

# **Core Strategy Area Profile**

Options for Consideration  
Consultation

4th October – 24th December 2010

## **St Leonards and St Ives**



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 Profile

**1.2** St Leonards and St Ives lies in the far east of the county on the border with Hampshire. Although the settlement is not classified as a town, it is in fact larger, in terms of population, than many towns in Dorset, such as Wimborne Minster or Shaftesbury. The population has remained fairly stable over the last 20 years, increasing by only 2% between 1981 and 2001. However there was a significant increase in population during the previous 20 years. The total population grew by over 86% between 1961 and 1981, and currently stands at 6,600.

**1.3** Much of the housing is typical of the 1960's and 70's with large detached properties on good sized plots. The area is very attractive to the retired, and there are a significant number of pensioner households (33.7%) in the settlement, many of whom have retired to the county. For this reason, it makes the parish a very desirable but expensive area to live. Most of the housing is to the northern side of the A31. However, to the south - the east and west of the parish - are other clusters of development. Avon Castle to the east of the parish in particular has some of the most expensive properties in the District, and The Grange Estate is a sporadic area of inter war housing development to the south. There are three schools, St Ives First School, the Ringwood Waldorf Steiner School and the Sheiling School (a school for children and young people with learning difficulties) to the north of the parish.

**1.4** Both the A31 Trunk road and the A338 Spur Road to Bournemouth run through the parish, providing good transport connections to the coast and to Southampton, but effectively splitting the settlement in two. The A31 is the main approach into Dorset from London and the south east, so traffic volumes can be extremely heavy. The Ashley Heath roundabout is the interchange for these two main roads which is on two levels.

**1.5** St Leonards and St Ives has just a handful of shops to serve the large population, including a small convenience store, hairdressers and chemist. The market town of Ringwood in Hampshire is the closest settlement with a good range of facilities, located within 2 miles of St Leonards and St Ives. Much of the population rely on the use of a car to access services elsewhere, although a regular bus service serves the settlement.

**1.6** The western side of the parish provides a number of employment opportunities at St Leonards Hospital, St Leonards Hotel, the Travelodge, caravan and campsites, kennels and various small retail outlets and second hand car sales on the A31 and Boundary Lane. The MoD own a large employment site at Barnsfield Heath to east of the parish where Quinetic are based, and nearby is Matchams Stadium race track.

**1.7** The setting is very attractive for the settlement, with walks and rides on the doorstep to Ringwood Forest, Moors Valley Country Park and Avon Heath Country Park. The Castleman Trailway bisects the residential area to the north following the line of the old railway line from Ringwood to Poole. The natural environment is very important in this parish, with a significant number of internationally protected heathland landscapes, such as Avon Heath, Lions Hill and Hurn Common.

**1.8** In view of the large ageing population and limited new development opportunities, the settlement is not sustainable with low birth rates, and high in-migration by retirees, which together helps to artificially keeps property values high. With the limited number and range of shops, use of the car is very high, and for most people essential to access goods and services at Ringwood and Ferndown.

## 2 Baseline Data

**2.1** For the purposes of this Area Profile and evidence from Census data, the settlement is divided into St Leonards and St Ives East and St Leonards and St Ives West.

**2.2** The critical Baseline data used is from the 2001 Census or the 2007 mid-year estimates:

**2.3** Sources use:

**2.4** 2001 St Leonards and St Ives Town Profile (2005)

**2.5** St Leonards and St Ives Census town Profile

**2.6** Dorset Survey of Housing Need and Demand - East Dorset Report - Fordhams Research (June 2008)

**2.7** Employment Needs report

**2.8** The critical Baseline data used is from the 2001 Census or the 2007 mid-year estimates:

**2.9** Sources use:

**2.10** 2001 St Leonards and St Ives Town Profile (2005)

**2.11** St Leonards and St Ives Census town Profile

**2.12** Dorset Survey of Housing Need and Demand - East Dorset Report - Fordhams Research (June 2008)

**2.13** Employment Needs report

Parish	St Leonards and St Ives	East Dorset
Urban Area defined in Local Plan		
Population growth	Data not available	78,700
1921	Data not available	83,600
1931	1,788	
1951	3,374	
1961	4,520	
1971	6,280	
1981	6,530	
1991	6,660	
2001		
Parish Population estimated mid 2008	7,050	85,913
<b>Population Age Structure % (2001 Census)</b>		
0 – 15 years	11.1	13,130 (17.1%)
16 – 64 years	55.2	49,601 (57.6%)
65 - 84 years		19,764

85+		3,418
<b>Deprivation Data</b>		
Benefit Population		
No car/van	7.0	4,121
Highly skilled	50.0	
Low skills	11.3	4,680 (5.6%)
<b>Household Characteristics %</b>		
Number of all households	3,038	36,668
Vacant households (no residents)	2.0	711 (1.9%)
Number of households without all basic amenities (bathroom /and or heating)	2.0	4,650 (5.6%)

**Table 2.1**

## 2.14 Strategic Issues

### 2.15 Demographics

**2.16** The large elderly population is likely to continue to grow, which will have implications for the provision of services for the elderly and their longer term care. The impact of this demographic will be a continuing low birth rate, causing a decline in the need for schools and youth related provision, but a higher demand for facilities for the elderly and local facilities such as shops and medical services.

### 2.17 Housing

**2.18** The low numbers of new houses being built in the parish except largely at the higher end of the market for small scale replacement 2 for 1 dwellings, will continue to restrict access into the area for young families in need of cheaper affordable housing. There are no large scale housing development schemes planned for St Leonards and St Ives, except through the delivery of the Care Village at St Leonards Hospital (discussed later) if this comes forward.

### 2.19 A31/ A338

**2.20** The major strategic roads which bisect the parish carry heavy quantities of traffic, and levels continue to rise year on year. Proposals to carry out highway improvements to the Avon Heath roundabout have been tabled by the Highways Agency in advance of the Olympics in 2012. The levels of traffic pollution on the A31 are extremely high as this route provides one of the key access points into Dorset from London and the south east.

### 2.21 Heathlands and Natural Environment

**2.22** The large areas of internationally protected heathlands provide important and highly sensitive areas of natural environment. The current restriction of new housing within 400m of internationally designated sites assists in their protection further.

### 2.23 River Avon SAC and Moors River System

**2.24** These rivers are significant local water systems, with highly sensitive internationally protected environments. Proposals close to them or which may affect the water courses will have to be considered carefully.

**2.25** St Leonards Hospital

**2.26** The existing hospital is a community hospital, administered by the Dorset Healthcare NHS Trust, which provides a variety of functions to the local community and to those in the surrounding area. The large 1.5 hectare site was originally built for rehabilitation of soldiers following the Second World War, and the many buildings, cricket ground and facilities have some development potential. A scheme has approval for a Care Village which involves a complete residential care home scheme for the over 55's of approximately 60 units.

**2.27** Matchams

**2.28** Matchams Stadium has a chequered history, but is currently run as a national motor racetrack. Set within the Green Belt and within 400m of protected heaths, consideration of future uses of the site are limited.

**2.29** MoD

**2.30** The Barnsfield MoD employment site for military vehicle testing is still operational. It is not known however, what the future of this site will be in the forthcoming plan period. It is set within protected heathland and in the Green Belt, and as such should military uses cease, restoration of heathland and designation of Local Nature Reserves would be desirable.

### 3 Planning Policy Context

**3.1** The Planning Policy Context is set out below:

#### **3.2 Green Belt**

**3.3** The built up residential areas of St Leonards and St Ives to the north of the A31 and at Avon Castle are classed as urban areas. The remainder of the settlement is covered by Green Belt protection, including the scattered rural housing in The Grange, Matchams and St Leonards Hospital. New development is therefore constrained to within the built up urban areas.

#### **3.4 Natural Environment**

**3.5** The parish lies on a low ridge of heathy and wooded land between the Moors River in the west and the River Avon in the east. The heathland areas are almost entirely Sites of Special Scientific Interest (SSSIs), and have also been designated as Special Protection Areas (SPAs) under the European Community Directive on the Conservation of Wild Birds and as Special Areas of Conservation (SACs) under the Habitats Directive. Some areas are also designated as protected wetland sites under the Ramsar Convention.

**3.6** The parish has some of the largest areas of heathland within East Dorset, including Avon Heath and Lions Hill. These are protected as SPA's, SAC's and Ramsar sites. Lions Hill is owned by the Herpetological Conservation Trust, who manage the site as a nature reserve and allow public access by footpaths. The St Leonards and St Ives area has further heathland potential, and various other sites of heathland interest have been identified.

**3.7** The River Avon floodplain is designated as both SSSI and SPA. The Avon Valley has also been designated an Environmentally Sensitive Area (ESA) because of the traditional pastoral landscape and the remains of water meadow systems. The Moors River is also a SSSI, being one of the most important rivers in southern England for nature conservation. There are a number of protected species and their habitats both within and outside these designated areas.

**3.8** The area therefore has a very rich and special natural environment, and heathland restoration targets in the the Structure Plan looked to create further heathland sites in the parish.

**3.9** The Forestry Commission own and manage Ringwood Forest to the north of the parish, and parts of Moors Valley Country Park which falls in both this parish area and in Verwood. Public access to these areas for recreation is good.

### **3.10 Area of Great Landscape Value**

**3.11** The heaths of Avon Heath and Lions Hill also are recognised as Areas of Great Landscape Value (AGLV). Avon Heath contains heathland and wooded hills sloping sharply down to the contrasting level meadows of the Avon river valley. It contains Matchams View, and elevated open space forming part of the Avon Heath Country Park, from which there are extensive views down to Christchurch and Hengistbury Head.

### **3.12 Flood Risk**

**3.13** The River Avon is at risk of flooding 1 in 75 each year, and although flood defences have been built in the last 5 years to the north of Avon Castle, the risk of flood is significant for this area, and will affect properties.

**3.14** The Moors River also has a highly significant risk of flooding at 1 in 75 chance each year. This area is more rural than the River Avon, so fewer dwellings may be affected, although land and businesses may be.

### **3.15 Built Environment**

**3.16** St Leonards and St Ives is a largely modern settlement without historic character. However, both Ashley Drive/St Ives Park and Avon Castle have been designated as Special Character Areas whose special low density and mature character merits additional protection. Ashley Drive/St Ives Park Special Character Area are 1950's low density estate developments set in pine woodland. Large plots have been cut out of the woodland, leaving remnants of the woodland in gardens and in road frontages. The estates consist mostly of substantial bungalows set in landscaped grounds, and the pattern of development comprising three distinct loops sets the area apart in character.

**3.17** Avon Castle is an exclusive low density area sited in pine woodland on elevated land overlooking the Avon valley. Comprising almost entirely post 1960 dwellings, the development has now extended well beyond the confines of the mock Avon Castle itself, still recognisable by the distinctive 19th century entrance lodge and gate piers. The heart of the area is characterised by narrow shared drives, flanked by high evergreen hedges, which branch out to serve individual properties. The properties are heavily screened from each other by pine woods, hedges and shrubberies, offering a high degree of privacy and seclusion.

## **4 Existing Community Facilities**

### **4.1 Retail Provision**

**4.2** St Leonards and St Ives does not have a town centre. There is a short High Street of 2 shops - a chemist and a hairdresser and the Montessori Nursery. Nearby is a small One Stop convenience store in Ringwood Road.

**4.3** In Post Office Lane, a mile away, is the village post office. There is also a shop within the garage on the A31 which sells convenience goods.

**4.4** There are various retail operators on the A31 itself which sell amongst other things, cars, stoves, tents and flowers, but these cater to wider passing trade rather than the local community.



**4.5** Ringwood town centre, to the north east of St Leonards and St Ives, has both a Sainsbury and Waitrose supermarkets, and weekly market in the town centre as well as a good range of small retailers in the historic town centre. Ferndown, approximately 2 miles to the south, has a Sainsbury, Tesco and Lidl supermarkets and a modern town centre with a range of shops and services.

**4.6** The limited number of shops in St Leonards and St Ives means that residents need to shop elsewhere. Access to these towns is primarily made by car or by the available bus services to these locations.

#### **4.7** Sport and Recreation

**4.8** Sports facilities are limited in the parish. Adjoining the village hall are tennis courts and tennis club, a lawn bowling green and recreation ground with play facilities. St Ives First School has an open air swimming pool, which is used by residents too in the summer months.

**4.9** There is a full sized football pitch on Horton Road, which is used as a recreational space and by dog walkers. There is also a cricket pitch to the east of St Leonards Hospital on land owned by the NHS Trust. It is used for matches. There is a lack of facilities for young people and teenagers. The limited range of facilities perhaps reflects the make up of the population.

**4.10** Braeside Recreation Ground provides the main dedicated open space in the parish with a small children's play area. Residents can otherwise visit Ringwood Forest, Moors Valley, Avon Heath and the nearby heaths at Lions Hill and Avon Heath for recreational walks. There are no allotment grounds in the parish, perhaps a reflection of the modern suburban development of St Leonards and the spacious garden plots there. The PPG17 survey highlighted the lack of facilities for young people and the lack of allotments in the parish.

**4.11** The Castleman Trailway runs through the northern part of the settlement forming the end of the strategic green route from Poole to Ringwood. It is a popular recreational route for cyclists and walkers. Moors Valley Country Park is located in the parish providing a large recreational space for residents and visitors. Avon Heath Country Park is also located in the parish. Both sites are hoping to expand their recreational offer to residents and visitors - Moors Valley with an extension to the south, and Avon Heath with better educational facilities.

#### **4.12** Health

**4.13** There is one doctors practice in the parish centrally located on Woolsbridge Road. St Leonards Community Hospital, part of Dorset Primary Care Trust, is situated to the southern end of the parish is some distance by foot for most residents, and located on the busy A31. This has a two impatient wards, a minor injuries unit, out of hours doctors service, busy outpatients department, and minor operations are carried out here. Whilst the hospital does act as a local health centre, it also serves a wide area of the East Dorset community.

#### **4.14** Education

**4.15** St Ives has one first school located within the built up northern area of the parish. The school is popular, but many children attend from out of catchment, or leave early to attend Ringwood schools at age 7, leaving gaps in classes. There are also two further schools on the northern edge of the parish - the Ringwood Waldorf Steiner School and the Sheiling Community. These are both private facilities, the latter is a residential school for children with special needs and a working community for young adults with disabilities. There is also a small Montessori Nursery in the High Street.

#### **4.16** General Community Facilities

**4.17** The main settlement of St Leonards and St Ives has a limited range of facilities for the population. There is a modern village hall in Braeside Road to the west of the settlement. There is no library in the settlement, although the mobile library visits regularly. The eastern residential area of Avon Castle does not have any dedicated community facilities.

## 4.18 Pubs and Restaurants

**4.19** St Leonards Hotel provides dining and a pub facility and there are two other pubs in the parish. The Woodman is located on the A31 opposite St Leonards Hospital, but not very accessible to residential areas. There is also a meeting hall and club for Ex-Servicemen in School Lane in St Leonards.

## 5 Accessibility Mapping

**5.1** Now merged into Community Facilities - SK - 5.7.10

## 6 Community Strategy Issues

**6.1** St Leonards and St Ives published a Parish Plan in 2007.

**6.2** The key issues arising concerning the Core Strategy were Housing, Traffic, the Environment, Youth Activities and Recreation.

**6.3** Housing

**6.4** Concern was raised at the loss of gardens to higher levels of development, which has now been reviewed by the Coalition Government. Each site will always be assessed individually. The Special Character Areas have detailed guidance relating to appropriate development.

**6.5** Traffic

**6.6** The closeness of the A31 and the A338 as major routes in the parish cause concern over increased volumes, speeding vehicles and pollution levels. The residential streets can be used as rat runs. The Woolsbridge roundabout and Horton Road junctions in particular are busy and difficult to join.

**6.7** Those without transport, need to use the local buses, and will need to cross the A31 to the bus stop at the St Leonards Hotel. This is dangerous without a footbridge link due to the speed of the cars.

**6.8** Youth Facilities and Recreation

**6.9** There is a perceived lack of facilities and activities for children and young people. The PPG17 Open Space Survey revealed a shortfall in facilities and in their accessibility for the size of the population. Whilst there is a basketball net and open space at the recreation ground in Braeside Road, and the play area at Braeside Road recreation ground is scheduled to be improved, overall there is a shortfall in pitch provision in St Leonards and St Ives.

## 7 Housing

**7.1** Housing

**7.2** The 2001 Census records 3,038 dwellings in St Leonards and St Ives.

**7.3** Whilst the great majority of the parish consists of modern suburban dwellings in spacious plots, there is unusually also a number of households who live in park homes around the parish.

**7.4** The table below shows the break down of housing tenures in St Leonards and St Ives.

Tenure of Housing	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Owner Occupied (no mortgage)	1,200	58.5	756	70.3	18,344	48.8

Tenure of Housing	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Owner Occupied (with mortgage)	642	31.3	264	24.6	13,504	35.9
Social rented	83	4.1	0	0	3,135	8.3
Private Rented	127	6.2	55	5.1	2,617	7.0
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.1 Tenure of Housing in St Leonards and St Ives (Fordhams 2008)**

**7.5** The parish has a very high ratio of owner occupied (no mortgage) residents at over 70.3% in the western area. This is the highest ratio in the district, reflecting the high numbers of wealthy retired residents. Also significant is the absence of the social rented sector entirely in the western parish. This again is the only parish recorded having no social housing.

### 7.6 Housing Densities and types

**7.7** The housing types in St Leonards and St Ives falls broadly into four distinct areas: suburban low density development, large wooded plots, rural sporadic development and park housing. Much of the housing was built post 1961 and the styles are characteristic of this era. There are many bungalows, chalets and properties in mature plots typical of the 1960's and 1970's.

**7.8** Avon Castle is distinct for having mature wooded plots and a rural feel, although many of the earlier properties dating from the 1930's or 50's are now being redeveloped for luxury modern detached dwellings. The sporadic development known as The Grange is unique, representing post war smallholdings and detached dwellings located in the countryside. To the south of the parish are two park home and caravan site developments which offer smaller compact communities for residents.

### 7.9 Dwelling Type

**7.10** The table below shows the type of housing in St Leonards and St Ives.

Type of Housing	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Detached House	728	35.5	250	23.3	11,603	30.9
Semi detached House	66	3.2	8	0.8	4,325	11.5
Terraced House	17	0.8	0	0	3,424	9.1
Detached bungalow	1,145	55.8	807	75.1	12,600	33.5
Semi or terraced bungalow	69	3.4	0	0	1,936	5.1
Flat	26	1.3	9	0.9	3,712	9.9
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.2 Type of Housing (Fordhams 2008)**

**7.11** This data is interesting for showing the overwhelmingly large number of detached dwellings in St Leonards and St Ives West at 98.4% - the highest for any parish in the district. This is significant, not only does it restrict entry into the parish for people wanting a smaller property, it restricts the elderly who currently live there from down sizing, and being able to stay within their community when their home becomes unmanageable for them.

## 7.12 Household Type

**7.13** The following table provides data on the type of households in St Leonards and St Ives.

Type of Households in St Leonards and St Ives	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Single pensioners	386	18.8	208	19.3	6,180	16.4
2 or more pensioners	439	21.4	296	27.5	7,783	20.7
Single non-pensioners	139	6.8	46	4.3	3,229	8.6
2 or more adults - no children	761	37.1	421	39.2	13,083	34.8
Lone parent	32	1.6	30	2.8	728	1.9
2 adults + 1 child	119	5.8	19	1.8	2,879	7.7
2+ adults and 2+ children	176	8.6	56	5.2	3,719	9.9
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.3 Type of Households in St Leonards and St Ives (Fordhams 2008)**

**7.14** The table indicates the variation of household types compared the those elsewhere in the district. Significantly, St Leonards and St Ives West has the lowest proportion of households with children in the whole district at just 9.8% of the whole parish. This data reaffirms the age profile of the parish, with a significant number of pensioners, above the district average, and of adult only households (possibly 'empty nesters') who at 37.1% and 39.2% are also above the district average of 34.8%.

## 7.15 Household Size

**7.16** In St Leonards and St Ives, the average household size is 2.17 persons.

## 7.17 Overcrowding / Under-occupation

**7.18** 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 bedrooms, ie a four bedroom dwelling occupied by a single person or a married couple would be considered to be under-occupied.

**7.19** Whilst overcrowding is relatively uncommon in East Dorset, the incidence of under-occupation is much higher. With such a high number of adult only households in spacious accommodation, the table below indicates the breakdown for this information in St Leonards and St Ives.

Type of Occupation	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Overcrowded	0	0	0	0	387	1.0
Ok	923	45.0	329	30.6	19,406	51.6
Under-occupied	1,129	55.0	746	69.4	17,808	47.4
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.4 Overcrowding and Under-occupation in St Leonards and St Ives (Fordhams 2008)**

**7.20** It can be seen that the parish of St Leonards and St Ives is significantly under-occupied, and in fact the western area is the most under-occupied in the district by a significant degree.

### 7.21 Standards of Accommodation

**7.22** In terms of standards of accommodation, St Leonards and St Ives has relatively modern low density housing stock, which is in good general condition. St Leonards and St Ives East is ranked at 88th in the county table, and St Leonards and St Ives West is ranked at 218 out of the 247 Super Output Areas.

**7.23** The significantly lower figure for the Eastern area is based on access to services, health, income and employment factors. Based on the knowledge that the residents are elderly with perhaps a number of medical conditions, and the settlement lacks many facilities, the area is ranked lower than the western side of the parish.

### 7.24 Households in Unsuitable Housing

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

**7.26** The table below illustrates the level of households in unsuitable housing in St Leonards and St Ives. It can be seen that although there are few households in unsuitable housing, these households nevertheless are in need of help in finding suitable housing.

Type	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
In unsuitable housing	74	3.6	46	4.3	1,552	4.1
Not in unsuitable housing	1,978	96.4	1,029	95.7	36,048	95.9
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.5 Number of Households in unsuitable housing in St Leonards and St Ives**

### 7.27 Housing Need

**7.28** 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.

**7.29** The following table illustrates the level of housing need in St Leonards and St Ives. It shows that just 26 households are considered to be in housing need in the parish, representing 1.7% of the population.

Type	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
In need	16	0.8	10	0.9	711	1.9
Not in need	2,035	99.2	1,065	99.1	36,889	98.1
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.6 Location of households currently in need**

**7.30** Number of households currently in need of Colehill and Wimborne Minster (Fordhams)

### 7.31 House Prices

**7.32** The table below sets out most recent figures for house prices in St Leonards and St Ives in relation to the rest of Dorset: East Dorset regularly records the highest average property prices in the County.

### 7.33 Land Registry average prices and sales (4<sup>th</sup> quarter 2006)

Dwelling Type	Dorset		East Dorset	
	Average Price	% of sales	Average price	% of sales
Detached	£332,595	36.4	£339,756	60.2
Semi-detached	£212,888	17.4	£226,002	13.1
Terraced	£190,365	18.2	£192,225	13.0
Flat/maisonette	£175,772	27.9	£183,198	13.7
<b>All dwellings</b>	<b>£242,037</b>	<b>100.0</b>	<b>£284,263</b>	<b>100.0</b>

**Table 7.7**

### 7.34 Entry-level market costs in East Dorset (to buy)

Property size	Ferndown	Wimborne Minster	Verwood	Corfe Mullen	Average
1 bedroom	-	-	-	-	£142,000
2 bedrooms	£204,000	£176,000	£171,000	£171,000	£190,000
3 bedrooms	£256,000	£242,000	£237,000	£214,000	£243,000
4 bedrooms	£342,000	£313,000	£285,000	£304,000	£318,000

**Table 7.8**

**7.35** (Survey of estate and letting agents 2006)

**7.36 Entry-level market costs in East Dorset (to rent)**

Property size	Ferndown	Wimborne Minster	Verwood	Corfe Mullen	Average
1 bedroom	-	-	-	-	£133
2 bedrooms	£157	£147	£156	-	£153
3 bedrooms	£198	£190	-	£196	£196
4 bedrooms	-	-	-	-	£254

**Table 7.9**

**7.37** (Survey of estate and letting agents 2006)

**7.38** House prices, like the rest of East Dorset are high relative to income in St Leonards and St Ives, with many people of high income retiring to or choosing to live in these areas. This has raised property prices, and has led to a high affordability gap.

**7.39 Special needs and Older Persons Households**

**7.40** Households with special needs are those where improvements are required to accommodation and services to allow those residents to remain in their own homes. The table below shows the proportion of special needs households in St Leonards and St Ives:

Type	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Special needs	325	15.9	188	17.5	6,975	18.6
Non-special needs	1,726	84.1	887	82.5	30,625	81.4
Total	2,052	100.0	1,075	100.0	37,600	100.0

**Table 7.10 Special Needs Housing**

**7.41** With an ageing population, 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.

**7.42 Key workers**

**7.43** 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

**7.44** The table below shows the breakdown of households headed by a key worker in St Leonards and St Ives. St Leonards and St Ives East is very much in line with the District average, whereas St Leonards and St Ives West is below.

Type	St Leonards and St Ives East		St Leonards and St Ives West		East Dorset	
	No.	%	No.	%	No.	%
Key worker households	190	9.2	72	6.7	3,487	9.3
Non-key worker households	1,862	90.8	1,003	93.3	34,113	90.7
Total	2,052	100.0	1,075	100.0	37,600	10.0

**Table 7.11 Location of key worker households**

## 7.45 Strategic Issues - Housing Potential

**7.46** The SHLAA recommends the following number of dwellings could be built in St Leonards and St Ives over the plan period.

Location	Number of Sties	Number of developable units within 1-5 years	Number of developable units within 6-15 years	Number of developable units on Green Belt land
St Leonards and St Ives	48	67	330	0

**Table 7.12 SHLAA Housing Potential for St Leonards and St Ives**

**7.47** The largest site suggested is St Ives Nursing Home which could yield 40 units.

## 8 Employment

### 8.1 Employment

**8.2** There are 330 firms in St Leonards and St Ives with 1,900 employees. There is no dedicated employment area, although the retail units, schools, St Leonards Hotel, and St Leonard's Hospital provide most employment opportunities in a variety of sectors.

**8.3** St Leonards Hospital offers medical services, the central bandage store for the area and an Ambulance Station. There are also retail, hotel, service and storage business uses located along the A31.

## 9 Transport

### 9.1 Transport

**9.2** Two key strategic routes cross through the parish of St Leonards and St Ives, the A31 Trunk road, which connects Dorset to the M27 and M3, and the A338 (Wessex Way) which links the A31 to Bournemouth town centre. Both routes are heavily trafficked, and can suffer congestion during peak rush hours and during the holiday season. Local residential roads offer alternative routes to rat runners from the A31, and this can cause issues of speeding in residential roads.

**9.3** There are plans to upgrade the Avon Heath junction where both roads bisect by the Highways Agency.

### 9.4 Car ownership



**9.5** Car ownership is very high in St Leonards and St Ives with 93% of households owning a car. This is one of the highest levels of ownership in the district, due to the affluence of the population and the lack of services within a reasonable walking distance.

## 9.6 Buses

**9.7** The parish is well served with bus services. The X35 runs to Bournemouth via Ferndown every 2 hours and to Southampton. The X34 runs to Ringwood and Bournemouth thrice daily Monday to Saturday and every 2 hours on a Sunday. The 135/134 runs from St Leonards and St Ives to Ringwood and Bournemouth every 3 hours approximately. The X3 runs to Bournemouth and Poole from Ringwood via St Leonards and St Ives. However, there is concern that buses to Poole should be more frequent than at present.

## 9.8 Transport Infrastructure

**9.9** There are plans to upgrade the Avon Heath junction where both roads bisect by the Highways Agency.

## 9.10 Public Transport Improvements

## 9.11 Implementation

Scheme	Delivery Timescale	Partners	Costs and Funding
A31 / Wessex Way - Avon Heath Roundabout upgrade	Short term - 2012 - 2015	Highways Agency Dorset CC	£unknown

**Table 9.1 Transport Implementation Programme for St Leonards and St Ives**

## 9.12 Strategic Issues

- Upgrade to Avon Heath roundabout

## 10 Green Infrastructure

**10.1** The strategic Castleman Trailway passes in a east / west direction through the northern part of the parish. Formerly the route of the old Dorset and Hampshire railway line, this route is now a very popular route for recreational cyclists, walkers and horse riders. It also has the potential to become a more popular route for workers to use as part of the overall green infrastructure network for south east Dorset.

**10.2** Moors Valley Country Park, Avon Heath Country Park and Ringwood Forest provide excellent routes for greenways and cycle rides, and it is the intention of the Dorset Green Infrastructure Strategy to improve the links of the Castleman Trailway to both country parks for a continuous linked route. Avon Heath in particular provides an opportunity to link to both Ringwood to the north and Bournemouth and the Stour Valley to the south and connect to employment centres and the coast.

## 10.3 Implementation

Scheme	Timescale	Partners	Costs & Funding
Castleman Trailway link to Moors Valley Country Park as a destination in the sub region	2015 - 2020	East Dorset DC Dorset CC	£unknown Through CIL or developer contributions in the Core Strategy

Scheme	Timescale	Partners	Costs & Funding
Avon Heath link to Castleman Trailway and to north Bournemouth to improve links and to act as a destination in the sub region	2015 - 2020	Dorset CC Bournemouth BC Natural England	£unknown Through CIL or developer contributions in the Core Strategy

**Table 10.1 Green Infrastructure Proposals in St Leonards and St Ives**

## 11 Design and Landscape

### 11.1 Design and Landscape

### 11.2 Description

**11.3** St Leonards and St Ives has a very low density layout with many mature trees, creating an attractive mature residential setting. Recent new development has generally been on an individual plot basis with 1 for 1 replacement dwellings, 2 for 1 replacement dwellings, or in some instances 6 flats across 2 plots - the flats having an appearance of a detached house. It is unlikely, bearing in mind the modern low density layout of the area, that future development opportunities will be on a similar theme.

**11.4** The Grange area is predominantly rural in character, and as this lies in the Green Belt, extensions and development will be limited. The building styles are modern to mid to late C20th and are not particularly distinguished.

**11.5** The residential areas of Ashley Drive and Avon Castle have been recognised as Special Character Areas, as shown on the map below:

**11.6** Ashley Drive/St Ives Park Special Character Area are 1950's low density estate developments set in pine woodland. Large plots have been cut out of the woodland, leaving remnants of the woodland in gardens and in road frontages. The estates consist mostly of substantial bungalows set in landscaped grounds, and the pattern of development comprising three distinct loops sets the area apart in character.

**11.7** Avon Castle is an exclusive low density area sited in pine woodland on elevated land overlooking the Avon valley. Comprising almost entirely post 1960 dwellings, the development has now extended well beyond the confines of the mock Avon Castle itself, still recognisable by the distinctive 19th century entrance lodge and gate piers. The heart of the area is characterised by narrow shared drives, flanked by high evergreen hedges, which branch out to serve individual properties. The properties are heavily screened from each other by pine woods, hedges and shrubberies, offering a high degree of privacy and seclusion.

### 11.8 Park Homes

**11.9** There are a number of park home sites located across the parish, which by their nature are temporary structures and clustered at high densities in the woodland setting.

### 11.10 Area of High Landscape Value

**11.11** This area, on the west bank of the River Avon, lies to the south of Ashley Heath. The A338 Bournemouth Spur Road traverses the heathland and wooded hills, and the land falls down to the level meadows of the river valley. The area includes Matchams View, and elevated open space forming part of Avon Heath Country Park, from which there are extensive views down the valley to Christchurch and Hengistbury Head. This area will continue to be protected.

### 11.12 Strategic Issues

**11.13** The key issues are:

**11.14** St Leonards and St Ives - consider development which respects the existing levels of residential densities.

**11.15** Avon Castle - consider appropriate low density development which respects the mature setting of the Special Character Area.

**11.16** Continued protection of the Avon Heath Area of High Landscape Value.

## 12 Core Strategic Messages

### 12.1 Core Strategic Messages for St Leonards and St Ives

#### 12.2 Housing

**12.3** House prices are very high relative to income. There are very few housing association properties for families in St Leonards and St Ives, so vacancy rates are low.

**12.4** There is unlikely to be large scale new housing built in the forthcoming plan period, as there are no strategic allocations in this area. There may be small infill sites however providing limited opportunities, so new housing will need to be of a high design standard respecting local traditions, densities and layouts, and where necessary, the character of the Ashley Drive/St Ives Park and Avon Castle Special Character Areas.

#### 12.5 Transport

**12.6** There is very high car ownership and dependence on the car for most activities. Public bus services are good in and around St Leonards and St Ives. The residential roads offer safer cycling routes and links with the Castleman Trailway. The A31 suffers from severe congestion and the pollution levels are particularly high in this area. The local residential roads act as alternative routes for users of the A31 and are subject to rat runners.

#### 12.7 Demographics

**12.8** The increasingly ageing population in St Leonards and St Ives will mean that social services and service providers will need to plan for the particular needs of this community, whether this be care homes, warden assisted housing or housing association bungalows. There will be fewer younger people and those of working age to support the residents, local facilities and the local economy in the future.

#### 12.9 Community Facilities

**12.10** These are currently sporadically provided and limited in number and function. There is evidence from the PPG17 survey that there are few facilities for the younger residents, teenage shelter. There is likely to be an increase in demand for services and facilities for the elderly, such as community meeting spaces, medical and social care.