.3** A small number of people are recorded in the 2001 Census as living in West Parley and not having access to a car. In Ferndown the figure is higher than the district average and closer to the county average.

**11.4** Whilst levels of car ownership are high, West Parley has a reasonable bus service. Buses pass through West Parley, linking Ferndown and Bournemouth with three buses a day in each direction. There are no direct bus services to the main hospitals in Bournemouth or Poole. The bus service is not

of the frequency to be found in the larger settlements of Poole and Bournemouth and some people will live a distance from a bus stop. With lower levels of car ownership in Ferndown it is likely that pensioners without a car rely on taxis, neighbours or the Ferndown Neighbourhood Car Scheme. This is a voluntary car scheme which will take clients to local destinations including the hospitals.

**11.5** Transport infrastructure/public transport improvements -include looking at park and ride

**11.6** Transport infrastructure

**11.7** In the Short Term,(2010-2011) improvements are proposed to be made at Canford Bottom roundabout to reduce existing congestion

**11.8** In the Medium Term it is proposed to dual the A31 across the conurbation from Merley to Ameysford which is required to accommodate future development. In the same time period, improvements are planned on the B3073 from Parley Cross to Cooper Dean roundabout on the A338 to accommodate future development around the airport. Any development within this area will need to take into consideration the impact of the development on the surrounding roads and there will therefore be implications for Parley Cross itself.

**11.9** Prime Transport Corridors are proposed to improve the movement of public transport from A348 Bear Cross roundabout to Longham mini roundabouts and Ferndown. This is a short term proposal. In the medium term, another corridor is proposed on the B3073 from the Airport to Wimborne town centre and a further corridor in the short term is proposed on the B3072 Ferndown northwards through West Moors, Three Legged Cross to Verwood.

**11.10** A cycle route has recently been constructed between Parley Cross and the roundabout on the B3073, west of the airport. Consideration will need to be given to routes into Ferndown to encourage cycling to schools as well as to the centre of Ferndown as well as south on the A347.

**11.11** Public Transport Improvements

**11.12** No public transport improvements are proposed.

**11.13** Implementation

Ferndown and West Parley Transport Scheme Implementation			
Scheme	Delivery Timescale	Partners	Costs and Funding
Improvements to Canford Bottom roundabout to reduce existing congestion	Short Term,(2010-2011)	Highways Agency	Unknown, awaiting outcome of Comprehensive Spending Review, October 2010
A31 dualling, Ameysford to Merley	Medium term to long term, (2014-2019 or post 2019)	Highways Agency	Unknown, awaiting outcome of Comprehensive Spending Review, October 2010
B3073,Parley Cross to A338 Cooper Dean roundabout	Medium Term (2014-2019)	Dorset County Council	Unknown, awaiting outcome of Comprehensive Spending Review, October 2010

Prime Transport Corridor from A348 Bear Cross roundabout to Longham mini roundabouts and Ferndown.	Within first 5 years of the plan	Dorset County Council	Dorset County Council, developer contributions
Prime Transport Corridor on the B3072 Ferndown northwards through West Moors, Three Legged Cross to Verwood.	Within first 5 years of the plan	Dorset County Council	Dorset County Council, developer contributions
Prime Transport Corridor on the B3073 from the Airport to Wimborne town centre.	Within 6-10 years of the plan	Dorset County Council	Dorset County Council, developer contributions
Cycleways to Ferndown and south on A37	2012-2027	Dorset County Council East Dorset District Council  Dorset Cyclists Network	Unknown Dorset County Council/developer contributions

**Table 11.2**

## 11.14 Strategic issues

**11.15** There is a problem of the capacity of roads in the area. The A31 is frequently congested even outside of peak hours. There are proposals to improve the capacity at Canford Bottom roundabout and in the medium term to dual the road between Ameysford and Merley.

**11.16** Parley Cross is another congestion point as is Longham Bridge. Improvements are being investigated at Parley Cross to cater for the increased capacity at the airport.

**11.17** 14% of households in Ferndown do not have access to a car.

## 12 Green Infrastructure

**12.1** There are some playing fields and play areas in both settlements but the PPG17 report states that additional pitches and play spaces are needed. Within West Parley there are several halls as well as a recreation ground and play area. There is also a sports club and football pitches. Teenage facilities are limited but the population breakdown shows there are few teenagers living here. There are some footpaths leading out of Ferndown, some allowing access to adjoining heathlands which may lead to damage to them from dogs. Footpaths lead out of West Parley in all directions but walks may be hampered by the lack of crossing points of the River Stour.

**12.2** The Report on Sport and Recreation recommended that in West Parley tennis courts and a bowling green should be created to cater for the population age range and that facilities needed to be provided and improved for young people in Ferndown.

**12.3** There is opportunity to improve on the footpaths at West Parley, making more use of the river corridor.

**12.4** Suitable Alternative Natural Greenspaces will be required from any development which takes place

## 13 Design and Landscape

## 14 Core Strategic Messages

### 14.1 Core Strategic Messages

**14.2** Ferndown has a more mixed population than West Parley and has areas of deprivation where as whilst West Parley's ageing population is of concern, the population are, in the main, well off and there are no issues of deprivation. The parishes are well provided for in terms of recreational and community facilities with good bus routes to most facilities which are provided outside of the settlement. The facilities which are poorly served are the hospitals, an important consideration given the age range, especially in West Parley.

**14.3** The nearby heathlands will mean that a Sustainable Area of Natural Greenspace will need to be provided as part of any residential development which results from the proposed new neighbourhoods. Land close to the river will be excluded from this development due to its role as a flood plain. The airport affects land to the south-east of the built up area and may affect any proposals for development. Any development which takes place will conform to strong design criteria laid out in a masterplan to ensure the highest level of design is achieved. The developments will be phased and will include a large element of affordable housing for local people and families. Such a development would bring in younger people but it is likely that the existing facilities could be of sufficient capacity to cater for their needs although expansion of health facilities may be required. Dorset County Council will need to examine the capacity of schools. There will also be an impact on the roads in the surrounding area.

**14.4** West Parley has a large number of two person, pensioner age households. This is a reflection of house types and house prices. This is likely to lead to issues over care and support in future.

**14.5** The employment areas around Ferndown offer a range of employment opportunities but residents will often commute to work. Transport policies will need to examine how this can carry on in the future and will need to examine public transport, walking and cycling opportunities to the employment areas..

**14.6** Ferndown and West Parley are reasonably located in terms of access to other parts of the conurbation and already have bus links to larger centres. The main issue is the capacity of the cross roads at Parley Cross with its signalised junction. Development at the airport already needs to provide additional capacity here and any residential development from a new neighbourhood will add to the need to resolve the design of the junction. Options will be considered as part of the South East Dorset Multi Modal Study. Cycleways will be needed to link West Parley with Ferndown and south on the A347 as well as northwards from Ferndown to West Moors, Three Legged Cross and Verwood.