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## 1 Introduction

### Introduction

**1.1** This text is an amalgamation of the Christchurch and East Dorset Core Strategy Pre-Submission document and the Schedule of Proposed Changes to the Core Strategy Pre-Submission document to produce a composite of the text and maps which have been submitted to the Secretary of State.

**1.2** It is not the Submission document itself, but has been produced for Member's information. Following the Inspector's Report into the Public Examination of the Soundness of the Core Strategy, a final document which takes account of all the approved changes to the Plan will be produced and formally adopted as the Councils' Core Strategy, or Local Plan Part 1. At this stage the correct numbering for the Policies will take place.

### The Core Strategy

#### 1.3 What is the Core Strategy

**1.4** The Core Strategy is the document that sets out the planning strategy for Christchurch Borough and East Dorset District over the next 15 years to 2028. It sets out how much, what type, where and how development should take place and how this should be catered for. It sets out a vision and objectives for the area which are reflected in planning policies to achieve this.

**1.5** Under recent changes to the development planning system, the Core Strategy effectively forms part of the new style Local Plan. A further set of more detailed development management policies and site allocations will follow in a separate document forming part 2 of the Local Plan. This document will be produced following on from the adoption of the Core Strategy with a timetable set out in Councils' Local Development Schemes.

#### 1.6 A Joint Core Strategy

**1.7** Christchurch Borough Council and East Dorset District Council are working in partnership to deliver their plans. This reflects the similarity in issues that each area faces and enables financial savings in the production of documents for the Councils and other stakeholders. The document contains many policies that are common to both areas, but others relate specifically to one or the other Council area.

#### 1.8 The Submission Document

**1.9** The Core Strategy has been produced in accordance with the provisions of the Town and Country Planning (Local Planning) (England) Regulations 2012. The Strategy is supported by a series of Background Papers. These consider all of the relevant information, including previous consultation responses, existing policies and evidence reports in order to identify the most appropriate conclusion. If you wish to understand in detail the reasoning behind a particular approach it is recommended that you view the relevant Background Paper.

**1.10** The first chapter of the document provides a description of the area, setting out the most important features that should be taken into account in the Strategy. This leads to a chapter that sets out a vision and objectives for the area and then the overall Key Strategy. Subsequently, the Core Strategy focuses on specific places before considering policies that apply across the whole area.

**1.11** A standard format is applied for the policies within the different chapters, as follows:

#### Introduction

This sets out the main issues being considered.

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**Introduction**

**Explanation**

This sets out the key facts and relevant evidence that support the policy approach.

**The Policy**

As well as the policy itself this includes a policy reference that should be used when making consultation responses.

**Delivery and Monitoring**

This explains how the policy is to be delivered and establishes targets by which the success of the policy can be monitored.

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## Preparation to date

**1.12** The Core Strategy has been in preparation for a number of years. This has involved considerable community consultation, the collection of evidence and working with partners, including other Local Planning Authorities, service providers, town and parish councils, community groups, the Local Community Partnerships, businesses, government organisations and developers/agents. The key stages that have taken place so far are:

- Evidence gathering – work on baseline data and studies which inform the issues to be addressed in the Core Strategy.
- Issues and Options – where consultation took place to identify issues and a range of possible options for addressing them. Consultation and engagement on this stage took place during 2008 and 2009.
- Options – where the Councils identified one or more options for dealing with key issues and published them for consultation. This took place between October 2010 and January 2011.
- Pre-Submission - where consultation took place to consider whether the Councils' policies and proposals for development within the Core Strategy were 'sound'. This took place between April and June 2012.
- Proposed changes to the Pre-Submission - where the Councils consulted on changes made to the Pre-Submission document following consideration of the comments received in respect of the previous consultation. This took place in November and December 2012.

## 1.13 Evidence Base

**1.14** A substantial amount of evidence has been prepared and considered in order to develop the Core Strategy. The key studies that have been produced are as follows:

- Christchurch Strategic Housing Land Availability Assessment
- East Dorset Strategic Housing Land Availability Assessment
- Joint Affordable Housing Viability Study
- Dorset wide Strategic Housing Market Assessment
- Joint Level 1 Strategic Flood Risk Assessment
- Christchurch Level 2 Strategic Flood Risk Assessment
- Joint Town Centres Retail Study
- Employment Land Review Stages 1 and 2
- Joint Planning Policy Guidance Note 17 Open Space, Sport and Recreation Study
- Christchurch Urban Extension Master Plan
- East Dorset New Neighbourhoods Master Plan
- South East Dorset Multi Modal Transport Study
- East Dorset Town Centre Pedestrian Footfall Counts
- Bournemouth Airport Ecology and Economic Studies

**1.15** All of these studies are available for viewing at the Councils' Offices at Bridge Street and Furzehill or on the Councils' website [www.dorsetforyou.com/388121](http://www.dorsetforyou.com/388121).

**1.16** As well as the evidence specifically produced locally, policy formation has been informed by other sources e.g. Census and other agencies' plans and programmes.

## What Comes Next?

**1.17** Following the Proposed Changes to the Core Strategy Pre-Submission consultation the Councils will give consideration to the responses and formally decide whether to Submit the Core Strategy to the Secretary of State to be examined. Once submission has taken place the Secretary of State will ask an Inspector to consider the soundness of the Strategy taking into account national

policy, available evidence and the consultation responses. Once the Inspector's report has been published the Councils will have to decide whether to accept the recommendations and adopt the Core Strategy.

### **Sustainability Appraisal and Strategic Environmental Assessment**

**1.18** The Core Strategy has been informed by a Sustainability Appraisal and Strategic Environmental Assessment. A Scoping Report has been consulted on and was approved by the Councils in 2010. This set out key issues that the Strategy should take into account and established objectives by which it should be assessed. This is available to view at the Council Offices and on [www.dorsetforyou.com](http://www.dorsetforyou.com).

### **Habitats Regulations Assessment**

**1.19** A Habitats Regulation Assessment has been carried out to inform the production of policies. This assesses the potential impacts of policies on the conservation objectives of designated sites of European importance which include the Dorset Heathlands and the River Avon.

### **Equalities Assessment**

**1.20** Local authorities have a responsibility to minimise discrimination and disadvantage under the Equalities Act 2010. Public bodies are required to consider the needs of diverse groups in the community when designing and delivering public services. An Equalities Impact Assessment is a recognised method of undertaking an appraisal of a service or of a policy. Its key purpose is to help identify in the development of policies and practises unlawful discrimination of a particular group or sector of the community whether it is on the grounds of race, gender, disability, religion, faith or belief, sexuality or age. An assessment was undertaken for the Options consultation and this has been updated to consider the Pre-Submission Core Strategy.

### **Health Impact Assessment**

**1.21** The Health Impact Assessment is a tool which can be used to assess how policies, plans or programmes can help to identify the health impacts of the policy. Using such an assessment it is possible to identify the actions needed to improve the impact on health and minimise the negative impacts. An assessment has been undertaken of the Pre-Submission document and this builds on previous work that considered the Options consultation.

### **Consultation Responses**

**1.22** The Issues and Options consultation in 2008 attracted about 1,700 individual responses. These were used to help inform the Options Consultation of 2010/2011, which in turn received 21,900 individual responses. This unprecedented response was also supported by feedback from a wide range of focus groups and meetings with stakeholders. The Options Consultation responses and the representations received in respect of the Pre-Submission document are available to read on [www.dorsetforyou](http://www.dorsetforyou) or at the main Council Offices. A further 482 representations were received for the Proposed Changes to the Core Strategy Pre-Submission Document, which have been submitted with the Core Strategy for consideration by the Inspector appointed by the Secretary of State. These are also available on the above web site and at the Council Offices.

### **Sustainable Community Strategies and Other Strategies**

**1.23** The Core Strategy is informed by the Christchurch Community Plan (2007) and the East Dorset Community Strategy (2008). These have been agreed by the respective Local Community Partnerships which comprise representatives from regional, public and local agencies and the community and voluntary sector. Since the Localism Bill received royal assent in 2011 it is anticipated that these will be replaced by new strategies. Neither existing strategy currently provides a clear vision that can be used to lead the Core Strategy. However, they do provide important guides for the Core Strategy in terms of the key issues to be addressed.

**1.24** Additionally, the Core Strategy has been developed to reflect a clear and effective relationship to the Councils' Corporate Plans and Housing Strategies. It also takes forward the important policies and proposals contained in the most recent Local Transport Plan and the Dorset Cultural Strategy.

### **Delivery**

**1.25** The success of the Core Strategy relies upon delivery of its policies and proposals. The Strategy is based on the delivery of sustainable development and goes beyond land use planning to bring together other policies and programmes that influence how the area functions. The means of delivery accompanies each policy in the Strategy and an Implementation Plan has also been produced. This is available to view at Council Offices, libraries and on [www.dorsetforyou.com](http://www.dorsetforyou.com).

### **Saved Policies**

**1.26** At present each Council has a series of 'saved' policies originally contained in their Local Plans, as well as the Bournemouth, Dorset and Poole Structure Plan. The Core Strategy will replace most, but not all of these policies. The status of the current Saved policies is set out in Appendices 3 and 4.



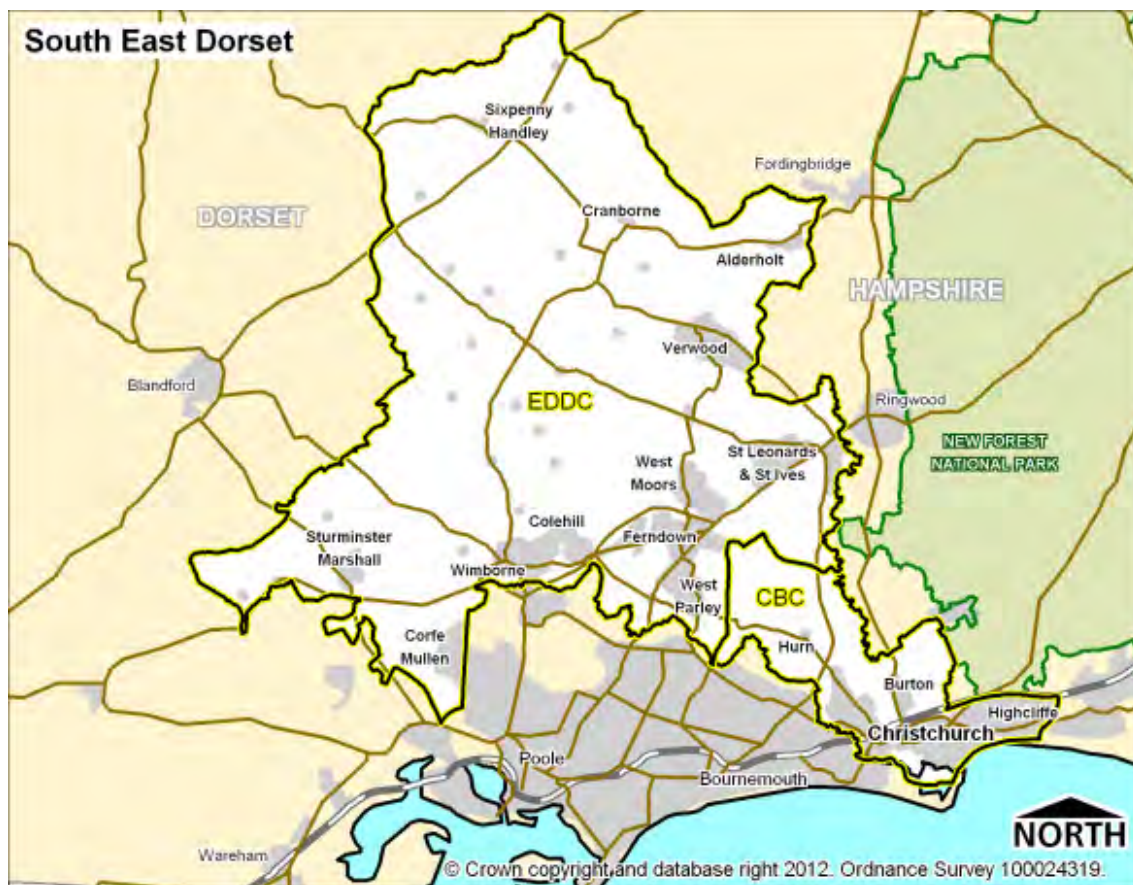


## 2 A Picture of Christchurch and East Dorset

**2.1** The Core Strategy is based on an understanding of the area's characteristics. What follows sets out the key attributes that are important to consider when establishing a vision, objectives, policies and proposals. Further detailed information is available in a series of Area Profiles and the Annual Monitoring Reports produced by both Councils. These can be viewed at the Council Offices, or on [www.dorsetforyou.com](http://www.dorsetforyou.com).

### The Sub Region

**2.2** The interaction of people and activity across the conurbation means that it is important to consider the wider context of Christchurch and East Dorset and the role that the area plays in the way that the conurbation functions. The South East Dorset conurbation is one of the South Coast's major urban centres. With a population approaching 500,000, it is the second largest urban area in the South West. The Core Strategy area has a population of about 130,000 people, representing 25% of the 'conurbation' population. The conurbation has a broadly-based economy, with significant specialisms in tourism, education, financial services, high tech and marine industry, retailing and entertainment. The area is served by Bournemouth Airport, and the Port of Poole but has barely adequate road and rail links to London, the South East and the north and west. Its setting in internationally recognised quality countryside and coastal environment makes it unique for a conurbation of its size. It is a place that attracts people to live, learn, work, relax and retire. It has seen significant growth over many years, principally through the in-migration of both people and companies, and substantially from London and the South East.



Map 2.1 South East Dorset

**2.3** The New Forest National Park lies on the border of both Districts and there are close road connections with Christchurch via the A35 and East Dorset via the A31(T). Both Christchurch and East Dorset have strong links with the wider conurbation and their residents have access to a range

of employment, leisure and cultural facilities provided by the larger towns of Bournemouth and Poole. Christchurch and East Dorset have an economic role in contributing to the provision of employment premises and land to meet the wider needs of the conurbation. Both districts are also part of a wider Bournemouth/Poole housing market area.

## The Core Strategy Area

**2.4** Christchurch is a relatively small Borough at around 5,169 ha with a population of about 47,000 (2009) and is set at the eastern edge of the South East Dorset conurbation. The town has expanded along its major roads and includes Highcliffe, which has its own district shopping centre. Burton has seen residential growth separated from the urban area.

**2.5** The District of East Dorset lies to the north-west of Christchurch, has a population of 87,600 (2009) and at 35,441 ha is around seven times the size of Christchurch Borough. With its southern area relating to the Bournemouth and Poole conurbation, the district has a number of major settlements:- Wimborne, Corfe Mullen, Colehill, Ferndown, West Parley, West Moors, St Leonards and St Ives and Verwood, as well as a large rural area.

## Our Environment

### 2.6 Natural

**2.7** The natural environment of the area is diverse and of high quality, consisting of the coast, harbour, cliffs, extensive areas of internationally protected wet and dry heath, river valleys, ancient woodlands and chalk downlands.

- Christchurch – 24% of the area is covered by one or more nature conservation designations
- East Dorset – 9.7% of the area covered by one or more nature conservation designations. 45% of the area is covered by the Area of Outstanding Natural Beauty.

### 2.8 Historic

**2.9** The historic town centres of Christchurch and Wimborne Minster are characterised by narrow streets, attractive older buildings and complemented by the Priory and Minster. Within Christchurch there are 12 designated Conservation Areas, around 287 Listed Buildings and 12 Scheduled Ancient Monuments. In East Dorset there are 19 Conservation Areas, 689 Listed Buildings and 152 Scheduled Ancient Monuments.

### 2.10 Rural and Urban Character

**2.11** Christchurch Borough is smaller and more urban in nature than East Dorset. The vast majority of its population live in the urban area. However, around 70% of the Borough remains as open countryside, harbour or coast. East Dorset has more of the characteristics of a “rural” authority with about 93% of it being countryside and only 7% urban. The main centres of Wimborne and Ferndown, together with the other urban settlements, are located in the south and eastern part of the District. The north and western part of the District is more rural in character, a large proportion being within the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty and contains villages, hamlets and isolated dwellings. Significant areas of the District comprise large, rural estates where there has been a continuity of ownership and stewardship over many generations.

### 2.12 Climate Change

**2.13** Climate change has the potential to not only affect the environment, but also the social and economic aspects of life in Christchurch and East Dorset. Although the precise nature of environmental changes is not fully understood, changes to rainfall levels (and river flow) and rising sea levels have significant implications particularly for Christchurch in terms of flood risk as mentioned

above. Conversely, predicted hot and dry summers will cause problems of low flows for some of the chalk downland rivers in the area. Additionally, climate change could have a significant impact on agriculture and wildlife.

#### **2.14 Water**

**2.15** The rivers Stour, Avon, Moors, Allen, Uddens Water and Bure Brook flood regularly and wide areas of Christchurch are subject to both river and tidal flood risk. Strategic Flood Risk Assessment work has identified significant areas within Christchurch and to a lesser extent within East Dorset which are subject to flood risk, particularly when taking into account the effects of climate change. In Wimborne there is risk of flooding on the western side of the town centre along the line of the River Allen. Other areas of concern exist in Sturminster Marshall, Verwood and West Moors. Areas at significant risk in Christchurch include some of Bournemouth Airport, parts of the town centre and parts of Stanpit and Mudeford.

**2.16** The area is well catered for in relation to water supply. The recently completed Longham Lakes, along with the Blashford Lakes ensure that future supply can be provided to accommodate a growing conurbation. A Groundwater Protection Zone associated with the chalk downlands relates to an important aquifer that serves the conurbation.

#### **2.17 Minerals and Waste**

**2.18** Planning for minerals and waste is dealt with by Dorset County Council. Separate planning documents are therefore prepared for these matters. Nevertheless, minerals and waste planning proposals need to be taken into account within this Core Strategy. The area to the south and east of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty are good sources for sand and gravel, particularly within the river valleys. Large areas of land are therefore proposed to be safeguarded for minerals extraction. Additionally, there are some major issues relating to waste disposal that are to be addressed in coming years and these need to be taken into account. There is to be less landfill and more recycling and other means of disposal. This will require locations for recycling and waste plants.

### **Communities**

#### **2.19 People**

**2.20** The population in Christchurch is about 47,000 and East Dorset is 87,600 (ONS 2009). The current proportion over retirement age (ONS 2008) is above the County and national average in Christchurch at 34% and in East Dorset at 32%, compared with 29% in Dorset as a whole and just 19% nationally. Despite death rates exceeding birth rates in the area, the population continues to increase as a result of in-migration from other parts of the Country rather than from abroad. In 2004 – 2008 more residents moved abroad from Christchurch and East Dorset than moved from other countries into the area. (ONS Long term international migration tables 1991 – 2008). The age profile of people moving to the area from elsewhere within the UK is younger than that of the current population, so it should not be assumed that people only move to the area to retire. However this trend is not significant enough to change the age structure of the current population to one which is less heavily weighted towards the older age groups.

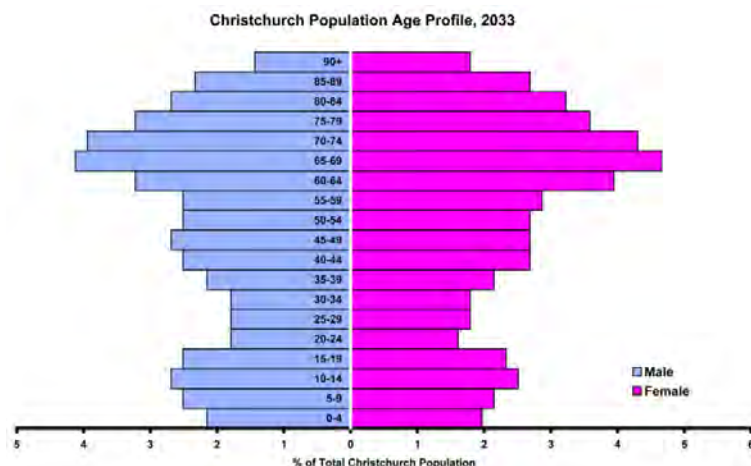


Figure 2.1 Christchurch Age Profile 2033 (ONS Sub-national Population Projections 2008 based)

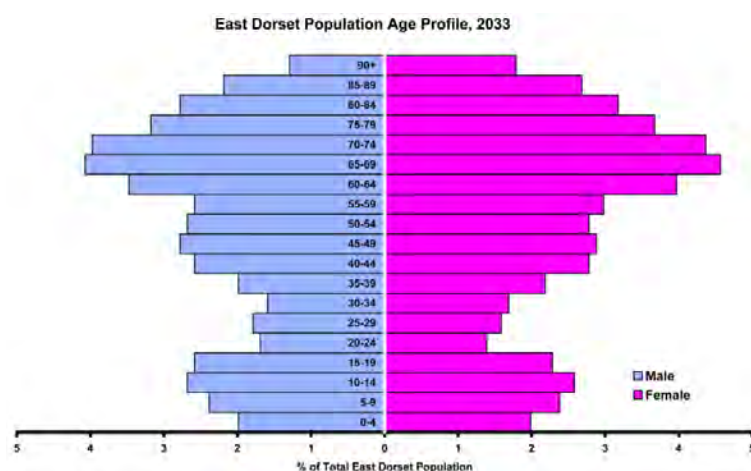


Figure 2.2 East Dorset Age Profile 2033 (ONS Sub-national Population Projections - 2008 based)

**2.21** Long term projections suggest that the population may grow to 55,900 in Christchurch and 100,800 in East Dorset by 2033. (ONS Sub-national Population Projections- 2008 based). Older people are expected to account for an increasing proportion of the population in future with the percentage of residents aged 65 in 2033 predicted to reach 38 per cent in Christchurch and East Dorset. (ONS Sub-National Population Projections 2008).

**2.22** The proportion of population of working age in the area is relatively low, at only 50% in Christchurch and 52% in East Dorset compared with 54% in Dorset and 62% nationally. Working age population is predicted to drop to about 47% in the area by 2033. A shortage of people of working age has significant implications for sustaining and enhancing the local economy. However, this will be countered to a degree by changes in the retirement age. The ageing population also places increased pressure on the provision of health care services.

**2.23** As well as a projected population increase, there is a predicted increase in households due to the following trends:

- Smaller households
- Fewer children per family
- Separation
- Older parents
- More people living alone
- Living longer

**2.24** Ethnic minorities are a small but growing proportion of the total population. The 2001 Census identifies the ethnic make-up of the population as 99.92% classified as “White British” in Christchurch and 98.99% in East Dorset compared with 90.92% in England and Wales. In 2007 the proportion of “White British” had fallen to 97% across the area, compared with 88.7% in England and Wales (ONS Mid Year Estimates by Ethnic Group 2007).

## 2.25 Housing

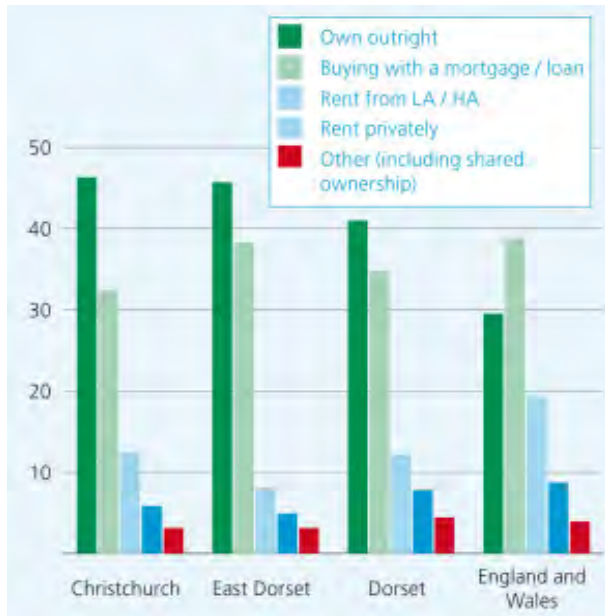


Figure 2.3 Tenure of housing in Christchurch and East Dorset

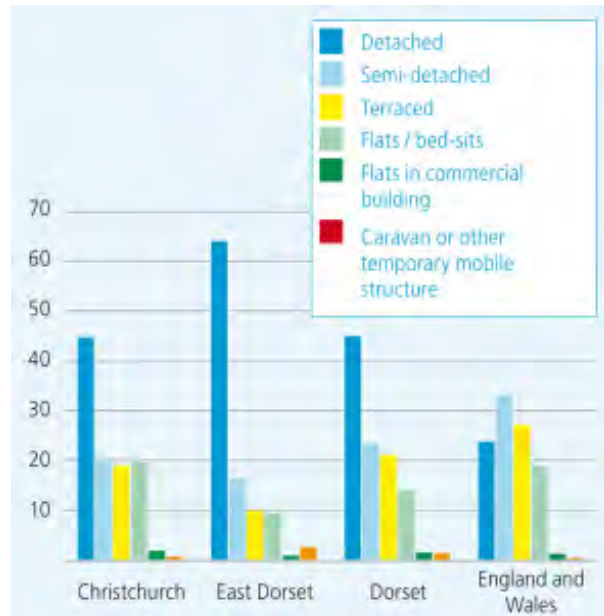


Figure 2.4 Types of housing in Christchurch and East Dorset

**2.26** Demand for housing is high and there is a significant problem of affordability due to the high house price:income ratios in the area. Housing land supply is affected by environmental constraints, in particular, flood risk and proximity to heathland, as well as Green Belt and infrastructure constraints. Evidence on housing supply (Christchurch and East Dorset Strategic Housing Land Availability Assessments 2011) indicates a low number of larger sites likely to come forward within the urban area, hence a reliance on smaller sites and a need to maximise opportunities to meet housing needs.

**2.27** The Dorset wide Strategic Housing Market Assessment update 2012 identifies the main characteristics of the housing stock. The profile is heavily weighted towards detached properties, although there are differences between the two districts. The graphs show the peculiarities of the two districts' housing stock and underline the fact that they are part of a wider housing market. East Dorset historically has provided housing for the more affluent commuters, whereas Christchurch provides a more urban cross section of house type.

**2.28** The Strategic Housing Market Assessment (2012) estimates that in Christchurch approximately 330 affordable homes would be required per year and about 430 in East Dorset.

**2.29** Even though there has been a slight fall in house prices over the past few years, the house price to income ratios for Christchurch (10.5 times) and East Dorset (11 times) remain significantly high, and are higher than the County (10.4 times) and England (7 times) averages in 2010. The median selling house price in Christchurch in 2011 was £238,000, and £250,000 for East Dorset compared to a national figure of £175,000.

**2.30** The impact on the viability of housing schemes of increased affordable housing contributions, together with other contributions likely to be required was tested in 2009. The study at that time found all new housing schemes could provide 40% affordable housing, or an equivalent financial contribution, with the exception of some special circumstances.

### **2.31 Health**

**2.32** Life expectancy rates are some of the highest in the Country and compare well with national figures of 77.3 years for males and 81.6 years for females (Association of Public Health Observatories - APHO and Department of Health 2008). In Christchurch the figures are 80.3 years for males and 84.4 years for females, and in East Dorset 81.4 for males and 84.4 for females.

**2.33** Health profiles (APHO and Dept of Health 2009) show that:

- The proportions of over 65s in Christchurch and East Dorset “not in good health” is significantly lower than regional and national averages.
- The proportion of people diagnosed with diabetes in Christchurch and East Dorset is significantly higher than regional and national averages, which may reflect the ageing population.
- Road injuries and deaths are significantly higher than regional and national averages in East Dorset, but not significantly different to these averages in Christchurch.

**2.34** The Dorset Housing Needs and Demands Survey 2007 found that there are an estimated 4,983 households in Christchurch and 6,975 households in East Dorset with one or more members in an identified special needs group. Within this category, households with a ‘medical condition’ are the predominant group, closely followed by the frail elderly and those with a physical disability. Special needs households are more likely to contain older persons, hence the larger proportion within Christchurch.

### **2.35 Education and Training**

**2.36** The percentage of the working age population in Christchurch (8%) and East Dorset (9%) without qualifications is below the national average of 12%. The percentage qualified to degree level or above is about the national average for Christchurch (29%) and above average for East Dorset (31%). (Annual Population Survey 2008).

**2.37** In general, school facilities provision currently meets the needs of the areas. However, predictions for population increases (ONS) and future residential development will put pressure on some education facilities. With increases in school rolls over the next fifteen years some schools may need to be extended. Although some schools may have capacity to accommodate the increase in population, others, for example in Wimborne, Highcliffe, Christchurch Infant/Junior and Mudeford may be affected. The councils will continue to work closely with Dorset County Council to ensure that the capacity of schools is continually kept under review and future needs are effectively planned for.

**2.38** The percentage of Christchurch and East Dorset pupils achieving 5 or more GCSEs at A-C grades in 2008, including English and Maths was the same at 55% which is above the national average for England at 47.8% (DCC, Secondary School Achievement and Attainment Tables 2008).

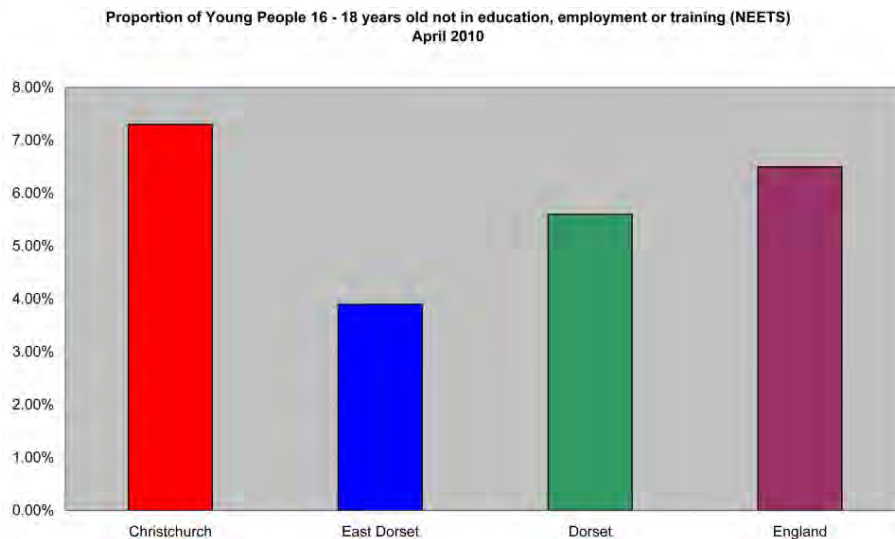


Figure 2.5 Proportion of Young People 16-18 years old Not in Education, Employment or Training (NEETs) April 2010 (Connexions)

**2.39** The proportion of young people not in education, employment and training (NEET) is currently high in Christchurch at 7.3 %. This is above the County average of 5.6% and national average of 6.5%. East Dorset's proportion is currently 3.9% which is below the County and national average (Connexions, April 2010).

## 2.40 Deprivation

**2.41** Deprivation is low in the national context, particularly for East Dorset District. However, there are pockets of deprivation within each district. Information provided at a more local level shows that Somerford East and Somerford West within Christchurch are ranked amongst the 20 most deprived areas in Dorset and are within the top 25% nationally. Within East Dorset, the Heatherlands and Leigh Park areas are ranked at 14<sup>th</sup> and 26<sup>th</sup> most deprived areas within Dorset respectively. (Index of Multiple Deprivation 2007)

## Economy

**2.42** The economy of the area is centred on the service sector with more than half of all firms falling into two broad categories: distribution, hotels and restaurants; and banking, finance and insurance. There is a relatively high proportion of manufacturing firms within both districts. Tourism is a key part of the local economy in relation to visitor spend. The area has low unemployment but wage levels are below the national average.

There are around 2,020 firms in Christchurch and 4,340 firms in East Dorset. A market segment assessment (Christchurch and East Dorset Employment Land Review 2007) identifies that the vast majority of employment land supply within the area falls within the 'General Industrial / Business Area' segment. These sites generally comprise older, more established land and buildings in industrial use.

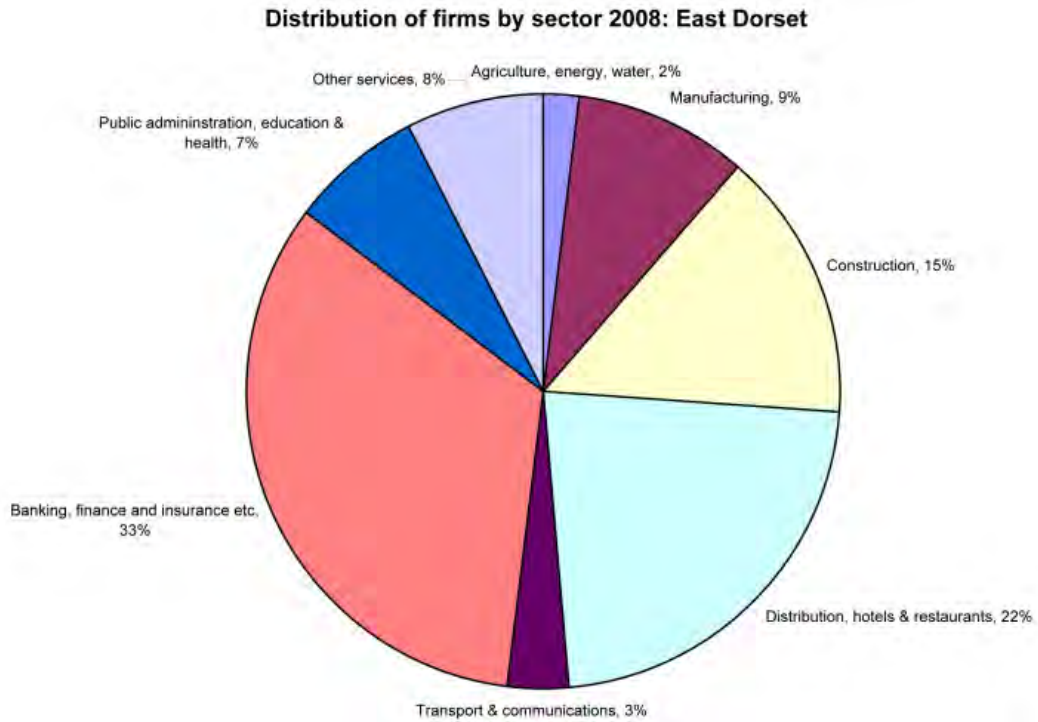


Figure 2.6 Distribution of East Dorset Firms by Sector 2008

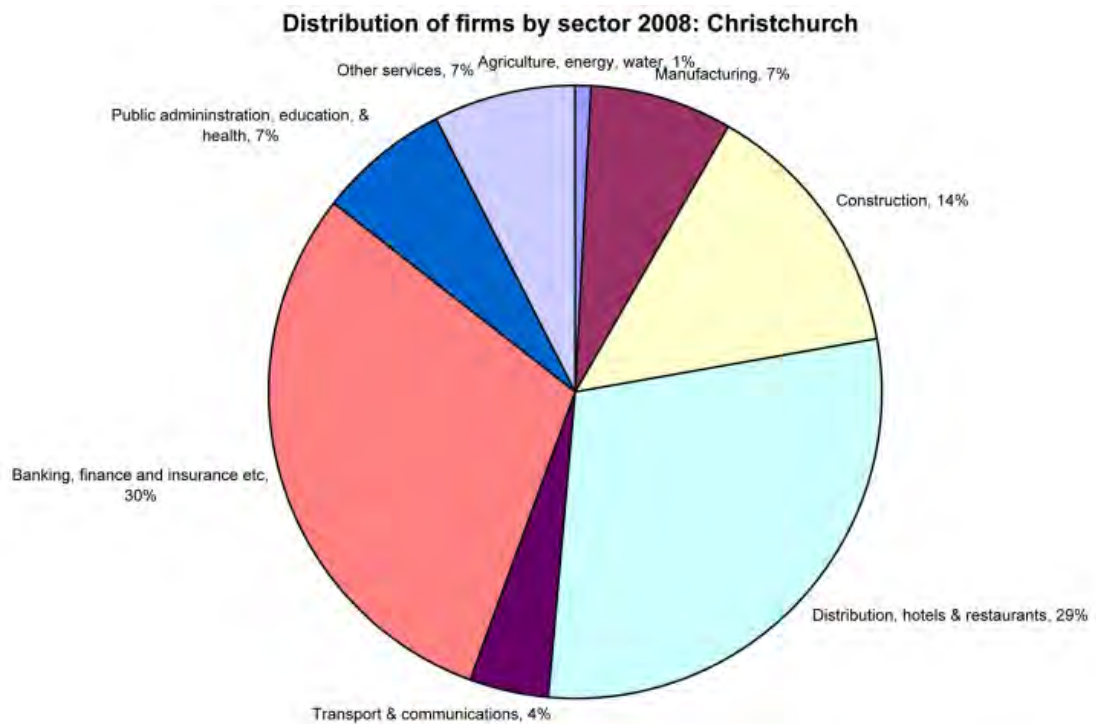


Figure 2.7 Distribution Christchurch Firms by Sector 2008



### 2.43 Town and District Centres

**2.44** There are six town and district centres within Christchurch and East Dorset which are of differing size, significance and function – Christchurch, Highcliffe, Wimborne, Ferndown, Verwood and West Moors. These are complemented by a variety of local and neighbourhood centres in the villages and suburban areas. A joint Retail Study Update (2012) has indicated that both Christchurch and East Dorset will face demand to accommodate increased levels of non-food retail outlets in the period up to 2026. It concludes that the local town centres are healthy but need to adapt to changes in the demands of shoppers and visitors.

### 2.45 Tourism

**2.46** Tourism is very important to both Christchurch and East Dorset due to the high quality of much of the historic environment, riversides, harbours, coastal and countryside areas. The table below sets out how significant tourism is to the economy of the area.

Key Facts	Christchurch	East Dorset
Trips by staying visitors	195,000	308,000
Staying visitor nights	838,000	1,214,000
Spend by staying visitors	£35,176,000	£41,965,000
Day visits	827,473	1,443,000
Spend by day visitors	£35,674,613	£59,034,000
Other related tourism related spend	£4,665,000	£7,805,000
Jobs related to tourism spending	1862	2443
% of employment supported by tourism	10%	6%

Trips, nights and spend to each area by visitors (The Value of Tourism Key Facts, 2007)

### 2.47 Earnings

**2.48** Workplace pay in Christchurch is higher than East Dorset, but both are still below the national average (95% of average pay in Christchurch and 87.6% in East Dorset – 2009 data). Levels of earnings vary across the districts, with areas of deprivation suffering from low wages. Residents who live in East Dorset earn just about the national average wage, whereas residents in Christchurch earn 88.6% of this wage. This implies that more residents in East Dorset commute to higher paid employment. 9% of employees in Christchurch firms are in high pay employment. This is above the average for East Dorset and Dorset (both 7%), but below the national average for Great Britain (12%). Bournemouth has 16% of its employees in high paid employment and Poole 12% (Annual Survey of Hours and Earnings 2009 data and Annual Business Inquiry 2008).

### 2.49 Transport and Accessibility

**2.50** The A35 connects Christchurch to Southampton and the M27, the A338 runs north-south through the Borough and Christchurch railway station is on the main line to London. Bournemouth Airport is a regionally significant airport also located in the Borough. Public transport is frequent on major routes, although some of the suburban areas are less well served. East Dorset has no railways and is poorly served by bus services. The main A31(T) runs through East Dorset linking the M3/M27 to Dorset. This route is the main east-west route into Dorset and the south west from Hampshire and feeds traffic into Bournemouth, Poole, Purbeck, West Dorset and Christchurch. There are links to the A354 and A338 to Salisbury.

**2.51** The A35 running east-west through Christchurch has been identified as a traffic congestion hotspot. The A337, A338 and B3073 also have particular problems along with the A31(T) and routes in and around Ferndown, particularly at the Canford Bottom roundabout. Also, in both areas the River Stour is crossed only in a few places which restricts movement to the main conurbation, especially if a crossing is blocked.

**2.52** Both areas have high levels of car ownership with 80.6% of households having access to a car in Christchurch, while East Dorset has the highest level of car ownership in the Country with 88% of households having at least one car. In Christchurch 5.6% of the workforce get to work by public transport whereas in East Dorset the proportion is only 2%, a reflection of the very high levels of car ownership in the district. (2001 Census)

## **Places**

**2.53** Key characteristics and issues for the different places throughout Christchurch and East Dorset are set out in relevant area chapters. These not only help to inform policies relating to those particular places, but also those that cover the whole area.

### 3 Challenges, Vision and Strategic Objectives

#### The Challenges We Need to Deal With

**3.1** Throughout the development of the Core Strategy, people have been asked to respond on the key issues which they feel the Strategy needs to tackle. These issues have broadly remained the same throughout the process, although some more detail has emerged as to the range of concerns people have.

##### We need to plan for:

- A significant housing waiting list, with annual housing need identified through the 2012 Strategic Housing Market Assessment, far exceeding even total housing supply.
- House price to income ratios among the highest in the country.
- Almost limitless housing demand, given the popularity of the area to live in.
- Significant constraints which limit potential land for development, such as Green Belt, flood zones, nature conservation and landscape designations.
- Delivering development in sustainable locations whilst protecting the character of our towns and villages.
- The sensitive Dorset Heathlands which are already under considerable pressure from surrounding residential development.
- An increasingly congested transport network, and the need to provide better and more sustainable travel choice for residents, businesses and visitors.
- The need to adapt to the challenges of climate change, particularly the increased risk of flooding, as well as measures to reduce the impact of new development on climate change.
- The need for economic growth including developing new sectors of the economy, and improving knowledge and skills.
- Providing adequate land for employment growth, including major sites such as Bournemouth Airport and Ferndown Industrial Estate, as well as enabling the rural economy to diversify and flourish through the reuse of buildings and small new employment developments at the major villages.
- Supporting our communities in urban and rural areas, including ensuring that community facilities support community development, and that the specific needs of older residents and young people are met.
- Tackling inequalities, such as pockets of deprivation and high levels of young people not in education, employment or training, which are often hidden in a relatively affluent area.
- Addressing the challenges posed by a significant elderly and retired population in the area, in terms of provision of appropriate housing, health and community facilities and services.

## A Vision for Christchurch and East Dorset

**3.2** National planning policy has been revised and condensed into the National Planning Policy Framework (NPPF). There is still an expectation that planning should be genuinely plan-led, with succinct Local Plans setting out a positive long term vision for an area. The strategic priorities for Local Plans defined in the NPPF and set out below are taken forward in the Christchurch and East Dorset Core Strategy.

**3.3** In the context of Local Plans, the policy framework encourages them to be aspirational, but realistic. Strategic priorities should be set out for:

- Housing and economic development requirements.
- The provision of retail, leisure and other commercial development.
- The provision of infrastructure for transport, minerals, waste, energy, telecoms, water supply and water quality.
- The provision of health, education, security, community infrastructure and other local facilities; and
- Climate change mitigation and adaptation.

**3.4** The framework also notes that Local Plans are the key to delivering development that reflects the vision and aspiration of local communities.

**3.5** The proposed Core Strategy Vision and Objectives aim to set the appropriate balance between aspiration and realism, and therefore to set the appropriate context for the Core Strategy policies. To deliver the Vision will be a significant challenge and will take considerable time, but it is considered to be positive and achievable.

### **The Core Strategy Vision**

**The natural environment of Christchurch and East Dorset and their historic and thriving towns and villages are, and will continue to be, the most important assets for the area. The quality of this special environment will be secured sustaining the growth of the local economy, and the welfare of its local communities, rather than being used as a reason to turn our back on growth which can be achieved sustainably.**

**The intrinsic landscape and biodiversity value of the Dorset Heathlands, the Cranborne Chase and West Wiltshire Downs Area Of Outstanding Natural Beauty, Christchurch Harbour, the coast, beaches and rivers will be protected and their connectivity enhanced. Improving our special environment and its green infrastructure will ensure that recreation and commercial activity sustains these areas.**

**The area will adapt to the emerging demands of climate change through clear strategies to reduce risk of flooding, and through encouraging high standards of building design and construction.**

**The unmet housing needs of the area will be reduced, with housing delivered of a type and tenure which meets the aspirations of those wishing to buy or rent. An element of this housing will be in the form of new, well planned, sustainable residential areas in both Christchurch and East Dorset. These will be attractive new areas, including high quality and sustainable homes, areas of open space, new community facilities, and improved transport links to the surrounding area.**

Housing will also continue to be delivered in our towns and villages, but developments will now better reflect the character and type of housing found in each local area, and will make appropriate contributions to infrastructure. Almost all new housing development will contribute to the provision of affordable housing, creating a step change in delivery of affordable dwellings and a significant reduction in waiting lists.

The Green Belt policy will be kept in place to protect the character of the area, subject to limited alterations of boundaries to enable its extension and elsewhere to allow for some housing and employment growth to help meet the needs of the local communities.

Historic towns such as Christchurch and Wimborne will be vibrant centres of commercial and cultural activity, with niche shopping, and varied attractions and facilities for residents and visitors alike. Other key local centres in Ferndown, Verwood, West Moors and Highcliffe will support shops and services for their local communities, with villages and smaller neighbourhood centres providing basic services. New ways of delivering services and facilities in rural areas will be developed.

The economy of the area will grow, both by sustaining its traditional sectors such as tourism, health and education, but also by creating a mixed economy with emphasis on growth in new knowledge based sectors including engineering, creative and technical industries and the green knowledge economy. Economic growth will be sustained by the creation of major high quality employment sites in East Dorset and at Bournemouth Airport, and by the protection of other well located sites for key employment uses. These will have an important role in sustaining the economy of South East Dorset. Within the rural areas traditional employment will be supported and rural diversification encouraged to create jobs and prosperity.

The area will be easier to get around, not just for those who have a car, but for those who wish to use public transport, to walk or to cycle, with major development focused in locations accessible by different means of transport. In Christchurch, development will be focused on the existing public transport corridors on the A35 and A337 and better links will be made to Christchurch and Hinton Admiral stations, with the urban extension also linked to the transport network. Christchurch Borough Council will continue to press for the development of a Christchurch Bypass as a long term solution to the town's traffic problems.

Bournemouth Airport will grow sustainably into a significant regional transport hub, providing scheduled and charter flights to a wide range of business and tourist destinations. Both the airport and its business parks will be linked to the surrounding conurbation by public transport services.

In East Dorset, transport corridors will be developed to help to promote a wider choice of transport, including walking, cycling and public transport. These corridors will include linking the towns and villages of Ferndown, West Moors, Three Legged Cross and Verwood, and improving links from Christchurch to Wimborne and Corfe Mullen and to Wimborne from Poole. Improvements to Canford Bottom Roundabout and dualling the A31 from Ferndown to Merley will reduce congestion and improve connectivity with the rest of Dorset and Hampshire.

Perhaps most important of all, our communities will thrive. The challenges of supporting a significant elderly and retired population will be planned for through provision of appropriate housing, health and community facilities and services. There will be targeted regeneration to provide improved housing facilities and services in the Somerford, Leigh Park and Heatherlands Estates. Community facilities will be safeguarded and support will be given to the community groups and organisations to develop volunteering, and to obtain premises from which to deliver services.

### **Strategic Objectives**

**3.6** The Core Strategy Vision will continue to be supported by 7 Strategic Objectives. These aim to set the aspirations of the Vision into a series of more practical long term objectives, which are closely linked to the policies which will help achieve them.

## Objective 1

### To manage and safeguard the natural environment of Christchurch and East Dorset.

The **Green Belt** will be retained and protected, except for strategic release of land to provide new housing, and for employment development in East Dorset and at Bournemouth Airport. Impact **close to designated sites** will be avoided, and residential development will contribute to mitigation of development on Heathland habitats. New **greenspace and biodiversity enhancements** will be provided as part of major housing proposals. Important **natural features** such as Christchurch Harbour, the coast, rivers and beaches and the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty will be protected and enhanced.

## Objective 2

### To maintain and improve the character of the towns and villages, and to create vibrant local centres.

A clear **hierarchy of centres** will be developed, with a clear strategy for the major centres. Town and district centre boundaries will be created in Christchurch, Wimborne, Ferndown, Verwood and West Moors to help create a vibrant centre with a range of services and facilities. **Locally listed buildings** will now form part of the heritage protection strategy, and a local list will be created in East Dorset, and the Christchurch Local List updated. The Christchurch Borough Character Assessment and design standards in East Dorset will be used to guide design of new development.

Article 4(1) and 4(2) Directions will be considered to control small scale works which might damage the character of **Conservation Areas** as part of Conservation Area Management Plans. **Open space** will be provided alongside new residential development. **Special Character Areas** and **Areas of Great Landscape Value** will be reviewed and possibly expanded in East Dorset. **Rural Design Guides** will be produced.

## Objective 3

### To adapt to the challenges of climate change.

The impact of **carbon emissions from transport** will be reduced by more sustainable patterns of development in accessible locations, and by encouraging travel by bike, on foot, or by public transport. Developments will be expected to incorporate **carbon reduction, water and energy efficiency measures** as part of measures to reduce impact on climate change and **support important ecosystem services**. At least **10%** of total energy used on developments of 10 or more dwellings or 1,000m<sup>2</sup> of non-residential floorspace will come from decentralised, renewable or low carbon sources. Development will be located in areas at lowest **risk of flooding**. A Supplementary Planning Document for Flood Risk will be produced on how the sequential and exception tests will apply locally.

### Objective 4

**To enable the mixed economy of Christchurch and East Dorset to grow, and to develop new employment sectors.**

Significant **new zones of employment development** will be located at Bournemouth Airport (15-30ha) and on key sites in East Dorset to serve the local and sub-regional economy. **A range of employment sites** will be provided across the area meeting the needs of the local economy, and a hierarchy of sites will be developed so that certain sites can be reserved for higher order development in key employment sectors. Agriculture and horticulture will be supported and rural **farm diversification** will be encouraged in appropriate locations near key settlements such as Alderholt, Cranborne, Sixpenny Handley, Sturminster Marshall, Burton, Winkton and Hurn. The key environmental features which attract **tourism** will be protected, including Christchurch Harbour, rivers and beaches and the Dorset Heathlands. Opportunities will be taken to create new features and habitats where possible.

### Objective 5

**To deliver a suitable, affordable and sustainable range of housing to provide for local needs.**

Sufficient housing will be provided in Christchurch and East Dorset to reduce local needs, whilst maintaining the character of local communities. This housing will include well planned sustainable new communities in appropriate locations. The **size and type of dwellings** (both open market and affordable) will reflect current and projected local need through the Strategic Housing Market Assessment, **and will include housing capable of meeting people's needs at all stages of life**. All residential development resulting in a net increase in dwellings will contribute towards **provision of affordable housing**, at a rate of 35% of total units being developed. Development of 100% **affordable housing schemes may be considered exceptionally** in land adjoining rural and urban settlements. Criteria for the provision of **Gypsy and Traveller** sites will be established.

### Objective 6

**To reduce the need for our communities to travel, and to do so more easily by a range of travel choices.**

The overall aim will be to reduce congestion in key locations, by reducing the need to travel and encouraging public transport use, walking and cycling as alternatives to the car. Development will be located in **the most accessible locations**, focused on prime transport corridors and town centres. New residential development will be located either close to existing facilities, or where good transport links exist to such facilities.

**Prime transport corridors** will be improved in the short term on the A35 and A337 in Christchurch, the A348 in East Dorset, and the B3073 between the two areas. In the medium term, further prime transport corridors will be developed in East Dorset on parts of the A347, A349, B3074 and B3072, and corridors north of the A31(T).

Key transport schemes proposed to support the Core Strategy will include:

- Improvements to the A35 corridor through Christchurch



- Improvements to the A338/B3073 corridor around Bournemouth Airport
- Dualling of the A31(T) around Wimborne

The development of new Green Infrastructure including footpaths, bridleways and cycleways, will also encourage people to enjoy recreation without the need to travel by car.

## Objective 7

**To help our communities to thrive and to help people support each other.**

The main town centres of Christchurch, Wimborne, Ferndown and Verwood will be **the focus for commercial, retail and community facilities**, with district centres and villages playing a supporting role. **New facilities and services** will be developed alongside the new neighbourhoods, and associated facilities will be provided as part of new employment development at Ferndown and Bournemouth Airport.



## 4 The Key Strategy

### Introduction

**4.1** The Key Strategy sets out broad locations where residential and commercial development, services and facilities will be located across Christchurch and East Dorset over the plan period to 2028. This strategy is central to shaping the future role and function of our settlements.

**4.2** The high quality natural and built environment of Christchurch and East Dorset is what makes the area an attractive place to live and work in. It is important that the strategy maintains and enhances these assets while meeting local needs and supporting sustainable economic growth. Opportunities for new development are constrained, in particular, by the importance of the natural environment and floodplains. Additionally, the Green Belt limits growth opportunities.

**4.3** It is important that we plan carefully to reduce the impact we have on climate change. It is vital also that the future effects of climate change are taken into account. Increases in seasonal rainfall and sea level rise means that significant parts of the existing urban area are affected by high flood risk.

**4.4** The Strategy is also dependant on improvements to the local transport network in the form of enhancements for pedestrians, cyclists and motor vehicles in relation to highways, junctions and public transport. Future development will need to be located primarily in accessible areas which reduce the need to travel and avoid harmful emissions that contribute to climate change.

**4.5** Despite the natural and infrastructure constraints there are important local needs for new housing, employment, leisure, shopping, community facilities and services that have to be accommodated. The Key Strategy sets out how the needs of the community can best be balanced to ensure that appropriate infrastructure is provided and that the environment is protected and enhanced.

### Presumption in Favour of Sustainable Development

#### Policy (New Policy) KS13

##### **Presumption in Favour of Sustainable Development:**

When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work pro-actively with applicants jointly, in particular through the pre-application process, to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise. Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- a) any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- b) specific policies in that Framework indicate that development should be restricted.

## The Settlement Hierarchy

**4.6** There are a wide range of settlement types including places that form part of the wider Bournemouth and Poole conurbation through to rural hamlets. A settlement hierarchy focuses the distribution of development across the area and sets out the general roles of individual settlements. Those settlements which provide the best access to services, facilities and employment are to provide the key focus for development, subject to constraints, such as floodplains, nature conservation etc.

### **4.7 Relevant Evidence**

**4.8** Evidence to support the settlement hierarchy policy is contained partly in a regional report by Roger Tym and Partners which considers the function of settlements. Additionally, Town Factsheets and Profiles produced by Dorset County Council have informed the policy along with Area Profiles produced by Christchurch and East Dorset Councils.

## Policy KS1

### Settlement Hierarchy

The location, scale and distribution of development should conform with the settlement hierarchy, which will also help to inform service providers about the provision of infrastructure, services and facilities.

Settlement Type	Function
Main Settlements	The settlements which will provide the major focus for community, cultural, leisure, retail, utility, employment and residential development. This will include infill development as well as options for some greenfield development.
	Christchurch, Wimborne Minster, Ferndown and West Parley, Verwood, Corfe Mullen
District Centres	Settlements which will provide for smaller scale community, cultural, leisure, retail, employment and residential development within the existing urban areas.
	West Moors, Highcliffe
Suburban Centres	Settlements with no existing centres that will provide for some residential development along with community, leisure and retail facilities to meet day to day needs within the existing urban areas.
	Colehill, St Leonards and St Ives
Rural Service Centres	Main providers for the rural areas where residential development will be allowed of a scale that reinforces their role as providers of community, leisure and retail facilities to support the village and adjacent communities.
	Alderholt, Cranborne, Sixpenny Handley, Sturminster Marshall, Three Legged Cross
Villages	Settlements where only very limited development will be allowed that supports the role of the settlement as a provider of services to its home community.
	Burton, Hurn, Edmondsham, Furzehill, Gaunts Common, Gussage All Saints, Gussage St Michael, Hinton Martell, Holt, Horton, Longham, Shapwick, Wimborne St Giles, Witchampton, Woodlands/Whitmore
Hamlets	Settlements where development would not be allowed unless it was functionally required to be in the rural area.
	All other settlements

## Delivery and Monitoring

**4.9** This policy will be delivered by:

- The development management process.
- Service provider plans.

**4.10** The policy will be monitored by:

- Annual Strategic Housing Land Availability Assessments
- Town Centre Surveys every two years
- Services and facilities survey every two years
- Annual employment land completion surveys
- Employment Land Review surveys every three years

## Green Belt Policy

Key Facts
<ul style="list-style-type: none"> <li>• The Green Belt boundaries have not changed significantly since they were first drawn in 1982.</li> <li>• The SE Dorset Green Belt covers about 33,000 hectares               <ul style="list-style-type: none"> <li>• Christchurch has 3,477 hectares (70% of Borough)</li> <li>• East Dorset has 16,840 hectares (47% of District)</li> </ul> </li> <li>• Between 1994 and 2009 about 2,100 homes were built on greenfield sites in the two districts, amounting to 32% of all housing development. This did not include Green Belt land as it had been deliberately left out when the boundaries were drawn to allow for this development.</li> </ul>

**4.11** Green Belt policy is an important tool in controlling the location of growth throughout the area. Over its 30 year history it has proved to be very successful in preventing the joining of settlements and has controlled the spread of development into the countryside. The Green Belt policy is therefore to be kept in place, subject to limited alterations of boundaries to allow for some housing and employment growth to help meet the needs of the local communities. Additionally, a number of areas are to be added to the Green Belt, which having previously been allocated for development are no longer capable of being delivered.

### 4.12 Relevant Evidence

**4.13** As part of work on the Regional Spatial Strategy a Green Belt review was undertaken. This identified the effectiveness of the Green Belt and which areas were most sensitive to change. This has been used to help guide choices for the locations of strategic housing and employment allocations.

## Policy KS2

### Green Belt

Development in East Dorset District and Christchurch Borough will be contained by the South East Dorset Green Belt. The most important purposes of the Green Belt in the area are to:

- Protect the separate physical identity of individual settlements in the area by maintaining wedges and corridors of open land between them.
- To maintain an area of open land around the conurbation.

Limited changes to the existing boundaries are proposed to enable some new housing and employment to meet local needs and also to include areas in the Green Belt that are no longer capable of providing for these needs. The revised Green Belt boundaries will follow the edge of the new urban area. Significant open space and SANGs will be within the Green Belt, and will be shown on the Proposals Maps for each individual development proposal.

In accordance with the guidance contained within the National Planning Policy Framework, development proposals on sites considered as previously developed sites within the Green Belt shall be considered against sustainable development criteria, and prerequisites for development which include:

- Approval of a development brief by the Council,
- Agreement of a comprehensive travel plan, and
- A wildlife strategy to be agreed with the Council that ensures no harm to features of acknowledged biodiversity importance, as well as enhancing the biodiversity where possible through improving the condition of existing habitats or creation of new one.

## Delivery and Monitoring

**4.14** This policy will be delivered through Development Management.

**4.15** The policy will be monitored on an annual basis to assess the impact of development on the Green Belt.

## The Broad Location and Scale of Housing

**4.16** Christchurch and East Dorset face major pressure to provide more housing. There is a high level of local housing need that cannot be met in the private market. Additionally, it is predicted that there will continue to be changes in the size and nature of households which will increase the need for new homes. The local economy also requires new homes to provide for the workforce. The Bournemouth and Poole Strategic Housing Market Assessment (2012) has considered these factors within the following context:

- Christchurch and East Dorset are amongst the least affordable areas in the South West.
- The size of households in the area is shrinking which increases housing demands.
- Young people find it particularly hard to afford a home in the area.
- There is a need to provide suitable housing to reduce health inequalities and improve educational attainment.
- The population of Christchurch and East Dorset is ageing and a lack of housing delivery will contribute to local economic decline. There is a need to provide an appropriate mix of housing to meet the needs of families and young people who are vital to the economy of the area.

**4.17** A housing strategy for Christchurch and East Dorset has been established for the plan period (2013 - 2028) informed by local evidence including the Bournemouth and Poole Strategic Housing Market Assessment (2012), Bournemouth, Dorset and Poole Population and Household Projections (2012), Strategic Housing Land Availability Assessments (2011) and master planning work undertaken for new greenfield sites.

**4.18** The Bournemouth and Poole Strategic Housing Market Assessment (2012) provides an assessment of need for market and affordable housing. Further evidence has been prepared by Dorset County Council for Bournemouth, Dorset and Poole which provides population and household

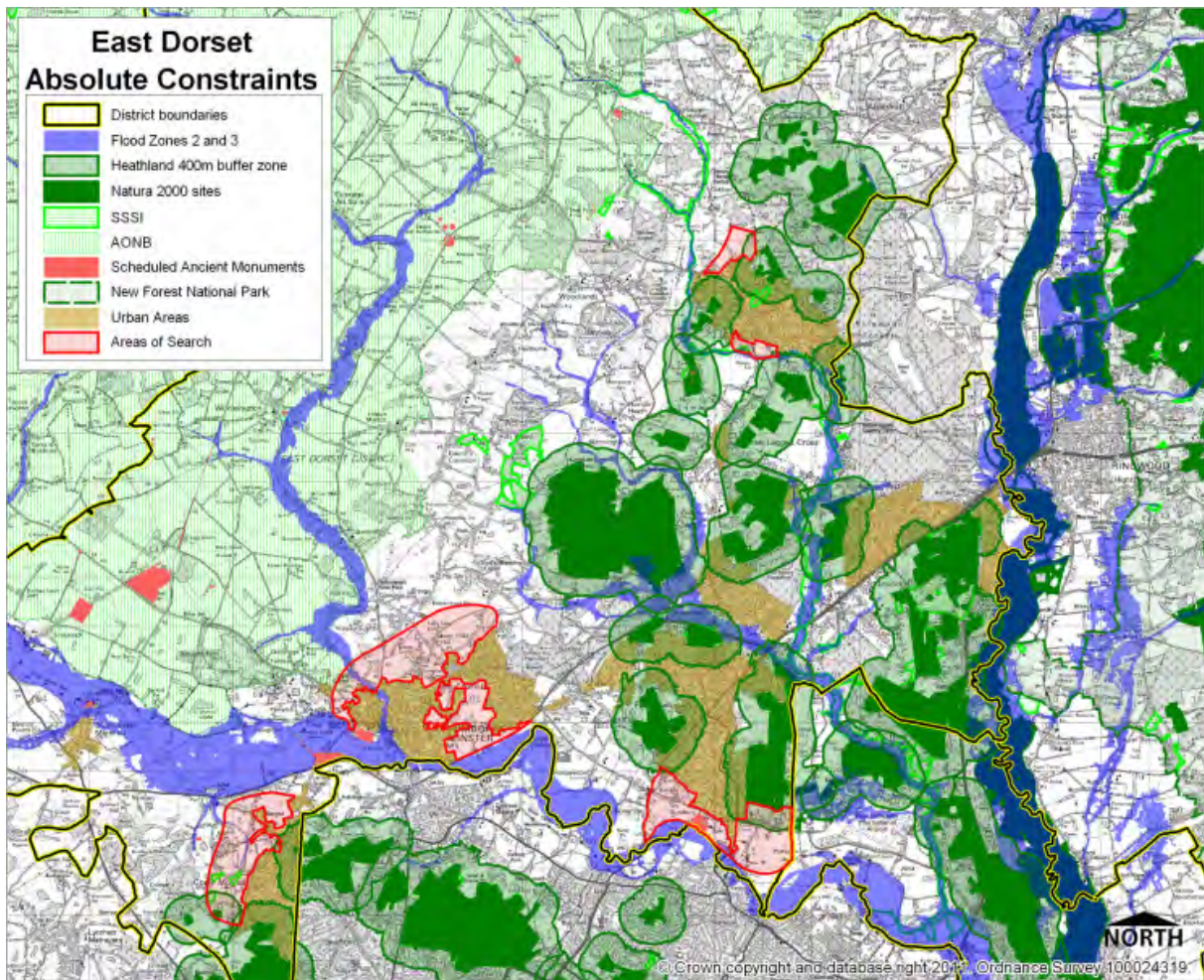
projections derived from new 2011 census data. Based on this there is a need for 7,500 new market and affordable homes in Christchurch and East Dorset between 2013 and 2028. The SHMA and Dorset County Council data have informed a single housing target for the plan area. In order to provide additional flexibility and to give a tolerance for potential non delivery of some proposals, the joint housing target has been set at 8,200 dwellings. This provides flexibility of approximately 10% over and above the baseline need figure. This also provides some allowance for possible future changes in statistical data which affect household projections. In establishing housing targets for Christchurch and East Dorset the assessment of housing need must be balanced against the level of housing that can be delivered sustainably. In this respect, the Strategic Housing Land Availability Assessments (2011) undertaken for Christchurch and East Dorset provide a detailed assessment of the capacity for housing development.

**4.19** In Christchurch there is capacity to build approximately 2,140 new homes in the urban areas and 2,800 in East Dorset over a 15 year period. This does not meet the needs identified in the evidence base referred to above so it has been necessary to identify sites in the Green Belt.

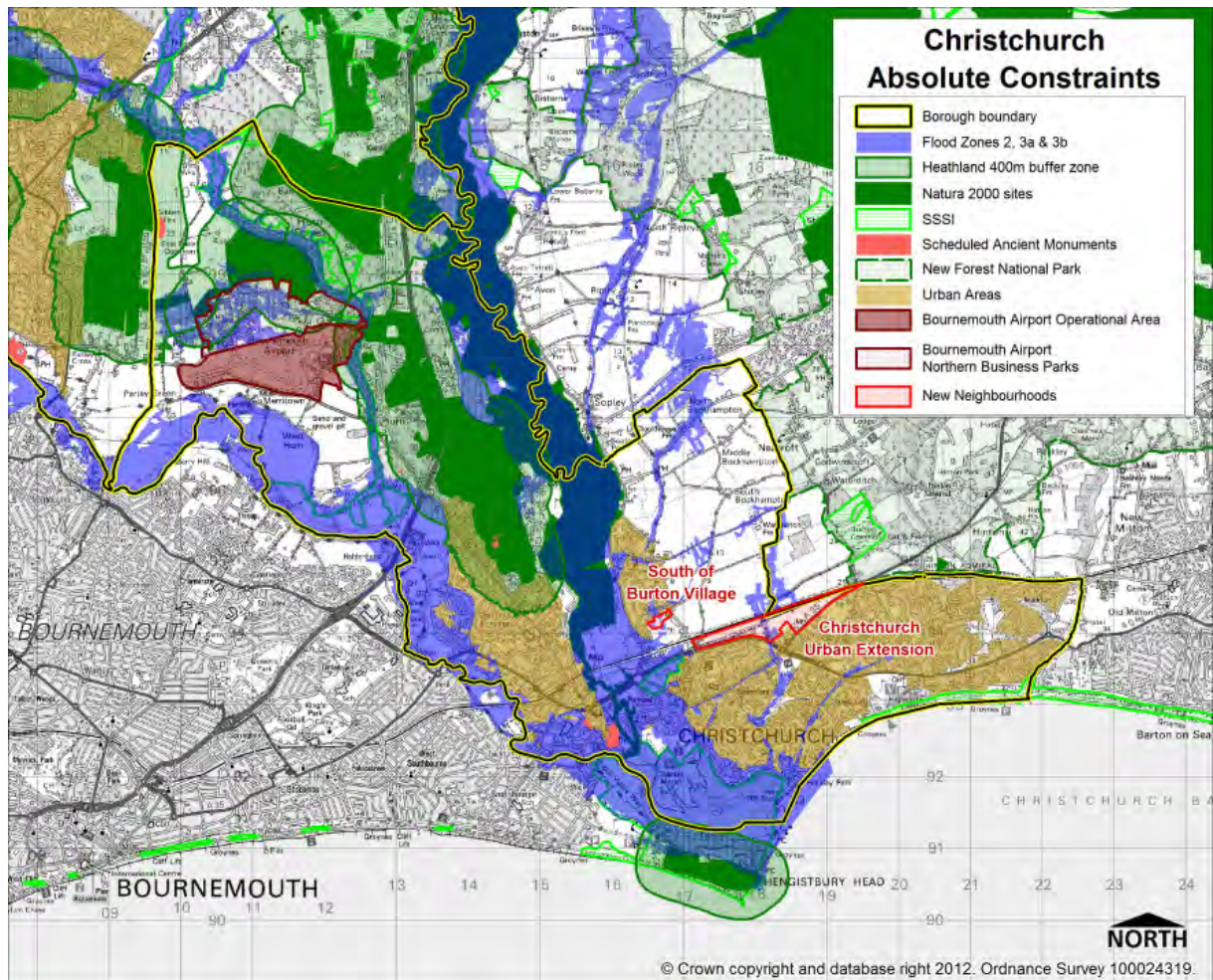
**4.20** The difficulty in meeting housing needs provides the exceptional circumstances required to amend Green Belt boundaries, where appropriate. The greenfield areas allocated in the Core Strategy have been identified through a rigorous process, as set out within the Key Strategy Background Paper and Masterplan Reports. An assessment of the function of settlements has been undertaken to identify those where housing would be best located in terms of proximity to services, facilities and employment. This identifies Christchurch, Wimborne and Colehill, Verwood, Corfe Mullen, Ferndown and West Parley as suitable settlements for growth. A limited amount of housing is also proposed for Burton based on the specific need for new housing to serve the needs of the village. A sieve map exercise has been undertaken to identify which areas on the edge of these settlements are not subject to the absolute constraints of proximity to protected heathlands and floodplains. This identifies six areas of search where these absolute constraints do not exist, which have been subject to the detailed master planning exercises. These have analysed the suitability of the areas to deliver new homes.

**4.21** The need to provide affordable housing is a key objective of the Core Strategy and a target that 35% of all housing should be affordable is set. This is below the percentage requirements for affordable housing set in Policy LN3 as an acknowledgement that not all sites will be able to meet these requirements due to financial viability.





Map 4.1 East Dorset Absolute Constraints



Map 4.2 Christchurch Absolute Constraints

**4.22** The detailed strategy for these areas is set out in Chapters 6, 8, 9, 10 and 11 and master planning work prepared for these areas is available on [www.dorsetforyou.com](http://www.dorsetforyou.com).

## Housing Provision in Christchurch and East Dorset

### Policy KS3

#### Housing Provision in Christchurch and East Dorset

About 8,200 new homes will be provided in the plan area between the years 2013 and 2028. This will comprise up to 4,800 homes within the existing urban areas and a further 3,400 provided as new neighbourhoods at Christchurch, Burton, Corfe Mullen, Wimborne/Colehill, Ferndown/West Parley and Verwood. The location of these strategic sites are identified in the relevant settlement chapters along with illustrative plans setting out how they can be delivered. Development briefs will need to be agreed with the Councils in advance of planning approval being granted for the new neighbourhoods, with the exception of the Christchurch Roesht Hill urban extension where the Councils Masterplan is to be applied.

The Councils aim for a total of 35% of the new homes to be affordable, as defined in Appendix 2.

The Councils will carefully monitor the delivery of housing. If this falls significantly below the housing target set out in this policy the Councils will undertake a partial review the Core Strategy.

## Delivery and Monitoring

**4.23** The delivery of new housing in Christchurch and East Dorset will involve working closely with landowners, developers, Dorset County Council and local service providers so that new development is accommodated with necessary improvements to key infrastructure and community facilities. Strategic transport infrastructure improvements required to support new development over the plan period are set out in the Local Transport Plan 3 and in the Core Strategy (Policies KS9 & 10)

**4.24** The annual housing completions survey will continue to monitor the delivery of new housing against the targets set in the policies.

## The Broad Location and Scale of Employment Development

**4.25** The Bournemouth, Dorset and Poole Workspace Study (2012) forms the evidence base that informs the level of future employment land provision in the Bournemouth and Poole Strategically Significant City and Town (SSCT). The study identifies a requirement for 173ha of employment land for B1, B2 and B8 use classes to be delivered across the Bournemouth and Poole SSCT between 2011 - 2031. Within the Bournemouth and Poole SSCT there is a supply of 150ha of employment land that is capable of coming forward for development over this period.

**4.26** The level of employment land provision identified in Policy KS5 is necessary to address projected requirements across the Bournemouth and Poole SSCT and reflects the availability of employment land across the area and shortages of supply in Bournemouth. Strategic sites of importance to the sub-regional economy are located in Christchurch and East Dorset such as Bournemouth Airport Business Park and Ferndown Industrial Estate. In this respect it is important for the economies of the districts and the wider sub region for sufficient employment land to come forward in Christchurch and East Dorset. On the basis of available supply across the housing market area it is necessary for in the region of 80ha to come forward in Christchurch and East Dorset over the plan period to address future requirements identified in the Workspace Study.

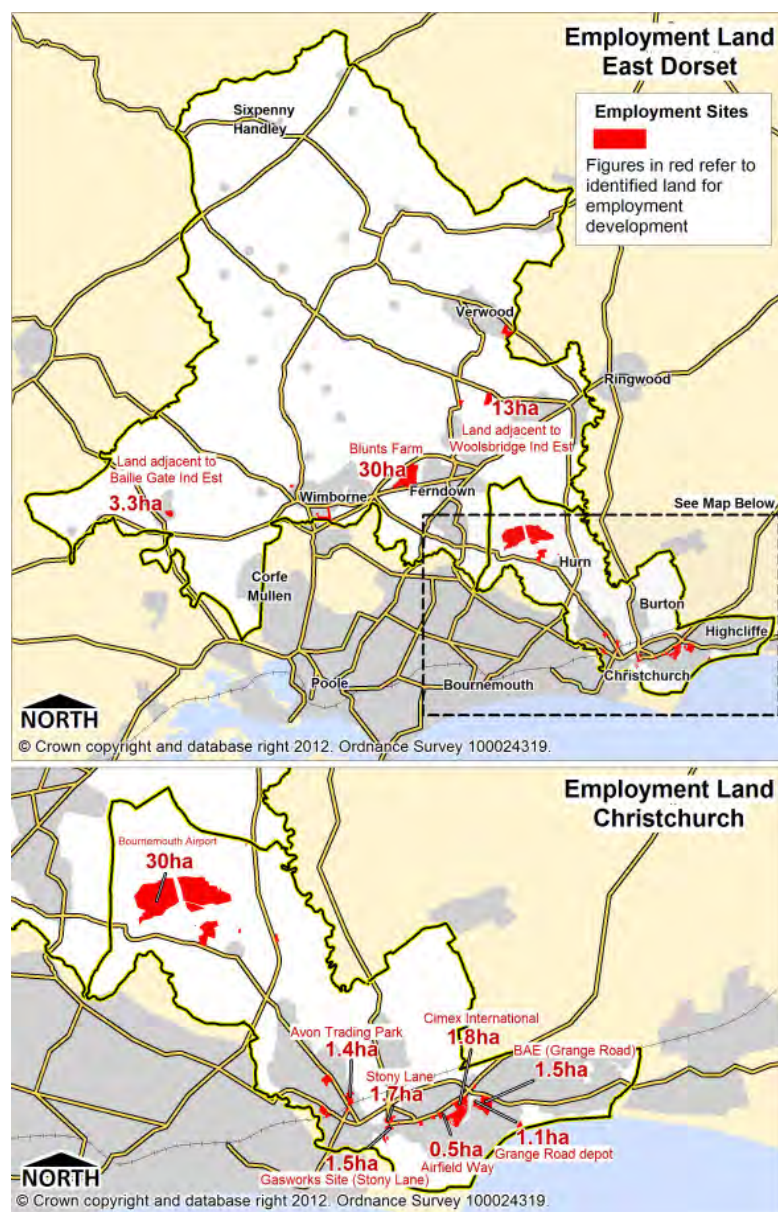
**4.27** Projected employment land requirements identified in the Workspace Study cannot be met on brownfield sites alone. In meeting future needs new greenfield employment sites have been identified in East Dorset which are set out in Core Strategy chapters 10,11 and 12. The future economic requirements of Christchurch and East Dorset and the wider sub region provide exceptional circumstances for changes to Green Belt boundaries.

**4.28** In order to bring forward significant further employment development at strategic sites, off site transport infrastructure improvements are required. The Core Strategy sets out strategic transport improvements that facilitate further development coming forward at these sites and in relation to development in the wider area in Policy KS10 of the Key Strategy.

### Policy KS5

#### Provision of Employment Land

Employment land supply located in Christchurch and East Dorset will contribute in part to meeting the wider strategic requirement across the Bournemouth and Poole Strategically Significant City and Town as identified in the 2012 Bournemouth, Dorset and Poole Workspace Study. 80 hectares of land will be identified to meet the requirements of existing and new businesses. An appropriate mix of premises will be encouraged on employment sites within the portfolio to meet these business needs. Live/work units will be supported for business activity that is acceptable in environmental terms (noise, discharges or emissions to land, air or water) and that will not affect the health, safety or amenities of nearby land.



Map 4.3 Provision of Employment Land

### Delivery and Monitoring

**4.29** The Council will work closely with landowners and neighbouring authorities to ensure that sufficient employment land is brought forward across the Bournemouth and Poole Strategically Significant City and Town area to meet projected requirements set out in the Bournemouth, Dorset and Poole Workspace Study (2012). This will require a cross border approach to the use of contributions through the Community Infrastructure Levy for key infrastructure required to enable strategic sites of sub regional importance to come forward.

### The Future Role of Town Centres and the Scale and Broad Location of Retail Development

**4.30** Most new retail development should be directed to the main town centres including Christchurch, Wimborne, Ferndown and Verwood which are most accessible and have the most development opportunities on previously developed land. This is consistent with the town centre first approach set out in national policy which is intended to enhance the vitality and viability of our key retail centres.

**4.31** It is also important that smaller centres in the area receive an appropriate level of future growth to support their vitality and viability, ensuring the provision of essential services and facilities. The Core Strategy sets out options for the role of the centres in the form of a town centre ‘hierarchy’ which will help to determine the level of retail growth in these locations to 2028. The policy approach towards retail is set out in chapters 5, 8, 10 and 11.

**4.32** The Christchurch and East Dorset Retail Update (2012) identifies the future requirements for retail provision in Christchurch and East Dorset. This Study has informed the broad level of retail development that needs to come forward in the main retail centres to maintain and enhance their vitality and viability as set out in Policy KS8.

#### Key Facts

- Christchurch Town Centre has over 200 shops, 81 of which are comparison retail including national and local comparison stores and national foodstores. Its catchment population for major food shopping is in the region of 40,000 people. (Dorset County Council)
- Highcliffe centre has 120 retail outlets, 48 of which are comparison retail. (Joint Retail Study, 2008)
- Ferndown Town Centre has about 90 shops of which the large proportion are local, anchored by a major Tesco foodstore. Its catchment population for major food shopping is in the region of 28,000 people.
- Verwood has about 40 shops in the main town centre, with additional shopping associated with a Morrison's foodstore. Its catchment population for major food shopping is in the region of 15,000 people.
- West Moors Town Centre has about 40 shops.
- Wimborne Town Centre has about 160 shops which are primarily local, supported by a new Waitrose. The catchment population for major food shopping is in the region of 18,000 people.

#### Town and District Centres

**4.33** The role and relationship between retail centres in Christchurch and East Dorset is established through the definition of a Town Centre Hierarchy in Policy KS6 and the broad distribution of retail development in Policy KS8. The purpose of the hierarchy is to define the level of growth that should be accommodated sustainably within our retail centres according to their economic circumstances, potential for growth and accessibility by public transport, walking and cycling. The hierarchy has been defined in view of the sustainable level of growth which can be accommodated in each of the respective centres that does not lead to an over concentration of growth above and beyond the status of these centres within the hierarchy. The town centre hierarchy has been informed by the Joint Retail Assessment (2008) which was undertaken for Christchurch and East Dorset.

**4.34** The hierarchy set out in Policy KS6 changes the status of some of the centres in Christchurch and East Dorset. In some instances where a retail centre can sustainably accommodate a higher level of growth, its position may be elevated in the town centre hierarchy. Christchurch town centre is the main retail centre in Christchurch Borough and will be the focus for future retail development. Highcliffe functions as a district centre and will accommodate a smaller proportion of the Borough's future requirement for retail growth. Barrack Road is maintained as a local centre, as it does not function as a district centre. It has a broad mix of shops but it is not a focus for shopping trips in the same way as Highcliffe. Purewell functions as a local centre and existing shopping parades will remain protected by Policy PC4 to serve local needs.

**4.35** In East Dorset, Ferndown and Wimborne are identified as town centres and will be the focus for future retail development in the district. Verwood is also defined as a town centre which reflects the needs of the population catchment for this centre. In fulfilling the status of a town centre Verwood

will require enhancements in terms of accessibility and retail provision which will be established over the plan period. West Moors is defined as a district centre within the hierarchy as it has a small number of shops and services commensurate with a district centre.

### Policy KS6

#### Town Centre Hierarchy

The town centre hierarchy should be as follows:

Town Centres: Christchurch, Ferndown, Verwood and Wimborne Minster.

District Centres: West Moors, Highcliffe.

Local Centres: Purewell, Barrack Road, Corfe Mullen and West Parley.

Parades: All other clusters of shops.

**4.36** It is important that the Town and District Centres are supported to ensure that uses that will support their vitality and viability will be retained and new ones provided. It is equally important that development outside the centres does not harm the function of the centres.

## Policy KS7

### Role of Town and District Centres

The Town and District Centres are to be the focal point of commercial, leisure and community activity. Their vitality and viability will be strongly supported. Town and District centre boundaries are identified in the area chapters of the Core Strategy, and these will be the focus for town centre uses, including employment, retail, leisure and entertainment, arts, culture, religion, health, tourism, places of assembly, community facilities and higher density housing.

A sequential assessment will be required for planning applications for main town centre uses that are not in an existing centre to ensure that all in-centre options have been thoroughly assessed before less central sites are considered. Where it has been demonstrated that there are no town centre sites to accommodate the proposed development, preference is given to edge of centre locations which are well connected to a centre by means of easy pedestrian access.

An impact assessment is required for planning applications for main town centre uses not in a centre to assess the impact on town centre vitality and viability, town centre investment plans, and impact on allocated sites outside town centres. Impact assessments are required for applications for retail developments over 1,000 square metres gross floorspace within Christchurch, Ferndown or Wimborne and a 500 sqm gross threshold for other parts of the authority's area. This should include assessments of:

- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal;
- The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

Where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it will be refused.

Primary Shopping Areas are identified where retail development is to be focused. Within these, Primary and Secondary Shopping Frontages are defined.

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

2. In Secondary Shopping Frontages the same uses will be supported as for Primary Shopping Frontages along with drinking establishments (Use Class A4), hot food take-aways (Use Class A5) and hotels (Use Class C1).

### Delivery and Monitoring

**4.37** The Town Centre Hierarchy establishes the role and function of the retail centres in Christchurch and East Dorset and the level of growth that will be accommodated within the centres. Delivery of the retail strategies for these centres will involve the Councils working closely with

landowners to bring forward key sites for development to meet the future needs of the local economy and to enhance the vitality and viability of our centres. Townscape and transport infrastructure improvements will also involve working with Dorset County Council, transport providers, retailers and local organisations such as the Chamber of Trade. During the plan period health checks will be undertaken to monitor the performance of centres and will inform changes in infrastructure requirements. The Councils' retail assessment will also be updated on a regular basis to reflect changes in economic circumstances and future retail requirements to maintain and enhance the vitality and viability of our retail centres.

## The Scale and Location of Retail Growth

**4.38** The scale and focus for retail growth in Christchurch and East Dorset is in accordance with the Town Centre Hierarchy defined in Policy KS6. The floorspace requirements for the area and individual centres have been informed by the floorspace projections identified in the Christchurch and East Dorset Retail Update (2012). The level of retail floorspace provision is defined in relation to projected housing and population growth over the plan period and the level of available expenditure this creates to support retail growth. The floorspace requirements set out in Policy KS8 are also based on Christchurch and East Dorset maintaining most of their market share of retail expenditure.

**4.39** The focus for growth will be the town centres of Christchurch, Ferndown, Wimborne and Verwood which have opportunities for retail growth, are accessible by public transport, walking and cycling and have population catchment areas which require a good range of retail facilities. Highcliffe and West Moors function as district centres and will provide a smaller level of new retail growth in support of overall district level requirements.

**4.40** The floorspace requirements set out in Policy KS8 provide a high level assessment of need and future requirements will be reviewed over the plan period to take account of any changes in economic circumstances and population through updates in the Councils' retail assessments.

### Policy KS8

#### Future retail provision

In order for key retail centres in Christchurch and East Dorset to maintain and enhance their vitality and viability, it is important that provision is made for additional retail floorspace to meet the needs of a growing population with associated increasing levels of available retail expenditure. It is also important for our retail centres to maintain their market share of retail expenditure within the South East Dorset sub region and provide the opportunity to increase this market share. In Christchurch there is a projected requirement for in the region of 8,100sqm net additional comparison floorspace for the period to 2031 and 2,300 sqm net additional convenience floorspace. In East Dorset there is a projected requirement for in the region of 5,200sqm net additional comparison floorspace and 4,000sqm net additional convenience floorspace to 2031.

Floorspace projections are based on Christchurch and East Dorset councils Retail and Town Centre Uses Study (2012). Future updates to the retail study during the plan period will inform on-going strategic requirements for retail provision in Christchurch and East Dorset.

The broad location and level of retail floorspace that could come forward in retail centres across Christchurch and East Dorset contributing towards overall projected requirements is set out below. The Site Specific Allocations Development Plan Document will determine specific sites within the centres where retail development can take place.

Christchurch:



**Comparison Retail Floorspace:** Christchurch town centre will be the main focus for meeting the borough wide projection for comparison floorspace. Highcliffe centre will provide a small scale contribution towards the overall borough wide figure.

**Convenience Retail Floorspace:** Christchurch town centre will be the focus for meeting the borough wide projection for convenience floorspace.

Further detail on the retail strategy for Christchurch is set out in chapter 5 of the Core Strategy

East Dorset:

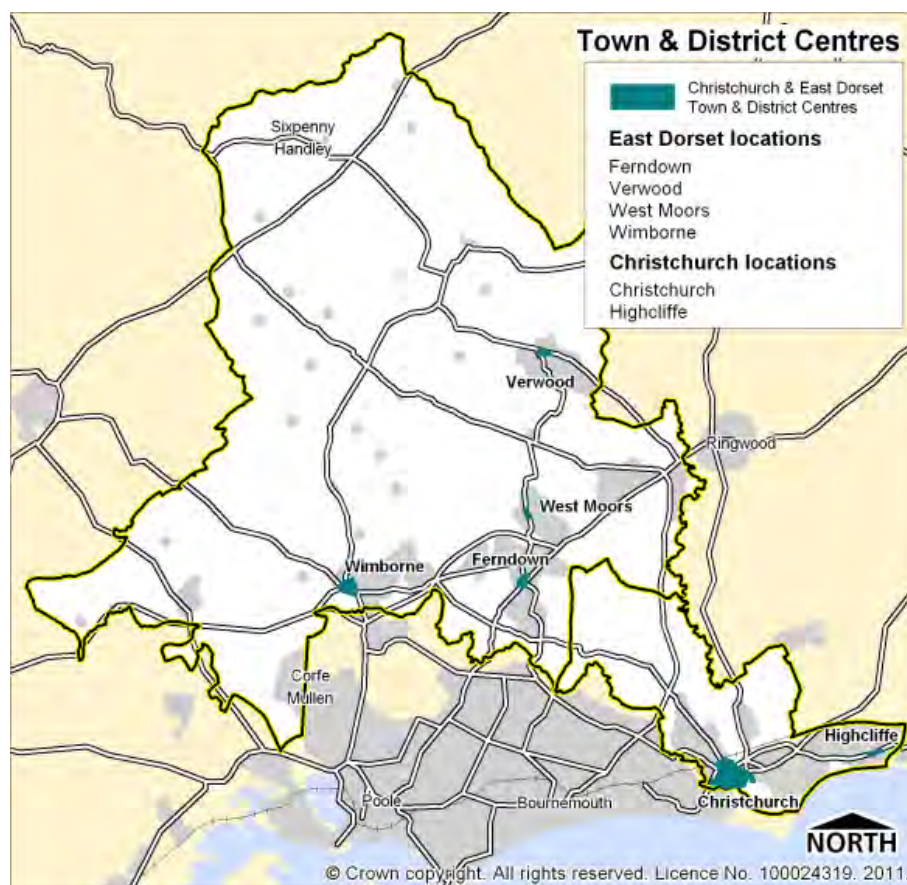
**Comparison Retail Floorspace:**

Wimborne Minster and Ferndown will be the main focus for comparison retail floorspace provision in the district. Verwood and West Moors will also deliver additional comparison floorspace of a smaller scale to contribute to the overall district projection.

**Convenience Retail Floorspace:**

Ferndown and West Parley will be the focus for convenience floorspace provision in the district. Corfe Mullen, Verwood, West Moors and Wimborne Minster have potential to deliver smaller scale provision contributing to the overall district figure.

Further detail on the retail strategy for the East Dorset retail centres is set out in chapters 8, 10 and 11.



Map 4.4 Future Retail Provision

## Delivery and Monitoring

**4.41** The projected floorspace requirements for Christchurch and East Dorset have been informed by the Christchurch and East Dorset Retail Update (2012). These projections are not intended as fixed targets but have informed the level of retail development required to maintain and enhance the vitality and viability of our retail centres. Retail floorspace requirements will be monitored and updated on a regular basis during the plan period.

## Meeting Strategic Transport and Accessibility Needs

### 4.42 Minimising the impact of travel

**4.43** Christchurch Borough and East Dorset District Councils fully support the principle of sustainable transport and are keen to promote proposals and strategies which reduce single occupancy car use and provide accessible services across Christchurch and East Dorset. A lack of suitable alternatives to the car creates congestion and pollution, and those people without a car face issues of social exclusion and isolation. Development will be located in the most sustainable locations, focused in the urban areas, the South East Dorset Conurbation, along and at the end of the Prime Transport Corridors. The priority should be to locate new residential development in close proximity to employment facilities and services, where good public transport exists, or where services and infrastructure can be improved.

**4.44** Within the rural areas of East Dorset there is a high level of car dependency and the dispersed settlement pattern makes it difficult to provide realistic alternatives to the private car. It is necessary therefore to recognise the importance of the car in enabling the population of the more rural northern part of East Dorset to access employment, services and leisure whilst also attempting to reduce this dependency where possible.

**4.45** In the more urban southern part of East Dorset and Christchurch there are different transport challenges. One of the main contributors to congestion and air pollution in the urban areas of Christchurch and East Dorset is peak hour commuter traffic on the prime transport corridors. Managing traffic on these routes is fundamental to the delivery of a sustainable transport network. This will be facilitated by offering a range of transport options to encourage alternatives to car usage.

### 4.46 Transport strategy

**4.47** The Core Strategy is primarily guided by the South East Dorset Transport Strategy and the North East Dorset Transport Strategy and the Bournemouth, Poole and Dorset Local Transport Plan (LTP3) for the period 2011 - 2026. The Local Transport Plan sets out the local transport investment programme over the next 15 years. The policies developed in this Core Strategy directly reflect the recommendations from the Transport Strategy contained within the Local Transport Plan.

**4.48** Proposed development will increase journeys in and around Christchurch and East Dorset as people commute and travel to a wide variety of destinations. However there is little surplus road capacity available on the main routes into and around the conurbation during peak periods and significant increases in capacity for general traffic are not feasible. Better use of existing transport infrastructure and the provision of new sustainable transport infrastructure will be required. Extra capacity can be achieved by the development of an improved public transport network in conjunction with a series of junction and online improvements. This will be supported by a package of improvements to footpaths, cycle routes, signing and the public realm.

**4.49** The strategic transport improvements identified for the B3073 including Blackwater Junction in Policy KS10 and the proposals for new walking and cycle routes set out in Policy KS9 will not involve any loss of European designated habitats. Improvements to the Blackwater Junction should be designed to avoid encroaching onto Town Common SSSI and new walking and cycle paths should be routed to avoid any fragments of the heathland sites and the River Avon sites.

**4.50** As the County Council is the authority responsible for the provision of transport in Christchurch and East Dorset, the Councils will continue to work closely together to deliver the required sustainable development alongside the transport improvements. In some cases transport improvements will need to be provided outside of the plan area, which will require joint working with Borough of Poole, Bournemouth Borough Council, Hampshire County Council and the Highways Agency as the relevant Transport Authorities. Other strategic decisions on transport issues are taken by external bodies, including the rail industry and bus operators.

**4.51** Policy KS10 sets out key strategic schemes to be delivered during the plan period. The Local Transport Plan Implementation Plan and the Core Strategy Infrastructure Delivery Plan provide a comprehensive list of schemes which will be updated during the plan period.

## Policy KS9

### Transport Strategy and Prime Transport Corridors

In accordance with the Local Transport Plan (LTP3) development will be located along and at the end of the Prime Transport Corridors in the most accessible locations and supported by transport improvements that will benefit existing and future communities. Higher density development will be located in an around town centres and Prime Transport Corridors in order to reduce the need to travel.

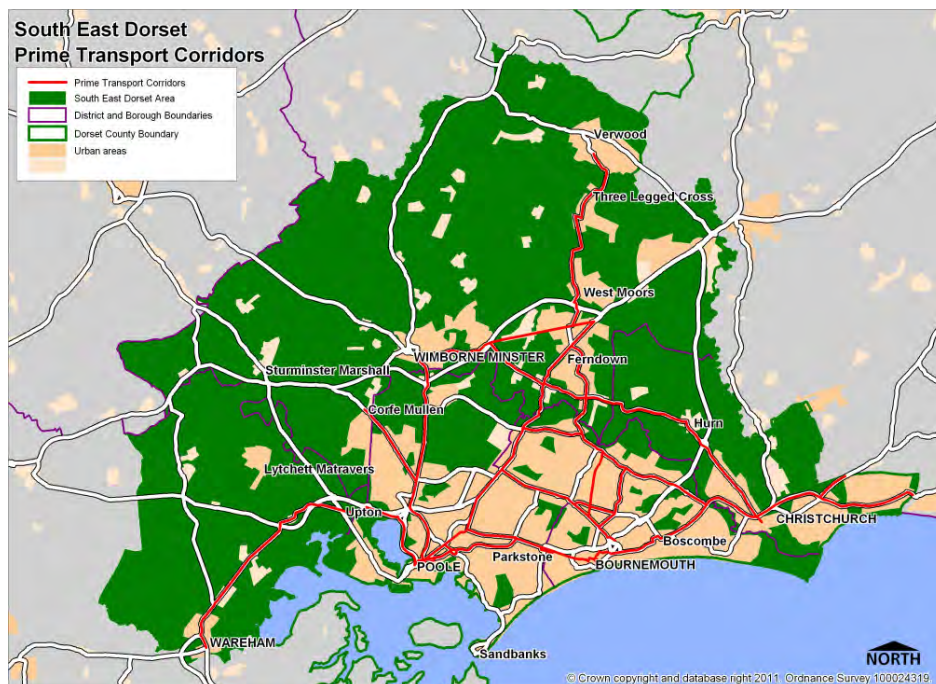
Improvements will be made to Prime Transport Corridors to include junction improvements, traffic management, enhanced public transport services and improvements to walking and cycling. The following corridors are proposed for improvement:

- **A35 Iford Bridge - Fountains roundabout - Stony Lane roundabout - Somerford roundabout - Roesht Hill - Hampshire boundary.**
- **B3073 Christchurch town centre - Bargates - Fairmile - Blackwater Interchange. (A338 junction)**
- **B3073 Wimborne town centre - Longham mini roundabouts - Parley Cross - Chapel Gate - Hurn roundabout - Blackwater Interchange. (A338 junction)**
- **B3073 Wimborne town centre - Wimborne Road West and East – Ferndown.**
- **B3072 Ferndown - West Moors - Three Legged Cross – Verwood.**
- **A348 Bournemouth boundary - Longham mini roundabouts - Ferndown.**
- **A347 Bournemouth boundary - Parley Cross - A348 junction.**
- **A337 Somerford roundabout - Highcliffe - Hampshire boundary.**
- **B3074 Poole boundary through Corfe Mullen.**

The Local Transport Plan (LTP3) includes the following proposals which will support the development proposed in this Core Strategy:

- Improve walking, cycling and bus access to Christchurch and Hinton Admiral railway stations to help encourage greater use of rail services. This will be supported by the improvement of the facilities provided at the stations such as cycle parking, co-ordinated bus and rail timetables and improved waiting facilities,
- Improvements to public transport (bus and rail) with more frequent services within the urban areas in particular, bus priority measures, an expansion of Real Time Information at bus stops and use of smartcard technology,
- Walking and cycling improvements within and between the urban areas,
- Travel Plans to encourage working from home and car sharing to work to help reduce congestion levels and the level of parking provision required at employment locations,

- In the rural area, community travel planning will be encouraged for example Community Travel Exchanges will provide opportunities for car sharing, community car clubs and access to other shared services,
- Enhancement and protection of the existing rights of way network and trailways to provide off road walking and cycling links between suburban and rural areas,
- Traffic management measures will be implemented to improve junctions, reduce vehicle speeds, improve road safety, enhance the environment for pedestrian and cyclists in urban and rural areas and reduce the diversion of traffic on to inappropriate routes, and
- Provide opportunities for sustainable freight movement where possible.



Map 4.5 Prime Transport Corridors

## Improving Connectivity to Support Development

### Policy KS10

#### Strategic transport improvements

The Local Transport Plan recommends the following strategic transport improvements to support future development. Development will contribute towards their delivery through the payment of the South East Dorset Transport Contributions which will be replaced by the Community Infrastructure Levy:

#### Short Term 2013 – 2017

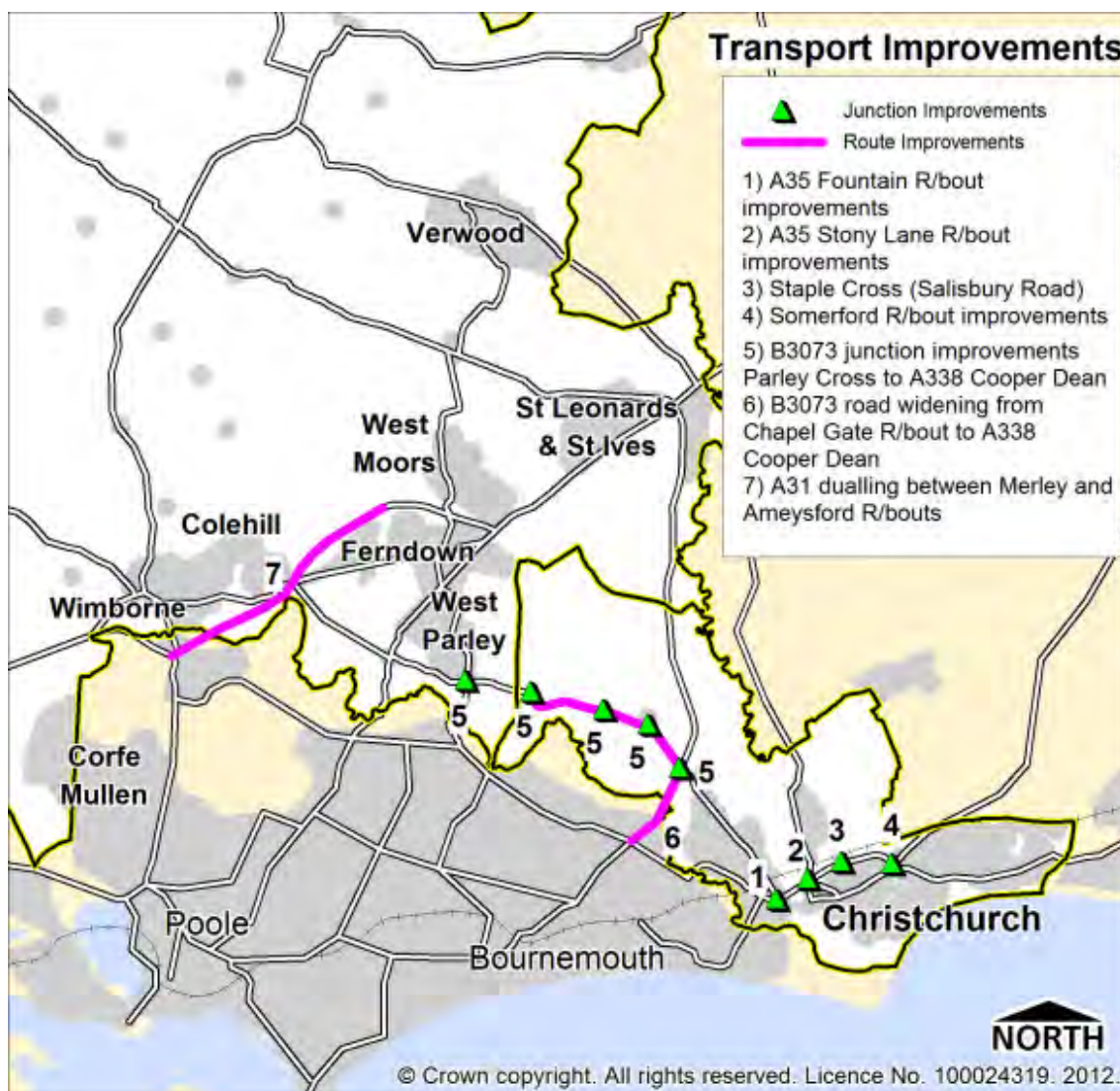
1. B3073 Hurn roundabout improvement
2. A338 reconstruction from A31 junction - A3060 Cooper Dean and widening to 3 lanes from B3073 Blackwater to A3060 Cooper Dean

#### Medium Term 2018 - 2022

- A35 Fountains roundabout, Stony Lane roundabout, Staple Cross , and potentially Somerford roundabout improvements
- B3073 Parley Cross junction improvements and associated development link roads.
- B3073 Blackwater Junction improvements.
- B3073 Chapel Gate junction improvements.
- A31(T) Merley roundabout improvements (Highways Agency Scheme).

#### Long Term 2023 - 2028

- B3073 widening between Chapel Gate to Blackwater junctions.
- A31(T) dualling between Merley - Ameysford roundabouts (Highways Agency scheme).



Map 4.6 Strategic Transport Improvements

#### Delivery and Monitoring

**4.52** These policies will be implemented in partnership with the other SE Dorset authorities and transport providers through the development management process, and as set out in the Local Transport Plan and the Core Strategy Implementation Plans.

**4.53** The effectiveness of the policies will be monitored by Dorset County Council, being Transport Authority as part of the Local Transport Plan process.

### **Supporting access to development**

**4.54** Good accessibility to a range of facilities is an important element of planning sustainable communities. All future development will be planned to ensure excellent opportunities for walking, cycling and public transport. The councils will support the delivery of transport schemes that aim to reduce the need to travel by private car and improve accessibility within and around the South East Dorset conurbation by non-car modes.

**4.55** Where necessary, development should be accompanied by improvements to public transport, including car sharing and for cycling and walking. Where appropriate, mixed use development will be encouraged so that people can work closer to where they live, or work from home in order to reduce congestion and widen travel choice.

**4.56** All major development proposals that have significant transport implications (as defined in the national Guidance on Transport Assessment (2007) or any superseding national guidance or Local Development Document) will need to be accompanied by a transport assessment and comprehensive travel plan. The Councils will seek to ensure the transport impact of any new development is fully mitigated, principally through reducing and managing the need to travel, especially by single occupancy private car. Developers will be expected to work with the Borough, District and County Councils, and the Highways Agency where appropriate, to ensure the mitigation of residual trips (for example through contributing to those schemes identified in the Local Transport Plan: Implementation Plan).

**4.57** A primary planning consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for pedestrians, cyclists and occupants of vehicles. Equally important is the need to ensure that development related trips do not create new or exacerbate existing highway safety issues. All new development is required to address the transport implications of that development.

**4.58** The Government publications 'Manual for Streets' and 'Manual for Streets 2' contain guidance on the design of streets and roads and encourage a shift of priority away from motorists and towards pedestrians, cyclists and public transport. It makes a distinction between roads and streets in that streets should be inclusive for all and attractive places in their own right rather than just corridors for traffic. Developers should have regard to these principles and seek to create high quality environments that are well designed and that encourage travel by modes other than the car.

**4.59** Development proposals that involve a new direct access on to the primary route network will generally not be permitted in order to maintain traffic flow and reduce safety concerns. Exceptions will be made where the type of development is such that it requires a primary route location, such as road side service stations and rest areas.

## **Policy KS 11**

### **Transport and development**

The Councils will use their planning powers to influence development so that it reduces the need to travel, provides improved access to key services and facilities and promotes alternative modes of travel. Development will be permitted where mitigation against the negative transport impacts which may arise from that development or cumulatively with other proposals is provided. This shall be achieved through the implementation of measures identified within a submitted transport assessment of transport statement, including where appropriate:

- i. contributions to transport modelling work;

- ii. the provision of new and the improvement of existing public transport, pedestrian and cycle routes;
- iii. the provision of travel plans to promote sustainable travel patterns such as park and change, car sharing and car clubs; and
- iv. the implementation of works to the highway.

Developers will be required to contribute towards local and strategic transport improvements through site specific legal agreements and payment of the Community Infrastructure Levy.

Development should be in accessible locations that are well linked to existing communities by walking, cycling and public transport routes. Development must be designed to:

- provide safe, permeable layouts which provide access for all modes of transport, prioritising direct, attractive routes for walking, cycling and public transport;
- provide safe access onto the existing transport network;
- allow safe movement of development related trips on the immediate network; and
- minimise the number of new accesses on to the primary route network.

### **Parking for development**

**4.60** The availability of car parking can have a significant effect on people's choice of transport. Accordingly, past parking policy has sought to restrict levels of parking associated with new development in order to reduce the use of the car and promote more sustainable modes of transport. Car parking can also occupy a great deal of space and therefore impact upon the appearance of development and the efficient use of land. Given the rural nature of much of East Dorset and the limited availability of high frequency public transport, it is considered inappropriate to under-provide for parking. Insufficient parking associated with new development can lead to inappropriate parking on streets, footways and verges creating highway safety problems and unsightly environments. Flexibility is therefore required to reflect the availability of non-car alternatives which might impact on the requirement for parking spaces. Parking provision should be appropriate for the type and scale of development and its location. The Core Strategy will aim to ensure the provision of high quality cycle parking to encourage a modal shift away from the car. Parking provision guidance for residential and non-residential uses is set out in the Local Transport Plan supporting document and has been considered as part of the wider transport strategy.

### **Policy KS 12**

#### **Parking Provision**

Adequate vehicle and cycle parking facilities will be provided by the developer to serve the needs of the proposed development. Cycle and vehicle parking for residential development should be of the highest quality design and use land efficiently. Development proposals should make provision for parking in accordance with the Local Transport Plan parking guidance, including provision for parking for people with disabilities.





## 5 Christchurch and Highcliffe Centres

### Introduction

**5.1** Christchurch town centre and Highcliffe district centre are the main shopping centres for Christchurch Borough and provide a focus for leisure, entertainment, recreation and employment opportunities. Over the next 15 years these centres are likely to face significant change in accommodating a range of development including retail, housing, employment and transport infrastructure improvements. These centres have the opportunity to further establish themselves as shopping destinations providing a range of facilities to the local community within an attractive environment. It is also important that they maintain their market share of local retail expenditure in the context of other competing centres in South East Dorset.

**5.2** This section of the Core Strategy establishes an approach toward achieving the long term vitality and viability of Christchurch town centre and Highcliffe district centre by addressing the following:

- Establishing visions guiding the future of Christchurch and Highcliffe Centres over the next 15 years addressing the following where possible:
  - The focus for future development. (retail, housing, employment and essential facilities)
  - Improvements in the urban environment.
  - Enhanced retail offer and provision of essential services and facilities.
  - Improvements to open space and public areas.
  - Improvements to public transport and other transport infrastructure.
  - Car parking provision.
- The definition of a town centre boundary defining the focus for town centre related development.
- The definition of a 'primary shopping area' (PSA), primary and secondary shopping frontages and associated development management policies.

### Christchurch Town Centre

**5.3** Christchurch town centre is the main shopping destination in the Borough. The town has links via the A35 to Southampton, Poole and Bournemouth with the latter being closest. Christchurch town centre performs a number of important functions such as providing a range of shopping, leisure, entertainment, recreation and employment opportunities.

#### Key Facts

##### Trading

- Christchurch town centre has over 200 shops.
- A fifth of the Borough's firms are located in the Town Centre. (420 firms, employing 3,200 people) (Annual Business Inquiry 2007, ONS)
- The mix of comparison shops in Christchurch is broadly in line with the national average.
- There is a mixture of independent and national multiple retailers located in the town centre.
- The town centre has a high proportion of service uses for its size such as banks, estate agents and hair dressers/beauty salons compared to the national average.
- The number of vacant units in the town centre stands at over 14% in 2011 which is higher than the national average of 12.9%.
- Management Horizons, Europe's UK Shopping Index 2008, ranks retail centres across the country. Each centre is given a score for multiple retailers present. Christchurch town centre

<b>Key Facts</b>
<p>is a fourth tier centre with the centres of Salisbury, Bournemouth and Poole scoring at least 3 times higher scores.</p> <ul style="list-style-type: none"> <li>• Prime Zone A rental levels are lower in Christchurch town centre than most other main centres in the sub region.</li> </ul>
<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>• Movement in and around the town centre (High Street, Bargates, Fairmile, Barrack Road, Fountain Roundabout) continues to be an issue due to the linear non-pedestrianised structure of the centre along with the high volume of traffic and low frequency of pedestrian crossings which causes conflict.</li> <li>• The location and convenience of car parking facilities is good.</li> <li>• The quality and quantity of planting and trees and the provision of street furniture is perceived to be good. However, environmental quality is diminished by the high volume of vehicle traffic through the centre, the poor condition of some shop frontages and fascias and the standard of some stretches of pavements / paving.</li> <li>• There is sufficient provision of open space in the centre but enhancements are being undertaken to Druitt Gardens. (2007, PPG17 Open Space Audit)</li> <li>• Parts of the Town Centre including the High Street, Church Street, Wick Lane, Castle Street and Bridge Street are in the Christchurch Central Conservation Area.(Local Plan)</li> <li>• Parts of the town centre including Stour Road, Wick Lane and Bridge Street are_ affected by high flood risk (zone 3a). (Christchurch Strategic Flood Risk Assessment 2009). There are also areas of local flood risk (Dorset Surface Water Management Plan July 2011).</li> </ul>
<p><b>Strategic Requirements</b></p> <ul style="list-style-type: none"> <li>• There is a need for in the region of 7,500sqm of additional comparison retail floorspace to 2031 in Christchurch town centre. (Christchurch and East Dorset Retail Update 2012), (Joint Retail Study, 2008).</li> <li>• The Christchurch Strategic Housing Land Availability Assessment (2011) identifies potential for 251 new dwellings in the Town Centre by 2028.</li> </ul>

## Retail Provision

**5.4** Christchurch town centre performs a number of important functions such as providing a range of shopping, leisure, entertainment, recreation and employment opportunities. There is a library, the Regent Centre Theatre, Argos, Boots, Marks and Spencer Simply Food, New Look, The Co-operative Food, WH Smith and Waitrose and a high number of small independent retailers. The prime retail pitch, with the highest concentration of national multiples, is located within the Saxon Square Shopping Centre and the upper part of the High Street.

**5.5** Foodstores act as important anchors within the town centre and in this respect food and grocery shopping is a very important retail function of Christchurch town centre. The main foodstores attract significant numbers of customers to the town centre which benefits other shops and services. There is a relatively high retention rate for convenience food shopping within the Borough. However, there is also a reasonable level of supermarket expenditure outflow to stores in Bournemouth. There is more substantial expenditure leakage for non food shopping items to Bournemouth (Joint Retail Study 2008).

**5.6** There is a lower proportion of comparison retail units compared to the national average, however, the quality and proportion of specialist independent traders and uses associated with the evening economy; public houses, bars, restaurants and entertainment uses is positive. There is a low proportion of national multiples in the town centre and overall the retail offer is perceived as in need of enhancement.

**5.7** The vitality and viability of the High Street within Christchurch town centre is at present satisfactory, but the Bargates area of the town is much weaker. Christchurch town centre, like many other lower tier centres, is vulnerable to the:

- Over reliance on food, grocery and convenience shopping to attract customers;
- Continued polarisation of future investment in larger centres; and
- Closure of independent shops that may not be replaced by new small businesses.

**5.8** It is vital the town centre maintains and improves its customer base, by providing an appropriate range and choice of shops and services that are capable of meeting the day to day needs of residents within the town and its catchment area.

**5.9** The 2012 Retail Study Update suggests that there is a projected requirement for Christchurch town centre to accommodate in the region of 2,300sqm net additional net convenience floorspace to 2031. In Christchurch there is also a requirement for around 8,000sqm net additional comparison retail floorspace over this period. The centre has a limited but adequate selection of commercial, leisure, entertainment and cultural facilities, but there is good access to other facilities outside of the Borough in Bournemouth and Poole. There is scope to improve provision of health and fitness facilities and appropriately located restaurants and bars which can enhance the economic vitality of the centre, in addition to the requirement for new retail floorspace.

**5.10** Historically, local planning policy has sought to limit the amount of non-retail (Class A1) uses within the primary shopping cores. The Christchurch Local Plan sets a limit of 20% of units to be non-retail. The Council's annual surveys of retail cores have indicated that over time, the policy limits have been exceeded. The latest retail study from May 2011 shows that approximately 25% of units in Christchurch, and 30% of units in Highcliffe primary cores are non-retail. Concern has therefore been expressed as to the effectiveness of this limit, and whether it should be reviewed.

### **Sports, Leisure and Recreation Facilities**

**5.11** The 2007 Open Spaces Audit identified sufficient provision of open space in the centre but enhancements are required to Druiitt Gardens. The Druiitt Gardens Planning, Design and Development Framework (2005) identifies opportunities to create a new woodland garden and centre piece for the town's cultural centre. This represents an opportunity to upgrade and manage the gardens, and provide for an attractive and well used open space. Work has now started on this project.

### **Employment**

**5.12** Office occupancy levels in the centre are good, with offices located above ground floor retail units. There is not a strong market for office provision in the town centre, but over the next 15 years it is anticipated that there will be future requirements for additional provision.

### **Transport and Urban Environment Improvements**

**5.13** The Joint Retail Assessment 2008, Town Centre Strategy (2003) and Parking, Access and Signage Strategy (2006) identify the main issues and areas for improvement in the town centre that include:

- Creating a more shopper friendly environment.
- Impaired movement in and around the town centre due to vehicular/pedestrian conflict.
- Improvements required in accessibility to the town centre by public transport, walking and cycling and well signed / located car parks.
- Improved pedestrian linkages between the High Street and Bargates.
- Upgrading Saxon Square and the shopping precinct.
- There is sufficient car parking in the town centre, but better use can be made of underused car parks.

## Housing

**5.14** There is opportunity for higher density residential development in the town centre as it is located near to local shops, facilities and public transport. The Key Strategy section of the Core Strategy sets out options for the scale of retail, employment and housing growth across the Borough.

### Christchurch Town Centre Vision

#### Policy CH1

##### Christchurch Town Centre Vision

Christchurch will continue to act as the key town centre in the Borough and will be the main focus for retail development. Future growth and development will be based around promoting the town centre as a place to shop, participate in leisure activities, enjoy culture, access key services, and enjoy good food and drink. The attractive and historic environment of Christchurch town centre will contribute to its future vitality and viability whilst creating a vibrant multi-functional centre serving the needs of the local community and visitors alike.

The Town Centre sits at the top of the Christchurch town centre hierarchy (Policy KS6), is well served by public transport and has the most development opportunities. The retail offer will be enhanced and the shopping environment improved to provide a more pleasant and pedestrian friendly townscape. Improvements in public transport services will be supported in conjunction with localised infrastructure improvements. Essential services and facilities will also be enhanced within the centre serving residents and local visitors to the town.

##### To achieve this vision:

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre. The Town Centre will accommodate in the region of 7,500sqm of new comparison retail floorspace and 2,300sqm net convenience floorspace to meet future requirements to 2028.
2. Residents of the Borough will continue to have access to a variety of community services and cultural facilities; important town centre uses (such as the Regent Centre, the Central Library) will be retained and where possible enhanced. There is a need to expand the health and fitness offer in the town centre.
3. Expansion of evening economy uses such as restaurants/cafés/pubs will be encouraged especially along Church Street. This will enhance the vitality of the centre, making it a more vibrant place in the afternoon and evening hours.
4. The following sites have been identified as strategic sites that will play a pivotal role in delivering the Town Centre Vision and Key Strategy.
  - The Magistrates' Court Site.
  - Saxon Square.
  - The Lanes.
  - Land between Bridge Street, Stony Lane South and the Civic Offices.
  - Stony Lane.

Land between Bridge Street, Stony Lane South and the Civic Offices and Stony Lane is located 'out of centre' for retail purposes and within an area of high flood risk. Town centre uses including employment, retail, leisure and entertainment, offices, arts and culture and tourism may be appropriate in these locations subject to compliance with other policy. In particular, development in these locations should not adversely affect the vitality and viability of the town centre and should comply with flood risk policy.

The strategic sites set out above will be brought forward in accordance with site specific allocations and further detail will be set out in a Site Allocations Development Plan Document. The Site Allocations DPD will also set out how flood risk will be managed for these strategic sites.

5. Druitt Gardens will be enhanced to provide an attractive area of open space within the Town Centre. This will benefit tourism and contribute to the promotion of healthy lifestyles by providing high quality open space. Developer contributions will be obtained for the purpose of enhancing community facilities in the Town Centre.

6. High density residential development will take place alongside the projected requirement for retail to provide a balanced, mixed use environment in areas outside those affected by high flood risk.

7. The Town Centre will seek to accommodate new office development which complements the overall retail strategy and the vitality and viability of neighbouring centres.

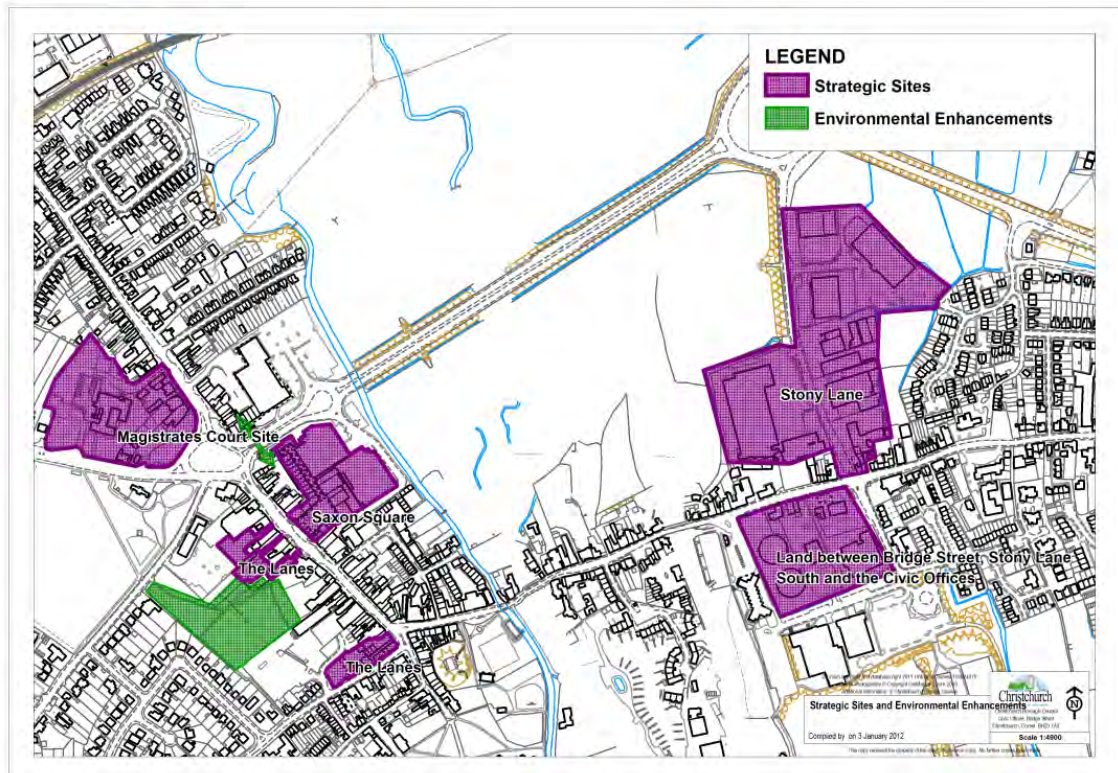
8. Townscape quality will be enhanced by sensitive development and improvements incorporating the built form and the spaces between, including streets, squares, parks, waterfront and car parks. Only high quality development proposals that respect and enhance the historic character of the centre, and improve ease of movement and legibility, will be permitted.

- Saxon Square will be refurbished so it relates more appropriately with the historic core of the High Street, and provides for a more attractive shopping environment and provision of units more attractive to retailers.
- The redevelopment of the Lanes, comprising the area between Sopers Lane and Wick Lane, will provide an opportunity for environmental enhancements by encouraging mixed used development, including residential, retail and community uses.
- Improvements to the linkage between the High Street and Bargates will be promoted in an effort to increase the flow of pedestrians between the shopping areas.

9. To minimise congestion and air pollution, the use of sustainable modes of transport will be encouraged. Christchurch Town Centre benefits from a comprehensive public transport network providing links both within the Borough and its surrounding areas via bus and rail services.

10. The Council will ensure that adequate parking levels are maintained within the Town Centre so as not to adversely affect vitality and viability.

More effective management of car parks will reduce pressure on 'core' car parks. A strategic signing strategy will also assist in making the best use of town centre car parks and in reducing congestion.



Map 5.1 Strategic Sites and Environmental Enhancements

### Delivery and Monitoring

**5.15** Delivery of the vision and retail strategy for the town centre will involve the Council working closely with landowners to bring forward key strategic sites including the Magistrates Court Site, Saxon Square, the Lanes, Stony Lane and land between Bridge Street, Stony Lane South and the Civic Offices. Townscape and transport infrastructure improvements will also involve working with Dorset County Council, transport providers, retailers and organisations such as the Christchurch Chamber of Trade and Commerce. The Council is responsible for delivering improvements to Druit Gardens consistent with the adopted master plan 2009.

**5.16** The preparation of a flood management strategy as part of a Supplementary Planning Document for the Borough will address flood risk issues in and around the town centre as identified in Policy ME6 of the Managing the Natural Environment chapter of the Core Strategy.

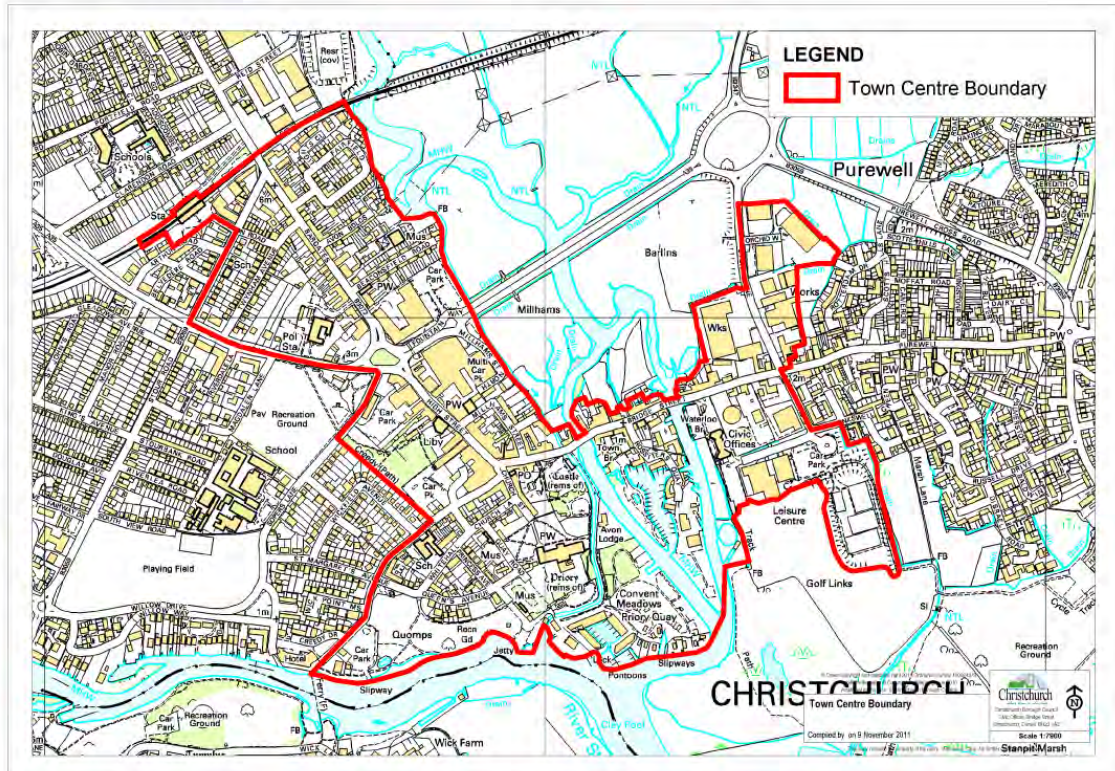
### Christchurch Town Centre Boundary

**5.17** The Core Strategy establishes a Town Centre boundary for the first time as part of the development plan in order to define the focus of where town centre uses may be appropriate subject to compliance with other national and local policy. Development proposals within the town centre boundary will need to comply with national and local policy including the sequential approach and impact assessment for retail and the sequential approach and exception test for proposals in areas at risk of flooding (as defined by the Council's Strategic Flood Risk Assessment). The Town Centre Boundary includes key areas for development such as the 'Primary Shopping Area' and the strategic sites of the Magistrates Court Site, Stony Lane and land between Bridge Street, Stony Lane South and the Civic Offices.

## Policy CH 2

### Christchurch Town Centre Boundary

The Town Centre as defined by the Town Centre Boundary will be the focus for town centre uses including higher density residential, employment, retail, leisure and entertainment, offices, arts, culture and tourism development subject to compliance with other national and local policy.



Map 5.2 Christchurch Town Centre Boundary

### Christchurch Town Centre Primary Shopping Area and Shopping Frontages

**5.18** The Primary Shopping Area defined in Policy CH3 forms the area where retail development will be concentrated and comprises the primary and secondary shopping frontages and also provides the mechanism to assist the sequential approach for retail development. The defined Primary Shopping Area boundary has been informed by the Joint Retail Study (2008).

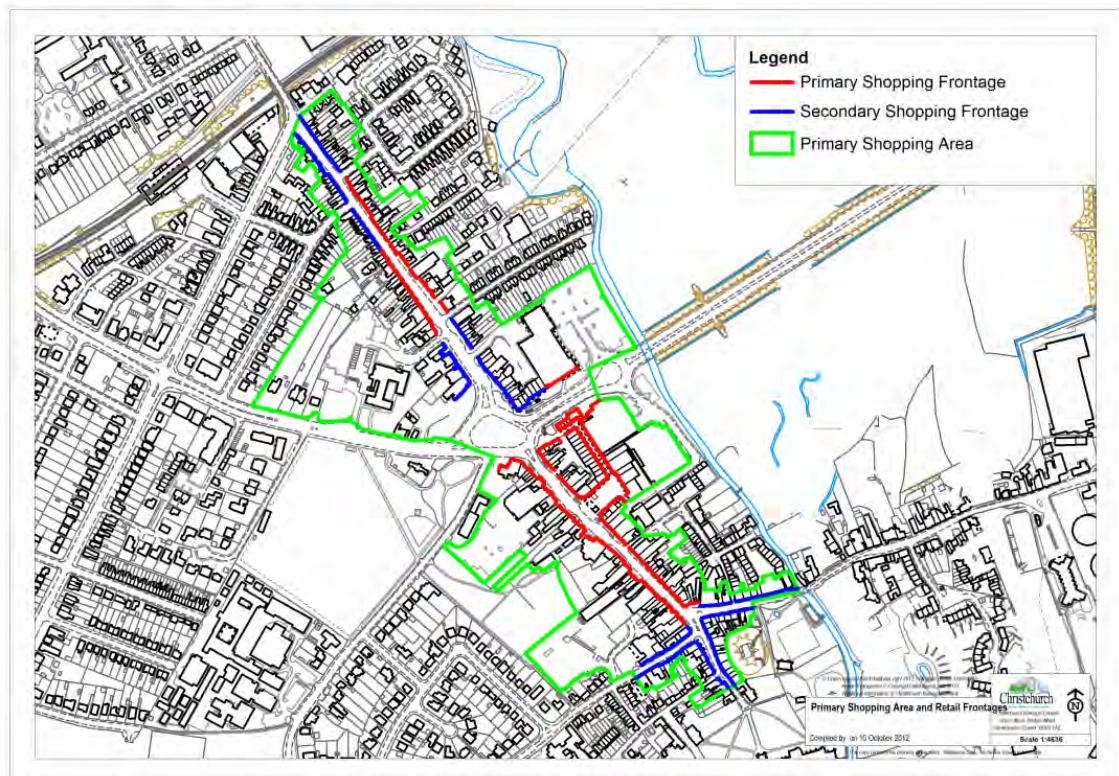
**5.19** In relation to shopping frontages Policy CH3 changes the designation of Church Street and Wick Lane from primary to secondary frontages in order to allow more flexibility in this part of the town centre for restaurants and cafés. In addition, the limit of non-retail uses in the primary shopping frontage (Policy CH6) is also increased from 20% to 30% to allow some limited flexibility for such uses to be permitted. These changes are intended to maximise opportunities to enhance the evening economy which contribute to the overall vitality and viability of the centre. The secondary frontage which was previously designated after Town Bridge along Castle Street has been deleted as it is considered that the Bridge offers a natural geographic end to the town centre retail frontages. In addition footfall is low and there are breaks in the shop frontages.

**5.20** The primary shopping frontage along the High Street and Bargates is the focus for retail uses and includes key sites for future retail growth including Saxon Square. The retail strategy for the future vitality and viability of the town centre requires an appropriate retail mix within the centre that maintains retail and delivers significant new retail floorspace in the primary frontage alongside a more flexible approach to uses within the secondary frontage.

### Policy CH 3

#### Christchurch Primary Shopping Area and Retail Frontages.

This policy defines the Christchurch town centre Primary Shopping Area, where retail development will be concentrated, and the primary and secondary shopping frontages.



Map 5.3 Primary Shopping Area & Shopping Cores

## Highcliffe District Centre

### Introduction

**5.21** Highcliffe-on-Sea is a coastal town located to the east of Christchurch. It is one of a number of towns that merge to form a conurbation along the south coast of Dorset. Highcliffe has seen considerable development over the last 30 years, which has included some larger blocks of flats and high density infill development which has detracted from the character of the area. Consideration will be given to developing policies and design guidance in future Development Plan Documents which protect the character of Highcliffe.

**5.22** Highcliffe district centre is well located for development on the A337, which is the main coastal road giving access to Christchurch and Bournemouth as well as the passing trade driving along the coast. The town is also served by Hinton Admiral Railway Station which is located approximately one mile to the north of the centre and has an hourly service. The main shopping area of Highcliffe is concentrated along Lymington Road.



### Key Facts

#### Trading

- Highcliffe has 120 shop units.
- There is a choice of convenience outlets including Tesco Express, The Co-operative Food, newsagents, greengrocer and butcher.
- Highcliffe has below the national average of comparison (40%) and convenience (7.5%) units whilst services and miscellaneous uses are much higher than the national average at 47.5%.
- The range of comparison retail is relatively good for a small centre.
- The quality and proportion of 'national multiples' is poor due to their low representation.
- The number of vacant units (5%) is below the national average.

#### Environment

- The A337 Lymington Road severs Highcliffe district centre into two areas. The route is heavily trafficked, and can suffer congestion during peak rush hours.
- The main public car park is a large surface car park located behind Co-op very close to the centre of the shopping core and providing easy access on foot to the whole centre
- The quality of the streetscape is low.
- The main shopping area along the busy A337 creates pedestrian - vehicular conflict.
- Highcliffe is surrounded by a number of areas afforded environmental protection. To the north and east there are Sites of Nature Conservation Interest and to the south the coastal area is designated a Site of Special Scientific Interest.

#### Strategic Requirements

- Highcliffe district centre can accommodate in the region of 500sqm additional non food retail floorspace to 2031. (Christchurch and East Dorset Retail Update 2012)
- There is no need for further supermarket floorspace in Highcliffe to 2031. (Christchurch and East Dorset Retail Update 2012)
- There is a lack of sports/recreation facilities to accommodate the needs of children and young people. (Open Space Audit, 2007)
- The Strategic Housing Land Availability Assessment identified potential for 291 new dwellings for Highcliffe and North Highcliffe/Walkford by 2028 (Christchurch Strategic Housing land Availability Assessment. (2011)
- There is likely to be an increase in demand for services and facilities for the elderly, such as community meeting places, medical and social care.

#### Retail Provision

**5.23** The main shopping area of Highcliffe is concentrated along Lymington Road and provides for convenience shopping (The Co-operative Food, Tesco Express, butchers, greengrocers and an off licence), small independent shops covering a variety of goods, public houses, restaurants, takeaways and other services. There are 120 outlets in the centre, 48 of which are comparison. The centre's Primary Shopping Frontage runs along the Lymington Road from the Globe Inn to the junction of Waterford Road to the east. The centre is well used and there are few vacant units.

**5.24** Highcliffe does not require additional supermarket floorspace during the period to 2031. In the Borough as a whole there is a requirement for additional comparison retail floorspace. There is a need for Highcliffe to provide in the region of 500sqm additional comparison retail floorspace in contributing to the overall borough requirement. This is significantly less than Christchurch town centre which has far more capacity for retail development.

### **Sports, Leisure and Recreation Facilities**

**5.25** Except for the nearby Recreation Ground, there are no parks and open spaces within Highcliffe district centre, although the seafront is a short walk away. There are no real opportunities for the provision of additional open space in Highcliffe Centre but there is an opportunity to establish an area for recreation at Chewton Common as part of a project to reduce recreational pressure on the Dorset Heathlands. In Highcliffe as a whole there is a requirement for amenity green space, active sports space, space for children and young people, and allotments (2007 Open Space Audit).

**5.26** Highcliffe has a limited selection of commercial, leisure, entertainment and cultural facilities, but this reflects the relatively small catchment population. There is relatively good access to leisure, entertainment and cultural facilities outside of the Borough, particularly in Bournemouth and Poole. Highcliffe district centre is reasonably well provided for in terms of restaurants and public houses which contributes to the vitality and viability of the centre.

### **Transport**

**5.27** Traffic congestion is also perceived to be a significant issue from traffic along the A337 Lymington Road and this acts as a physical barrier to pedestrians. The Christchurch Parking, Access and Signage Strategy (2006) concludes that existing public car parking is sufficient for the centre generally to meet current and future demand.

### **Housing**

**5.28** There is potential for further residential development within Highcliffe, North Highcliffe/Walkford as identified in the Christchurch Strategic Housing Land Availability Assessment and referred to in the Key Facts section above. The housing requirements for the Borough forms part of Policy KS3 of the Key Strategy Chapter which sets a housing target for the whole plan area.

### **Highcliffe District Centre Vision**

#### **Policy CH 4**

##### **Highcliffe District Centre Vision.**

Highcliffe District Centre will continue to act as a thriving and busy centre for the local population and visitors. The centre will accommodate further comparison retail floorspace, in the region of 500sqm (net) to 2028 with Christchurch Town Centre remaining the principal centre for retail development in the Borough. The shopping environment will be improved to provide a more pleasant townscape, public transport services will be enhanced, and facilities and services will continue to be located in this central location.

##### **To achieve this vision:**

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre consistent with the Borough retail strategy. The strategy for Highcliffe will seek to enhance the niche retail offer to attract more visitors with unique, specialist shops.
2. Expansion of evening economy uses will be encouraged, especially in the designated secondary shopping cores. This will enhance the vitality of the centre, making it a more vibrant place in the afternoon and evening hours.

3. Community services in Highcliffe will be retained, supported and where possible enhanced to support the vitality and viability of the centre. The enhancement of facilities for older people such as community meeting places, medical and social care will be sought. Opportunities will also be pursued to provide further sports and recreation facilities to meet the needs of children and young people.
4. Better marked/signposted linkages between the Highcliffe beach front and the town centre will draw in more visitors to the centre that will benefit local trade.
5. The townscape quality of the centre will be improved: the objective is to secure a high quality environment that will give the centre a distinct character and enhance its sense of identity. This will be achieved by providing new street furniture and planting in an effort to create an attractive, welcoming and pedestrian friendly environment. The pedestrian-vehicular conflict, apparent on the A337 Lymington Road will be minimised by the introduction of appropriate traffic calming measures and provision of more frequent pedestrian crossings.
6. To minimise congestion and air pollution, sustainable transport infrastructure and services will be encouraged.
7. The Council will ensure that adequate parking levels are maintained within the centre to ensure its vitality and viability.

### **Delivery and Monitoring**

**5.29** Delivery of the vision for Highcliffe District Centre will involve the Council working closely with landowners to bring forward appropriate developments. Townscape and transport infrastructure improvements will also involve working with Dorset County Council, transport providers, retailers and organisations such as the Chamber of Trade.

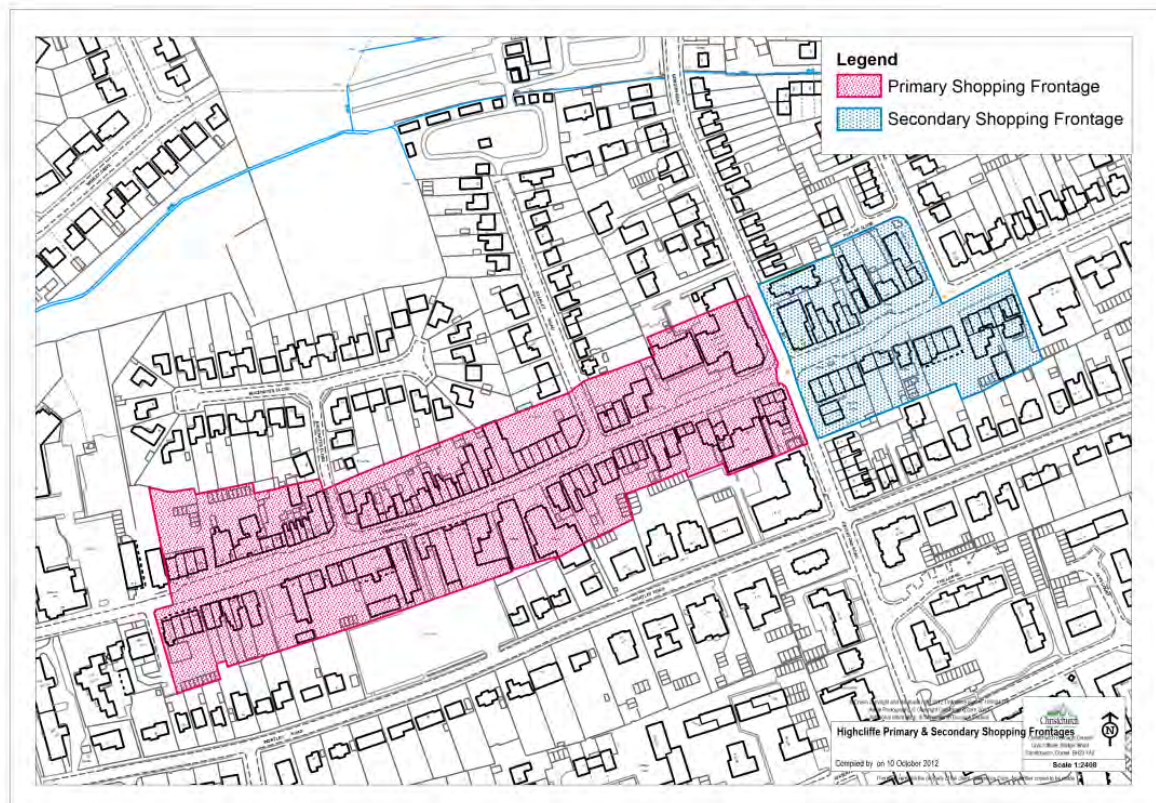
### **Highcliffe Primary and Secondary Shopping Frontages**

**5.30** The Primary Shopping Frontage is defined in Policy CH5 along Lymington Road where there will be a high proportion of retail uses in accordance with Policy CH6. Within the Secondary Shopping Frontage to the east of Waterford Road a greater diversity of uses will be permitted in accordance with Policy CH7.

### **Policy CH 5**

#### **Highcliffe Shopping Frontages.**

Policy CH5 defines the Highcliffe District Centre Primary and Secondary Shopping Frontages.



Map 5.4 Highcliffe Shopping Frontages

### Christchurch Shopping Frontage Policy

**5.31** The main function of the Primary Shopping Frontage of Christchurch Town Centre, Bargates and Highcliffe is to provide an appropriate mix of retail units alongside other uses which contribute to the vitality and viability of the centres. Policy CH6 restricts the number of ground floor non retail units within the Primary Shopping Frontage to no more than 30% in order to maintain a strong retail presence. This approach has been appraised and is supported by the Christchurch and East Dorset Retail Study Update (2012).

#### Policy CH 6

##### Development in the Primary Shopping Frontages.

Within the Saxon Square and High Street Primary Core, and the primary frontages at Bargates and Highcliffe, planning permission for the change of use of existing ground floor retail premises (Class A1) to non - retail uses will be permitted provided that:

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

## Secondary Shopping Frontage Policy

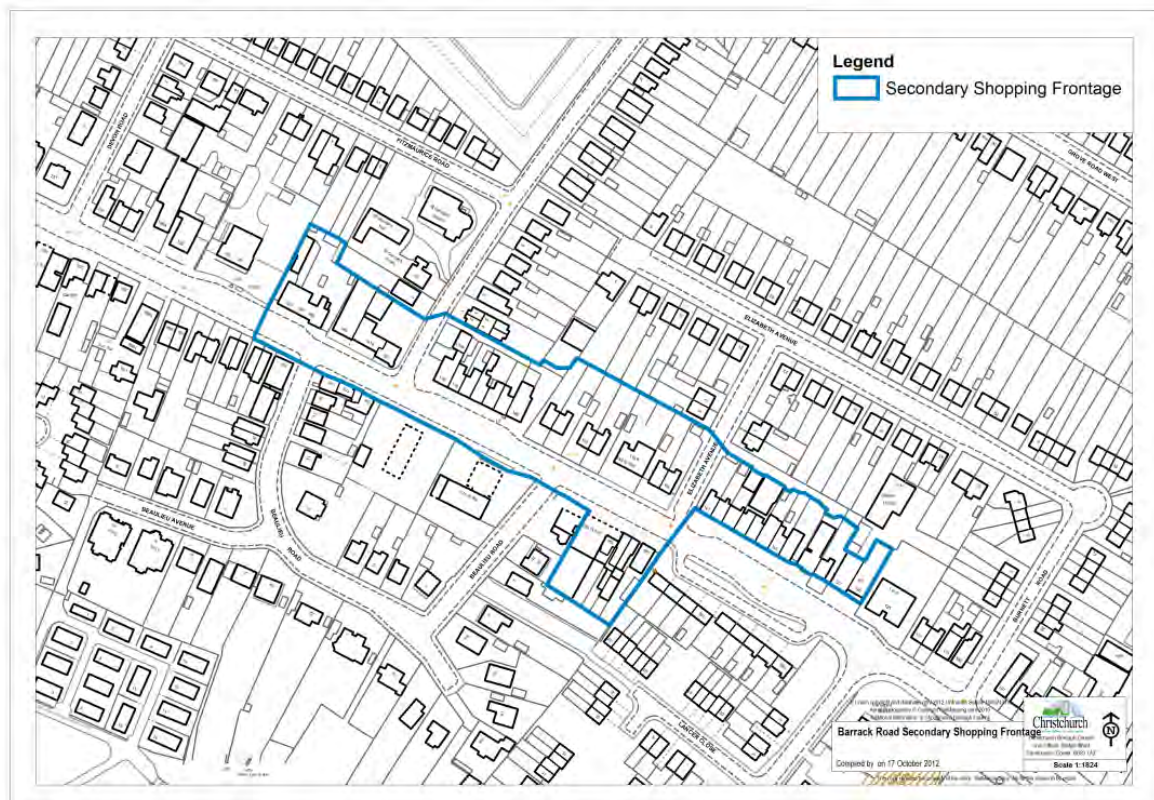
**5.32** The Secondary Shopping Frontage of Bargates, Wick Lane, Church Street, Castle Street, Barrack Road, Purewell and Highcliffe are considered from a land use and environmental point of view to have greater potential for an increased diversity of uses that contribute to the overall vitality and viability of the retail centres. Within the Secondary Shopping frontages a greater variety of ground floor uses will be permitted in accordance with Policy CH7.

### Policy CH 7

#### Development in the Secondary Shopping Frontages.

Proposals for the change of use of existing non residential premises located within the secondary frontages at Bargates, Wick Lane, Church Street, Castle Street, Barrack Road and Purewell and Highcliffe as identified on the proposals map will be permitted provided that the following criteria are satisfied:

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



Map 5.5 Barrack Road Secondary Frontage



Map 5.6 Purewell Secondary Shopping Frontage

## 6 Christchurch New Neighbourhoods

### Christchurch Urban Extension

#### Introduction

**6.1** An Urban Extension was previously identified in the South West Regional Spatial Strategy Proposed Changes (2008) for 600 dwellings north of Christchurch. The 'area of search' comprised land north and south of the railway to the east of Burton and south of the railway to the Borough boundary at Roeshot Hill.

**6.2** The Coalition Government is currently in the process of revoking the South West Regional Spatial Strategy through the Localism Act, which received royal assent in November 2011. However, the Government maintains an emphasis on meeting local housing need through locally established housing targets. There remains a high level of local housing need to address over the plan period to 2028 as identified in the Council's evidence base which includes the Strategic Housing Market Assessment (2012) and the Bournemouth, Dorset and Poole Population and Household Projections (2012). There is also a shortage of housing land supply and the North Christchurch Urban Extension provides the opportunity to deliver a significant level of new housing. On this basis the Urban Extension remains as part of the housing strategy for the Borough as it remains the most sustainable option for new greenfield development in Christchurch.

**6.3** The Core Strategy addresses the following issues in relation to the Urban Extension:

- The location and level of housing development which may be accommodated.
- The design and density of housing and integration with existing development.
- The location and requirements for the provision of open space and Suitable Alternative Natural Greenspace (SANG) for recreation.
- On site ecology and biodiversity.
- Flood risk and water attenuation.
- Undergrounding the overhead power cables which run across the site.
- The relocation of the Roeshot Hill Allotments.
- Community facilities and retail requirements.
- Appropriate renewable energy technologies which may be accommodated as part of the development.
- Site access and permeability by vehicle, bike and on foot.
- Transport infrastructure requirements necessary to accommodate development.

**6.4** A substantial evidence base has also informed the development of policy including the following:

- North Christchurch Masterplan Report Stage 2 (Broadway Malyan, 2011).
- North Christchurch Urban Extension Stage 1 Masterplan Context Report (Broadway Malyan, 2010).
- The Christchurch Strategic Flood Risk Assessment (Halcrow, 2009).
- The South East Dorset Multi Modal Study (2011).
- The A35 Route Management Study (2011).
- Suitable Alternative Natural Greenspace Strategy (2012).
- Bournemouth & Poole Strategic Housing Market Assessment (2012).
- Bournemouth, Dorset and Poole Population and Household Projections (2012)
- Christchurch Strategic Housing Land Availability Assessment (2011).
- Dorset Surface Water Management Plan.

## The Location, Scale and Infrastructure Requirements for a Christchurch Urban Extension

**6.5** In 2009 the Council commissioned master planning and urban design consultants Broadway Malyan to undertake a master planning study for the proposed North Christchurch Urban Extension. The master planning work has been completed in two stages and the first stage was completed in 2010 to inform the 'Options for Consideration' stage of the Core Strategy and included the following:

- A detailed site analysis, including key constraints to development and site access requirements
- An assessment of the site potential for residential development
- The broad requirements for infrastructure provision including transport, retail/community facilities, utilities, open space and allotments

**6.6** Stage 1 of the masterplanning examined a number of options relating to the inclusion or removal of a number of key constraints on the land south of the railway line, including; overhead power lines; statutory allotments and different levels of Suitable Alternative Natural Greenspace (SANG) required due to the site's proximity to the Dorset Heathlands and the New Forest. Of the five options generated in the Stage 1 report four were included in the 'Options for Consideration' consultation which were:

- Option UE1: Relocate allotments and SANG north of the railway line and move power lines underground (950 - 1,250 dwellings).
- Option UE2: Relocate allotments and SANG north of the railway line, but retain power lines (650 - 850 dwellings).
- Option UE3: Relocate allotments and power lines in current location, but move SANG north of the railway line (500 - 650 dwellings).
- Option UE4: Retain allotments and power lines and locate SANG to the south of the railway line (500 - 650 dwellings).

**6.7** Following consultation on the 'Options for Consideration' Core Strategy in 2010 / 11 there was support for the principle of maximising the development potential south of the railway line. Natural England raised objection to option UE4 as this option would not meet the requirements for the provision of Suitable Alternative Natural Greenspace. Options UE2 and UE3 would result in a housing development site that was in close proximity to the power lines, creating potential marketability problems. Option UE3 also raised issues of urban design where the allotments create a 'pinch point' on the site. Options UE3 and UE4 also delivered the least amount of housing to make a significant contribution to local housing need identified in the Bournemouth and Poole Strategic Housing Market Assessment (2011).

**6.8** Following the consultation feedback and the examination of planning and design issues Option UE1 was considered the most appropriate option to take forward. Option UE1 made the most significant contribution towards addressing local housing need and involved the undergrounding of the pylons making the site more marketable. Prior to commencing more detailed master planning for Stage 2 a high level viability assessment was undertaken and established that all options could potentially work from a viability point of view. More detailed master planning has been undertaken as part of Stage 2 on what is now Policy CN1 and this report has also examined the implications for retaining the Roeshot Hill Allotments in their current position. The Stage 2 master planning has considered the following:

- Further assessment of site capacity to accommodate residential development.
- Examination of design and appropriate densities reflecting positive examples in the existing urban area.
- Mix of housing to be provided in relation to local need.
- The provision of open space networks and green infrastructure.
- The provision of Suitable Alternative Natural Greenspace.
- Site access and permeability by vehicle, bicycle and on foot.



- Provision of replacement allotments.
- Requirements for community facilities and on site retail provision.

### Key Facts

The Urban Extension is located in proximity to the following habitats:

- Purewell Meadows SSSI (430m).
- Somerford SNCI (less than 30m south of the survey area).
- Burton Common SSSI (within 400m).
- Christchurch Harbour SSSI (2-3km).
- Avon Valley SPA, Ramsar (within 1.5km).
- River Avon SAC (Within 1.5km).
- New Forest SPA, SAC Ramsar (nearest parts of the National Park 4-5km).
- Dorset Heaths SAC (within 3-4km).
- There are no statutory ecological designations within the site.
- There are no local non statutory designations within the site.
- There are a number of important ecological features within the area, including some mature trees and hedgerows (Fieldwork Ecological Surveys 2007).
- The River Mude flows through the study area and is a UK and Dorset priority habitat and green link for rare and protected species.
- Southern Damselfly have been found within the site on the River Mude.
- The majority of the site falls within an area of low flood risk (zone 1). There are some small areas affected by flood zone 2 and 3a adjacent to the River Mude the majority of which is to the east of the river, north of the existing supermarket.
- The Roeshot Hill Allotments have statutory status.
- The Burton Conservation Area is located at the western edge of the site (east of Salisbury Road) and Verno Lane Conservation Area (located to the south of Roeshot Hill).
- A Scheduled Ancient Monument is located at Staple Cross.
- Overhead power cables run across the site on land south of the railway north of Ambury Lane across Watery Lane to the borough boundary at Roeshot Hill.
- In Christchurch there is an annual need for 225 new residential dwellings based on population growth and household formation.
- There is potential to accommodate between 765 – 950 dwellings on the site with densities ranging from 26 - 46 dwellings per hectare.
- The Open Space, Sport and Recreation Study (2007) for Christchurch identifies standards for open space provision which the development must provide for.

## 6.9 Housing Provision

**6.10** The Bournemouth and Poole Strategic Housing Market Assessment (2012) and Bournemouth, Dorset and Poole Population and Household Projections (2012) identify a requirement for 3,375 dwellings to be provided during the Core Strategy plan period 2013 - 2028. The Christchurch Strategic Housing Land Availability Assessment (2011) identifies a housing potential in the region of 2150 in the existing urban area. Due to the shortage of housing land supply in the existing urban area and in order to make a significant contribution towards local housing need it is important to maximise development potential within the urban extension. This can be achieved at appropriate densities which positively integrate the development with the existing urban area and the village of Burton. More detailed master planning undertaken for Stage 2 has identified a potential of between 765 and 950 dwellings with densities ranging across the site from 26 - 46 dwellings per hectare. This has informed the development potential set out in Policy CN1 of 950.

**6.11** As part of the viability assessment undertaken for the master planning work different levels of affordable housing provision were tested alongside other infrastructure costs. This concluded that currently it is viable to provide 35% of all housing within the site as affordable.

**6.12** Development will be located in areas of low flood risk according to the Council's Strategic Flood Risk Assessment (Level 2, 2009), and Dorset Surface Water Management Plan (July 2011). Open space will be provided in the centre of the site where there are areas affected by flood zone 2 and 3a and areas of flood risk (Dorset Surface Water Management Plan 2011). Residential development will be located within flood zone 1. Additionally, as part of the provision of sustainable urban drainage systems, sufficient land must be provided within the Urban Extension for the provision of water storage. The master planning work identifies suitable locations for flood water storage and the precise location and level of flood storage provision as part of the development will need to be agreed with the Environment Agency.

### **6.13 Green Belt**

**6.14** The town of Christchurch is set within the South East Dorset Green Belt. One of the main functions of the Green Belt is to prevent the coalescence of settlements. The necessary development of the Urban Extension will require the existing Green Belt boundary to be amended to allow for the development of the site, but with the strong, new enduring Green Belt boundaries formed by the railway line to the north, and the existing roads to the east and west, this will not lead to a coalescence of Christchurch with Burton and therefore will not be contrary to Green Belt policy.

### **6.15 Local Centre**

**6.16** The master planning has examined in detail the potential for establishing a local centre which Sainsbury's and Stewarts Garden Centre will form part of. The local centre will provide for day to day retail needs and retail provision will not have an adverse impact on Christchurch Town Centre and Highclffe District Centre.

**6.17** The Joint Retail Update (2012) identifies a projected requirement for in the region of 2,300sqm net additional convenience floorspace in Christchurch town centre to 2031. The Urban Extension is served by a good range of food stores including Sainsbury's and Lidl, and is close to Christchurch Town Centre.

**6.18** The local centre provides the opportunity to deliver a range of community facilities such as a community building which may include a hall, meeting rooms and changing facilities for sports pitches to be provided on site. From consultation with the health authority there is also a need for a health centre which is consistent with localised delivery of health care services.

### **6.19 Open Space and Recreation**

**6.20** The Councils' open space audit undertaken by Inspace in 2007 has identified standards for open space provision in the Borough. Master planning work undertaken for the Urban Extension by Broadway Malyan has identified requirements for open space provision that meet the standards for provision identified in the open space audit and Policy HE4 of the Core Strategy for a development of 850 dwellings. The Urban Extension will need to provide sufficient open space in accordance with the Core Strategy policy.

### **6.21 Suitable Alternative Natural Greenspace (SANG)**

**6.22** Suitable Alternative Natural Greenspace must be provided for the urban extension to mitigate against increased recreational pressure on the Dorset Heathlands, the New Forest and Sites of Special Scientific Interest including Burton Common. The provision of SANG for the Urban Extension must be in accordance with Policy ME2 and the guidelines set out in Appendix 5 of the Core Strategy in order for SANG provision to be considered functional by Natural England. Core Strategy criteria for the provision of SANGs has been informed by Natural England guidance for the Thames Basin Heaths which is set out in the Footprint Ecology report 'Analysis and presentation of IPF monitoring and projects to inform the Heathland DPD (2011)'.

**6.23** SANGs provision for the Urban Extension to be provided north of the railway line will also link to a wider green infrastructure network including a green corridor southwards along the Mude Valley to the coast.

**6.24** A SANGs strategy has been prepared for the Urban Extension by the landowner in consultation with Natural England and this is available to view on the Council's website. The strategy provides an example of an approach to SANGs provision which is acceptable in view of the guidelines set out in Appendix 5 and considered deliverable prior to residential development coming forward within the Urban Extension. In order to allow for flexibility alternative approaches to SANGs provision that are in accordance with the guidelines set out in Appendix 5 may be acceptable.

**6.25** SANGs must be provided in perpetuity and management and monitoring procedures will be established with the landowner to ensure that the SANGs remains functional. It is envisaged that the development will be phased over a period of 9 years and ongoing monitoring will determine whether there is a requirement to make improvements to SANGs provision between phases of the development.

**6.26** The Council will work closely with the Dorset and Hampshire minerals planning authorities and the landowner in relation to opportunities for increased recreational provision that may be secured north of the railway line post minerals working. Opportunities may exist for further SANGs enhancements.

#### **6.27 On Site Ecology**

**6.28** Within the site there is a requirement to conserve natural habitats and protected species and this will involve the creation of a buffer zone within the site along the River Mude. Ecological site surveys have found the presence of Southern Damselfly along the River Mude which is a red data book protected species. The provision of a buffer zone along the river and locating development away from this area will provide mitigation to avoid adverse impacts on this protected species and the surrounding habitat.

#### **6.29 Archaeology and Cultural Heritage**

**6.30** Staple Cross, a roadside cross and a Scheduled Ancient Monument, lies to the south-western boundary of the proposed Urban Extension. Development of the Urban Extension will enhance the setting of this SAM.

**6.31** There are two Conservation Areas in close proximity to the site, at Burton and Verno Lane. The site adjoins the Burton Conservation Area at the western edge, where there are a number of listed buildings which look out towards the site. Verno Lane is a small self contained Conservation Area to the eastern most point of the site south of Lyndhurst Road. Development within the Urban Extension will avoid adverse impacts on these Conservation Areas and development within the western and eastern ends of the Urban Extension will integrate positively in respect of densities and design with these Conservation Areas.

#### **6.32 Overhead Power Cables**

**6.33** Overhead power cables currently run across the site south of the railway line from Staple Cross to the most eastern point at Roeshot Hill. In order to maximise development potential and to deliver a high quality development the pylons will be moved underground. Options for the undergrounding of the pylons have been examined as part of the master planning process and the associated costs to the development have been factored into the viability appraisal. It is envisaged that the pylons will be moved underground within the railway noise buffer zone.

#### **6.34 Sustainable Construction and Renewable Energy**

**6.35** As part of Stages 1 and 2 of the master planning work for the Urban Extension the potential for sustainable construction and provision of renewable energy has been assessed. The viability assessment for the Urban Extension concluded that the Core Strategy should not require higher standards of sustainable construction than those set out within the national programme for achieving low carbon development.

**6.36** Suitable renewable technologies for the Urban Extension are likely to include dwelling based sources, e.g. heat pumps, solar photo voltaic and solar thermal. The provision of technologies, such as site wide combined heat and power will also be encouraged subject to feasibility and viability. Technologies and incentives will change over the lifetime of the development in response to the Government's carbon and energy targets and policy which requires a flexibility in approach. Energy solutions will be based on locally available resources and locally appropriate solutions. The following local factors are relevant to Roeshot;

- The site (and the wider South East Dorset conurbation) is surrounded by large swathes of forest; as a resource it is a major store of energy and has significant and ready potential for exploitation;
- There is a readily available local source of high quality wood fuel processed within 5km of the site, transport impacts of exploiting this resource would be minimal.

**6.37** In order to provide flexibility for site-wide provision of renewable energy systems, consideration should be given to the integration of renewable energy and/ or district heating systems to serve all phases of the development.

#### **6.38 Allotment Provision**

**6.39** The Roeshot Hill statutory allotments will be relocated to a suitable site in accordance with statutory requirements. The allotments are to be relocated in order to deliver more housing within the Urban Extension required in relation to local housing need identified in the Council's evidence base and to improve the design quality of the site by removing a 'pinch point' to the development at Roeshot Hill. The Council has prepared a borough wide allotments strategy (2012) which has identified current and future requirements for allotment provision across the borough over the plan period and sets out standards to be applied to the provision of new allotments. The replacement allotments for Roeshot Hill will form part of a larger 'hub site' contributing towards current unmet need and future requirements.

#### **6.40 Transport Infrastructure**

**6.41** The South East Dorset Multi Modal Transport Study (SEDMMTS)(2011) has tested the impact of anticipated development in the existing urban area, the Urban Extension and development at the airport and business park based on the Council's Strategic Housing Land Availability Assessment, Employment Land Review and the Bournemouth, Dorset and Poole Workspace Study (2012).

**6.42** The A35 Route Management Study (2011) has provided a more detailed assessment building on the work undertaken for the South East Dorset Multi Modal Transport Study through localised transport modelling examining the impact of development on the A35 from Fountains Roundabout to the borough boundary on Lyndhurst Road.

**6.43** The SEDMMTS and A35 Route Management Study dovetail with the Local Transport Plan 3 Implementation Plan which identifies improvements required to the highway network in Christchurch required to accommodate the Urban Extension and growth in the wider area. The transport strategy set out in the Local Transport Plan identifies junction improvements including to A35 junctions through Christchurch and the North Bournemouth and A35 Christchurch to Poole bus showcase corridor for the period 2014 - 20. Improvements in relation to anticipated development are likely to be required to Fountains Roundabout, Stony Lane, and Somerford Roundabout.

**6.44** As part of the master planning process for the Urban Extension Broadway Malyan and WSP have examined site access requirements and the need for access points at Staple Cross, Sainsburys (bus only) and two further vehicle access points on Lyndhurst Road. Establishing access to the site from Staple Cross will require a redesign of the junction.

**6.45** The Urban Extension will be required to mitigate its impact on the road network and is likely to be required to make necessary contributions to Fountains Roundabout, Stony Lane, Staple Cross Junction and Somerford Roundabout.

**6.46** The development will be accessible from a main west - east spine road which will be accessible for a bus service to be routed through the site as part of enhancements to local bus services. The site will also be accessible by walking and cycling with links created from the development to the existing local and national cycle network.

#### **6.47 Minerals Working**

**6.48** Dorset County Council and Hampshire County Council have identified land north of the railway for the extraction of sharp sand and gravel. When considered as one site it extends from Hawthorn Road east to the borough boundary and eastwards into Hampshire. The Hampshire Minerals and Waste Plan has reached an advanced stage and the Dorset Minerals Site Allocations document is at an earlier stage. The Council will continue to work closely with Dorset and Hampshire County Councils and the land owner regarding potential minerals extraction and to ensure appropriate contributions are made by the minerals developer for improvements required on the road network in Dorset. The Council will also work with these key stakeholders to ensure that minerals working does not prejudice the delivery of a high quality development at Roeshot Hill and functional SANGs provision north of the railway line in accordance with Core Strategy Policy ME2 and the SANGs criteria set out in Appendix 5.

### **North Christchurch Urban Extension Strategic Allocation**

#### **Policy CN 1**

##### **Christchurch Urban Extension.**

Land south of the railway line to the east of Salisbury Road to the borough boundary at Roeshot Hill is identified for a strategic housing allocation and will be released from the Green Belt.

The Urban Extension will act as an attractive gateway to the north of the borough connecting to the existing historic settlement of Christchurch. Development within the site will achieve a high standard of design which reflects high quality examples of local vernacular, respects local densities, historic and environmental features. The development will comprise two walkable neighbourhoods and be well connected to the existing urban area and the wider rural countryside through enhanced bus connections, footpaths and cycle ways.

A local centre at the heart of the development will form the focal point for the development where local services will be enhanced. A central green space within the development will create an attractive and usable environment within a network of open spaces that link to a green infrastructure network to the countryside in the north and southwards along the Mude Valley to the coast. The River Mude will become a key green spine through the heart of the site that will create an area of biodiversity and recreational value.

The Roeshot Hill Allotments will be relocated to a suitable site and the overhead power cables will be moved underground in order to maximise the potential of the site for housing, and to create a high quality development.

##### **Housing Strategy**

About 950 dwellings will be delivered on the allocated site and located in accordance with the Council's Strategic Flood Risk Assessment. It is envisaged that development will be phased over a period of 9 years with possible commencement in 2014/15.

The mix of housing delivered in the Urban Extension will be informed by the Council's Strategic Housing Market Assessment and the master plan which provides the basis for an appropriate housing mix and proportion of housing type.

### **Affordable Housing**

Up to 35% of all housing on the site will be affordable. The Council will seek to maximise affordable housing provision in accordance with Policy LN3.

### **Densities**

The Urban Extension Masterplan sets out residential plots of varying densities across the site which will inform development proposals and provide the basis for acceptable densities. Acceptable densities will be in the region of 26 - 46dph.

### **Design**

The Urban Extension will achieve a high quality of design consistent with the principles set out in the master plan. The buildings within the site will pick up on the town's high quality examples of local vernacular, whilst also appreciating local densities and typologies and the need to provide sustainable, marketable and flexible units. New development will also avoid adverse impacts on the adjoining Burton and Verno Lane conservation areas and the setting of the Staple Cross Scheduled Ancient Monument will be enhanced.

### **Local Centre and Central Park Area**

The western and eastern neighbourhoods will be anchored by a local neighbourhood centre adjacent to a central greenspace. The local centre will provide a community hub and cater to local day to day needs with small scale retail provision and local health services. The existing Sainsbury's, retail units and Stewarts Garden Centre will form part of the centre.

The Sainsbury's store within the Urban Extension and food stores nearby on Somerford Road provide a good range of convenience goods provision to meet local need over the plan period. Proposals for additional provision of convenience and comparison floorspace within the Urban Extension must demonstrate no adverse impact on the vitality and viability of Christchurch and Highcliffe Centres.

The central greenspace adjacent to the local centre will provide the focus for recreational facilities including new playing pitches, formal open space provision, areas of informal recreation and natural green space.

### **On Site Ecology**

A river buffer will be established within the Urban Extension along the River Mude to conserve natural habitats and protected species. Biodiversity enhancements will be provided within this buffer zone.

### **Open Space and Recreation**

The quality of provision must also reflect the relationship of the Urban Extension to provision in the adjoining 'Local Needs Areas' of Christchurch North, Central and East as defined in the PPG17 study. The provision of on site sports, recreation and open space will be consistent with the recreational strategy set out in the master plan. The railway buffer area will contribute to the green infrastructure of the Urban Extension with adequate access, lighting and natural surveillance from properties.

### **Allotment Provision**

The Roeshot Hill Allotments will be relocated to a suitable site in accordance with statutory requirements. This site will serve as a 'hub' site for the Borough in delivering a level of allotment provision contributing towards projected borough wide allotment requirements to 2028. The specification for replacement allotments should be consistent with the Council's Allotments Strategy (2012).

### **Protection of International, European and Nationally Designated Habitats**

Suitable Alternative Natural Greenspace will be provided north of the railway line in an area extending eastward from Salisbury Road to Burton Common SSSI to avoid and mitigate any impact of the development on the South East Dorset Heathlands, the New Forest and the SSSI. This SANG will link to a wider green infrastructure network, including a provision of links in the Urban Extension and a southern link through the Mude Valley to the coast. Part of the SANG provision may fall outside the borough boundary.

SANG provision must be in accordance with the criteria set out in Policy ME2 and Appendix 5 of the Core Strategy. The Christchurch Urban Extension SANG Strategy (2012), agreed with Natural England demonstrates an acceptable approach to mitigating the impact of the Urban Extension.

### **Overhead Power Cables**

The overhead high voltage power cables will be realigned and undergrounded within the railway noise buffer zone.

### **Sustainable Construction and Renewable Energy**

The Urban Extension will be required to comply with climate change policies in Chapter 13 (Managing the Natural Environment). Future energy requirements for the site will include dwelling based sources, e.g. heat pumps, solar photo voltaic and solar thermal.

The provision of technologies, such as site wide combined heat and power will also be encouraged, subject to feasibility and viability. Any planning application should consider a site-wide energy and/or heating solution unless it can be demonstrated that a better alternative for reducing carbon emissions for the development can be achieved.

### **Flood / Water Attenuation**

Sufficient land will be identified for the provision of surface water storage. The level and location of flood storage required to support this option will be agreed in consultation with the Environment Agency.

## Transport and Accessibility

Access will be established to the site consistent with the master plan with access points envisaged at Staple Cross, the Sainsbury's access road (bus only) and two further points along the Lyndhurst Road. These routes will be connected through an internal road network to enable buses to be routed through the development to the Sainsbury's bus interchange, and to allow the interconnection of the eastern and western sections of the development.

As part of the pedestrian and cycle network to promote sustainable travel patterns from the outset and support SANG function, the transport strategy for the site must include:

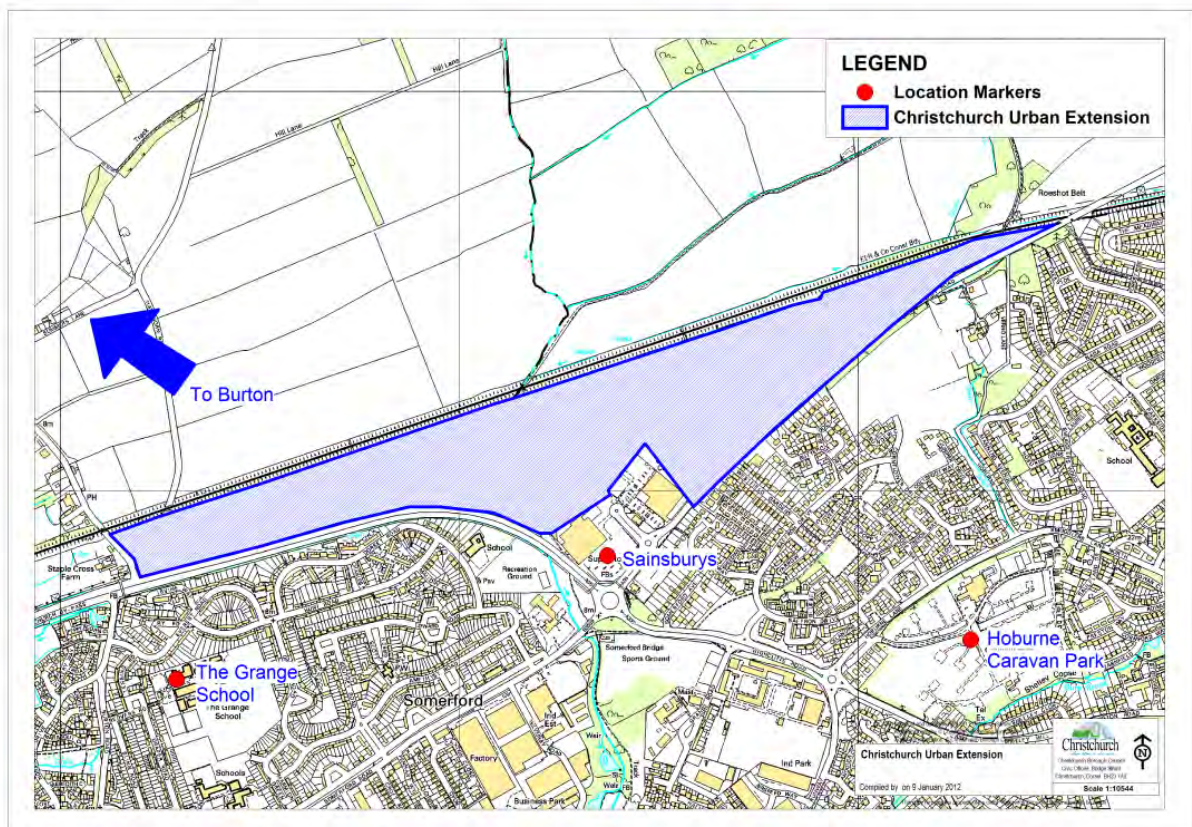
- A pedestrian / cycle link through the urban extension site from the bridleway at Roeshot Hill (north section of Verno Lane) to Hawthorn Road and from Ambury Lane to Old Lyndhurst Road.

The development will be required to mitigate its impact on the transport network with the provision of improvements to the following:

- A35 Lyndhurst Road
- A35 Staple Cross Junction

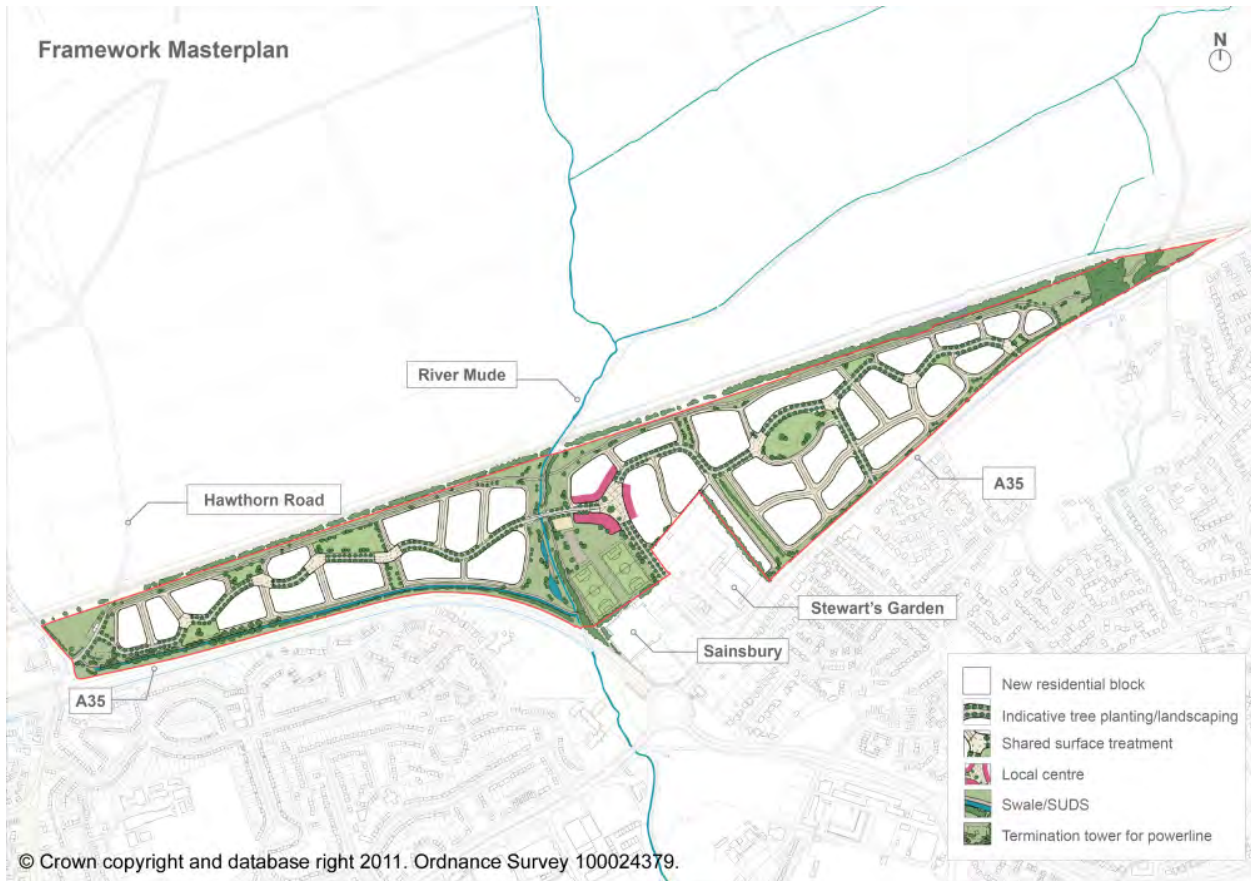
Contributions towards the following junctions may also be required including:

- A35 Somerford Roundabout
- A35 Stony Lane Roundabout
- A35 Fountains Roundabout



Map 6.1 Christchurch Urban Extension





Map 6.2 Indicative Masterplan Layout

## Delivery and Monitoring

**6.49** The delivery of the Urban Extension will primarily involve the landowner, developer, Dorset County Council and Christchurch Borough Council. It is envisaged that the development will be phased over a period of 9 years commencing in 2014/15.

**6.50** The timing for key junction improvements along the A35 as set out in the policy will be dependant on major scheme bids and contributions from the Urban Extension and development in the wider area. Key junction improvements, as identified in the Local Transport Plan, such as Fountains Roundabout and Stony Lane are anticipated to come forward in the medium term between 2018- 2022. Short term improvements such as implementation of the Bus Showcase Corridor along the A35 will be implemented in the period to 2014.

**6.51** The Council will also work closely with Dorset County Council and bus service providers to achieve improvements in the provision of services that will serve the Urban Extension.

**6.52** Suitable Alternative Natural Greenspace serving the Urban Extension will need to be in place prior to development coming forward within the site. The performance of the SANG will be monitored on an ongoing basis and improvements will be required to SANG provision if monitoring indicates the SANG is not functional in respect of the guidelines set out in Appendix 5. A management agreement will also be established as part of the Section 106 agreement for the SANG.

**6.53** The Council will work closely with the Roeshot Hill Allotments Association, the landowner and developer to deliver replacement allotments north of the railway line in accordance with statutory requirements and the standards of provision set out in the Council's Allotments Strategy (2012).

**6.54** The undergrounding of the pylons will be secured through negotiation with the relevant electricity distributor and the cost of achieving this has been factored into the viability assessment for the development. The feasibility of achieving this has been assessed as part of the master planning process.

**6.55** The delivery of community facilities, retail, and health facilities as part of a local centre will involve close working between the Council, the developer and the health authority.

## **Burton New Neighbourhood**

### **Introduction**

**6.56** In contributing towards local housing need identified in the Strategic Housing Market Assessment (2012) and the Bournemouth, Dorset and Poole population and Household Projections (2012), a further site has been identified for limited residential development. This site has been identified through a strategic review of housing land informed by the Council's Strategic Housing Land Availability Assessment (2011). The shortage of available housing land in the Christchurch urban area and the extent of local housing need provide exceptional circumstances for amendment to the Green Belt boundary in this location.

**6.57** Limited development of approximately 45 dwellings will contribute to the market and affordable housing requirements of Burton Village while maintaining its status as a village within the Core Strategy Settlement Hierarchy. The need for affordable housing in Burton Village has been identified in the Burton local housing needs survey (2006).

**6.58** This development will be located to the immediate south of Burton and will enable access to services within the village and facilities in Christchurch town centre. Linkages will also be established from the site to suitable alternative natural green space located north of the railway line to the east of Salisbury Road, provided for the Christchurch Urban Extension.

**6.59** Development will also need to avoid adverse impacts on off site areas used by qualifying species of the Avon Valley Special Protection Area and Ramsar site and Dorset Heathlands Special Protection Area.

**6.60** The development will be required to mitigate its impact on the transport network and will make appropriate contributions towards improvements required to accommodate development.

## Land South of Burton Village

### Policy CN 2

#### Land south of Burton village

Land to the west of Salisbury Road to the south of Burton village is allocated for residential development. The Green Belt boundary will be amended to exclude land identified for new housing.

#### Housing Strategy

- The strategic amendment to the Green Belt will allow limited residential development to meet the local housing needs of Burton Village, including the provision of affordable housing.
- Approximately 45 houses will be delivered on the allocated site and located in accordance with the Council's Strategic Flood Risk Assessment. Development will be phased over a period of 3 years with possible commencement in 2014/15. Up to 50% of all housing will be affordable consistent with Policy LN3.

#### Design and Density

- The layout and design of the development will be consistent in scale and character with Burton Village and the Conservation Area.

#### Open Space and Recreation

- Open space provision will be in accordance with the standards for quantity, quality and accessibility as defined in Policy HE4 of the Core Strategy. Provision of open space must be appropriate to the needs of the Christchurch North Local Needs Area.

#### Protection of International, European and Nationally Designated Habitats

- Suitable Alternative Natural Greenspace must be provided in accordance with the criteria set out in Policy ME2 and Appendix 5 of the Core Strategy.

#### Sustainable Construction and Renewable Energy

- The development will need to comply with policies ME4 and ME5 of the Core Strategy in relation to sustainable standards of construction and provision of renewable energy.

#### Community Facilities

- There is an opportunity for new development to provide funding toward the improvement of community facilities within the village. The Council will seek to negotiate a contribution toward such facilities from this development.

#### Flood / Water Attenuation

- A flood management strategy will be prepared to address on site flood risk.

#### Transport and Access

- The main access to the site will be from Salisbury Road in order to avoid areas of flood risk and provide safe access and egress.

- The development will provide necessary works and make appropriate contributions to mitigate its impact on the transport network.
- The site should provide pedestrian and cycle access to integrate the site with the rest of the village.



Map 6.3 Land south of Burton village

### Delivery and Monitoring

**6.61** The delivery of the site for residential development will involve working closely with landowners, developers, Dorset County Council and local service providers so that development is accommodated with necessary improvements to key infrastructure and community facilities. Strategic transport infrastructure improvements required to support new development over the plan period are set out in the Local Transport Plan 3 and in the Core Strategy.

**6.62** The annual housing completions survey will continue to monitor the delivery of new housing against housing targets set out in the Core Strategy.

## 7 Bournemouth Airport & Business Park

### Introduction

**7.1** Bournemouth Airport is a key asset for the region and is projected to grow to approximately 3 million passengers per annum by 2030. The Airport incorporates a major employment site of strategic significance for the sub-region which comprises up to 60ha of employment land. The business park has potential to deliver in the region of 30ha of new employment development over the plan period subject to transport infrastructure improvements along the B3073 and A338. The airport and business park has the potential to attract major new investment and create a range of new employment opportunities which could influence a step change in the South East Dorset economy.

**7.2** The Airport adjoins and abuts a number of internationally designated sites and the policy approach for the airport and business parks must not compromise the integrity of these sites.

**7.3** The strategic status of the Airport and business park is recognised in local policy and sub regional evidence studies through the Bournemouth, Dorset and Poole Structure Plan (2001), the Dorset Local Enterprise Partnership and the Bournemouth, Dorset and Poole Workspace Strategy (2008) and 2012 Workspace Study update.

**7.4** This section of the Core Strategy sets out options concerning the approach to future development of the operational airport and associated business park. It will address the following issues:

- An overall vision and strategy for development of the airport and its northern business parks.
- Strategic Green Belt changes to facilitate sustainable growth of the airport.

#### Key Facts

- Passenger growth at the Airport is projected to grow to approximately 3 million passengers per annum by 2030.
- £45m has been invested in the airfield, the terminal and in infrastructure at the Airport to improve facilities to help to attract new services to European business markets.
- Development of the Airport as a whole is constrained by sensitive nature conservation designations within close proximity to the site which include Special Protection Areas (SPA), Special Areas of Conservation (SAC), Ramsar site, Sites of Special Scientific Interest (SSSI) and Sites of Nature Conservation Interest (SNCI).
- The Airport is located within close proximity to the Hurn Conservation Area.
- Flight paths to and from the airport pass over the New Forest National Park.
- Improvements to the B3073, A338 and associated junctions are required to support the growth of the airport and its business parks and growth in the wider area.
- Employment land located within the airport site is comprised of the North West and North East business parks where there is approximately 60ha of employment land for development.
- There is in the region of 30ha of employment land that could come forward over the plan period to 2028 subject to transport infrastructure improvements.
- The airport business parks currently support in the order of 2,500 jobs.

### Key Facts

- The range of investment that can be attracted to the business park is constrained by the current image of the site as primarily an industrial location and the quality/type of available premises.
- Parts of the North West business park are included within areas of high flood risk (Zone 3a).

## Bournemouth Operational Airport

**7.5** The main operational airport includes the passenger terminal, car parks and administrative offices. Annual passenger numbers in 2010 were 650,000 compared to recent years where numbers have exceeded 1 million per annum.

**7.6** Planning consent was given in 2007 for new terminal buildings and for increased capacity of the Airport to 3 million passengers per annum. The new departures building was completed in the summer of 2010 and is now twice the size of the old building and the amount of retail/catering space has been tripled. A new arrivals building was also completed in 2011 and incorporates a high standard of sustainable construction and utilises renewable energy technologies. A wide-ranging Section 106 Agreement now manages the operational and environmental impacts of the Airport and progress in meeting the obligations is reported annually to the Council and the Airport's independent Consultative Committee.

**7.7** It is anticipated that by 2030 the expansion of Bournemouth Airport will create over 1900 full-time jobs, generate inward investment of £57 million and provide new training and career opportunities for local people. It provides an important gateway for inbound visitors for both business and leisure purposes and currently offers access to more than 65 destinations.

**7.8** A Masterplan was prepared by Bournemouth Airport which covers the southeast and southwest sectors and was formally adopted in May 2007. It sets out the Airport's vision for the growth and development of the operational airport to 2030.

## Airport Business Parks

**7.9** Employment land located within the Airport site is comprised of the North West and North East business parks where there is approximately 60ha of employment land remaining for development. This supply is critical for meeting projected employment land requirements for the South East Dorset sub region as identified in the Bournemouth, Dorset and Poole Workspace Study (2012). The western area of the proposed Northern Business Park incorporates the area designated in the Bournemouth, Dorset and Poole Waste Local Plan (2006) for a waste management facility.

**7.10** Bournemouth Airport Business Park is a key strategic site within the sub region and is required to contribute towards future requirements and particularly the undersupply in Bournemouth. There is potential for 30ha of employment land to come forward at the airport over the plan period.

**7.11** Master planning has been undertaken as part of the the 2011 airport business park application for 42,000sqm (12 - 15ha) of new employment space in the north west business park. The Council will work closely with M.A.G. in facilitating further employment development over the plan period.

## Biodiversity and Geological Conservation

**7.12** The proximity of sensitive environmental habitats and European designated sites is a constraint on the level of development that can ultimately come forward at the airport and the business park. Increases in road and air traffic have implications for air quality which have potentially harmful

impacts upon sensitive environmental habitats which lie within and adjoining the site. There are also potential implications of increasing levels of traffic on National Park roads which will need to be considered. Fulfilling the potential of the airport and business park will depend on the implementation of mitigation measures as set out in the Core Strategy Habitats Regulations Assessment (2012) and Airport Ecological Study (2008). Mitigation measures include sub regional planting schemes, minimisation of direct habitat loss, use of sustainable drainage systems, lighting strategy to avoid illumination of semi-natural habitats, habitat recreation along verges, reduction in emission levels elsewhere, implementation of a green travel plan, sustainable construction and use of renewable energy.

## The Economy

**7.13** The North West business park currently contains some 200 firms with a mix of modern office/industrial premises, older style industrial premises and hangars. Premises are occupied by a range of aviation related uses, freight forwarders, aircraft furnishing designers, marine related activities, engineering firms, environmental consultants, a removal firm, plant/tool hire, steel fabricators and a Basepoint Centre with small serviced-offices and workshops. The North East business park is far less developed but contains major aircraft maintenance operations, small scale industrial uses, a recycling firm and a flying club.

**7.14** An Economic Study of Development Land at Bournemouth Airport was undertaken by Nathaniel Lichfield and Partners in March 2008. The study has found that the site should be promoted for mixed use employment with a high proportion of industrial and aviation related uses with a smaller office component. The preferred development option put forward by the study proposes a mix of 80% industrial and 20% office. This development option is considered to complement the office related development in Bournemouth and Poole town centres.

**7.15** The study concluded that the business park was attractive to employment sectors including general manufacturing, advanced engineering, financial and business services, ICT and distribution and logistics. The study also identified demand for commercial premises including small and large industrial business units, small purpose built office units, warehousing, start up incubator premises and recycling/environmental industries.

**7.16** There is a need for other uses to make the site more attractive for employees including convenience/retail, restaurant facilities, banking, amenity space and conference and leisure facilities. In addition to on site uses improvements in public transport services to the business park are also required.

## Transport and Highway Capacity

**7.17** Achievement of the airport's development potential is limited by poor strategic and local road access (particularly for the North East business park), traffic congestion, adjoining nature conservation and floodplain areas, and distance from the range of services typically found in town centres. The enhancement of public transport services/facilities for cyclists for the airport and business park is a priority in reducing harmful emissions and ensuring development can come forward within the capacity of the highway network. Significant online improvements are also required to the highway network and associated junctions primarily along the B3073 and A338 to realise projected growth at the airport and associated business park, as well as accommodating other development in the area and natural growth in traffic.

**7.18** M.A.G. commissioned Peter Brett Associates to undertake a transport and infrastructure study which was completed in 2010. Specific improvements to the B3073 previously considered by Dorset County Council were assessed by the study and the impacts of development scenarios on these improvements tested including possible future residential development in the vicinity of Parley Cross. The purpose of the report was to determine the level of potential industrial and airport

development that could be accommodated by improvements along the B3073. The study tested the impact of committed development and new employment development at the business park comprising B1, B2 and B8 totalling 42,000sqm or approximately 12-15 ha.

**7.19** Further transport modelling work has been undertaken by Dorset County Council and Buro Happold building upon previous work undertaken by Dorset Engineering Consultancy and Peter Brett Associates. The purpose of this work was to test the upper limit of development that can come forward at the business park with improvements to the B3073 and the A338. This is critical to ensure that development in the region of 15 – 30 ha can come forward at the business park during the plan period to 2028. This work also informs a major scheme business case being prepared by Dorset County Council to secure funding for transport infrastructure improvements. In this way, it is intended that the Core Strategy can facilitate delivery of a transport package that enables long term growth of the airport and its business parks, and other developments affecting the transport corridor around the airport. Funding for this transport package will come from a range of sources including developments at the airport itself, the northern business parks, other major developments in the vicinity, the South East Dorset Transport Contributions Scheme, and funding bids to Government.

### **Airport Growth and Local Settlements**

**7.20** The settlements of Hurn and West Parley are located in close proximity to the airport and future growth of the operational airport and business park will need to consider any potential impact on these settlements. Particular issues to consider relate to any possible impact of traffic growth and options for junction improvements at Hurn and West Parley. As stated above future growth of the airport should not adversely affect the the character of Hurn Conservation Area. It is also important to consider that West Parley could support economic development at the Airport through housing provision available to the local workforce which would also reduce the need to travel.

### **Flood Risk**

**7.21** The outputs of the level 2 Strategic Flood Risk Assessment undertaken for the whole of Christchurch Borough, including the Airport, determine that a significant proportion of the North West business park is subject to high flood risk (Zone 3a) when considering the effects of climate change to 2086. A sequential approach has been undertaken by the Council in allocating the business park as a strategic site in the Core Strategy, however it will be necessary to adopt a sequential approach within the business park to firstly locate commercial development in areas of lower flood risk. As part of the 2011 business park application to bring forward 12 - 15ha of development, a flood risk strategy has been established which sets out flood storage and works to the water course running through the business park which also includes environmental enhancements to the site.

**7.22** The North East business park is not significantly affected by flood risk and includes some flood zone 2 and small areas affected by high flood risk (3a). It is susceptible to surface water flooding as defined on the Environment Agency's Surface Water Flood Map (Environment Agency).

**7.23** Future development will take account of surface water flooding (Flood Map for Surface Water, Environment Agency) and adopt a sequential approach towards the location of development within the site.

### **Landscaping**

**7.24** Landscaping measures that form part of flood defences and air quality mitigation are fundamental to supporting growth of the airport and the business park. Landscaping measures are required for the northern business park to improve the image of the site and enhance market attractiveness. Substantial landscaping is taking place along the B3073 as part of the Airport upgrade.



## The Vision for the Airport and Northern Business Parks

**7.25** The vision has been established in planning for the sustainable future of the airport and business parks to 2028 and beyond by promoting economic development within environmental limits. The vision and strategic allocation has been informed by an extensive evidence base including environmental / ecology, floodrisk, transport and economic assessments to ensure the strategy is appropriate to meet local and sub regional needs. Ongoing dialogue with the owners of the Airport has also enabled the vision and strategy for the Airport and business parks to reflect current plans for sustainable development of the Airport and business park.

### Policy BA1

#### Vision for Bournemouth Airport

Bournemouth Airport will develop as a flagship regional airport serving Christchurch and the South East Dorset sub-region. It will enhance its passenger facilities, provide new services for business and leisure travellers and develop as an aviation and local transport hub.

The northern business parks will be redeveloped to provide a range of employment land and premises to serve the local and sub-regional economy. This will include the potential to attract new business sectors in knowledge based industries and other growth sectors to increase opportunities for higher skilled employment and to stimulate economic growth. The business parks will utilise their extensive high quality airside access, to encourage further growth in the aviation and aviation related business sectors.

Development of the airport and business park will incorporate low carbon and energy efficiency measures in accordance with national policy and Policy ME4 of the Core Strategy. New development will also utilise energy from decentralised, renewable and low carbon sources in accordance with Policy ME5.

Growth of the operational airport and business park will be achieved acknowledging and respecting the environmental constraints which exist around the airport, and in consideration of possible impacts on the New Forest National Park and statutory park purposes.

**Flood risk:** (As shown in the Level 2 Strategic Flood Risk Assessment (2009): Strategic measures will be put in place within the airport boundary including flood storage and associated watercourse improvements. Future development will take account of surface water flooding and adopt a sequential approach toward the location of development within the site.

**Emissions from air traffic / road traffic:** In relation to airport and business park growth mitigation measures include implementation of the airport area wide travel plan, landscaping and strategic tree planting as required by the 2007 terminal consent.

**Environmental Designations:** Growth of the airport and business park will seek positive improvements in the extent and quality of priority habitats and the populations of priority species and shall conserve ecological network connections. The provision of off site infrastructure shall meet the requirements of Policy ME1 and seek to avoid the fragmentation of priority habitats, priority species populations and ecological network connections. Where the need for development outweighs policy protection of the natural environment, measures will be provided to mitigate or compensate any harm.

**Highway Capacity / Sustainable Transport:** Online junction improvements are required along the B3073 to facilitate growth of the operational airport, business park and development in the wider area. These junction improvements and improvements in public transport and cycle access are set out in the Key Strategy Policy KS 9 and Policy KS10 and in Local Transport Plan 3. Delivery of these improvements will be facilitated by appropriate contributions from

airport development and development in the wider area. Successful implementation of the airport's area wide travel plan is required to help facilitate sustainable access to the airport and business park.

## Bournemouth Airport and Business Park Strategic Allocation

### Policy BA 2

#### Strategy for the Operational Airport

New passenger departure and arrivals terminal facilities for the operational airport were completed in 2011 to support projected growth to 3 million passengers per annum by 2030. Associated infrastructure will be developed to support the operational airport informed by the adopted Bournemouth Airport Master Plan (May 2007) to include:

- Further administrative accommodation for airlines, handling agents, tour operators, the airport authorities and government agencies.
- Airside airport related retail and catering facilities.
- Public and staff car parking.
- Public transport facilities and enhanced services in accordance with airport travel plan.
- Other facilities for general aviation.
- Cargo facilities, including bonded warehousing and associated infrastructure.

Associated facilities to enhance the services offered by the airport may also be permitted subject to consideration of their impact on other Core Strategy policies, including:

- Development of hotel accommodation.
- Training centres for airlines and related services.
- Petrol filling stations.
- Aviation maintenance facilities.

To enable development of these airport operational improvements, the Core Strategy will implement recommendations of national airports policy by removing sufficient further land within the airport boundary from the South East Dorset Green Belt (see Policy BA3 below).

The Council will work with the airport to support the development of new routes and services to business and leisure destinations which will meet the needs of local businesses and communities.

#### Strategy for the Airport Northern Business Parks

The northern business parks comprising the north west and north east sectors contain 80ha of land of which approximately 60ha is available for development. The business parks are allocated primarily for employment uses (B1, B2 and B8). Non B class employment uses which create high quality employment opportunities and contribute to raising levels of economic productivity will also be supported.

Aviation uses which require airside access will have preference for airside locations, other employment uses including B1, B1c, B2 and B8 uses can be successfully co-located across the business parks.

Non employment uses ancillary to the core employment functions and sufficient to meet the needs of the working population of the northern business park may include:

- Convenience retail
- Restaurant
- Banking
- Amenity space
- Conference and leisure facilities.

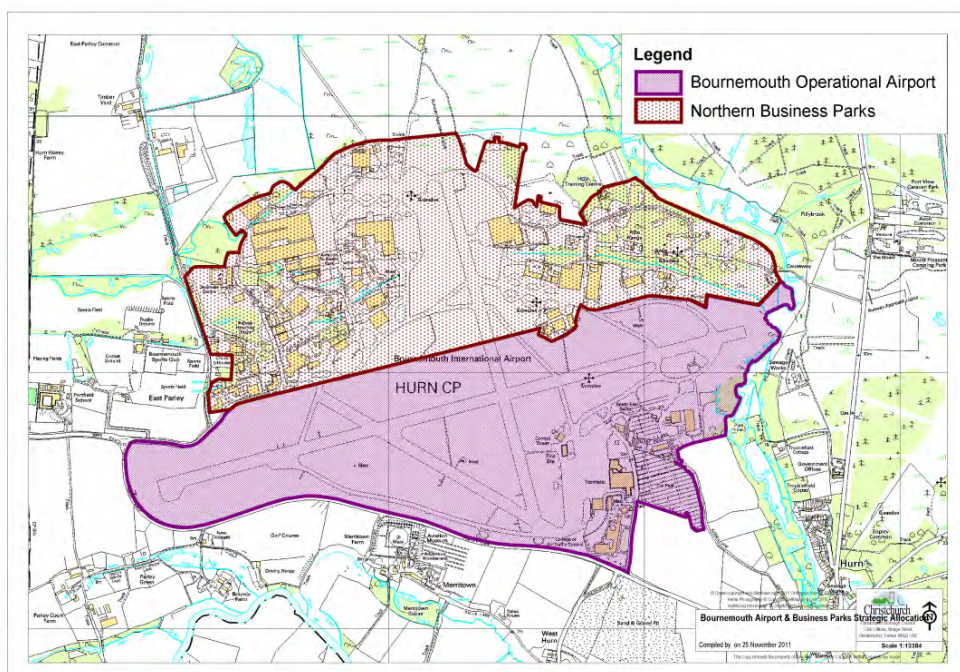
The phasing of future employment development in the airport northern business parks will be in line with the necessary improvements required to the highway network to facilitate development. Over the plan period to 2028 it is envisaged that up to 30ha of new employment development may come forward across the north west and north east business parks.

Economic assessments identify the following sectors with significant requirements for land and premises at the airport.

- General manufacturing
- Advanced engineering
- Financial and business services
- ICT
- Distribution / Logistics

The following types of premises are required to support this sector activity:

- Small business units / industrial (B1c, B2 predominantly)
- Larger business units/ industrial
- Small purpose built office units
- Warehousing
- Start up incubator premises
- Recycling / environmental industries



Map 7.1 Bournemouth Airport & Business Parks Strategic Allocation

## Delivery and Monitoring

**7.26** On site infrastructure improvements to be delivered as part of the vision and strategic allocation for the operational airport and business park will be delivered by M.A.G. (airport owners) and private businesses. Off site infrastructure improvements including online improvements to the B3073 will primarily be delivered by M.A.G. and Dorset County Council over the plan period. It is envisaged that junction improvements will be delivered between 2013 - 2028 subject to major scheme funding for selected junction improvements. The delivery of on site and off site infrastructure will be undertaken in association with Natural England, The Environment Agency and The Highways Agency.

## The Future of the Airport and the Green Belt

**7.27** Policy BA3 proposes to remove the operational airport from the Green Belt in order to facilitate growth of airport facilities which can be achieved within environmental limits. The National Planning Policy Framework states that the Green Belt boundaries should only be altered on exceptional circumstances, through the preparation or review of the Local Plan. Exceptional Circumstances remain for changes to the Green Belt at the Airport which are as follows:

- National policy support in the Air Transport White Paper (2003) for the growth of Bournemouth Airport.
  - The Air Transport White Paper 2003 as confirmed by the 2006 progress report supports additional terminal capacity within the airport boundary at Bournemouth Airport, subject to action to minimise impacts on environmentally sensitive sites and improved access.
  - Removal of land within the operational airport boundary from the Green Belt is required to implement national policy.
- Evidence and debate as part of the preparation of the South West RSS supported local Green Belt boundary change at the airport to accommodate growth.
- The significant benefits arising from airport operations and its growth to the south west region:
  - The operational airport and business park are identified as of strategic significance for the South East Dorset sub region in the Bournemouth, Dorset and Poole Structure Plan. The Dorset Local Enterprise Partnership identifies Bournemouth Airport as a global hub for trade and international business.
  - Removing land within the existing operational airport boundary from the Green Belt provides added flexibility to support the sustainable economic growth of the airport in line with national and local policy.
- Removal of the land within the existing operational airport boundary will provide flexibility for improvement in airport operational facilities in accordance with the adopted Airport Master Plan 2007.
- There is a precedent of previous decisions at other regional airports for amendments to the Green Belt.
- Despite being developed, operational restrictions mean that essentially certain areas such as the airfield, including runway and taxiways will remain open.

## 7.28 Green Belt Zoning Approach

**7.29** Within the area to be removed from the Green Belt a zoning approach has been applied which places a further restriction on the type of development permitted. The purpose of this approach is to avoid any adverse impact on the openness of the Green Belt and to retain a buffer between the airport and the Moors River SSSI. Through this approach development will be concentrated in the existing built core of the South East Sector.

### 7.30 Green Belt Impact

**7.31** The proposed amendment to the Green Belt boundary will maintain a gap between the airport and the Moors River and future development within the airport boundary will need to avoid any adverse impact on the openness of the Green Belt within this gap. Proposals will also need to consider any potential impact on the setting of Hurn Village and the Conservation Area. The removal of the Green Belt within the existing boundary of the operational airport will not result in an encroachment into the countryside.

## Policy BA 3

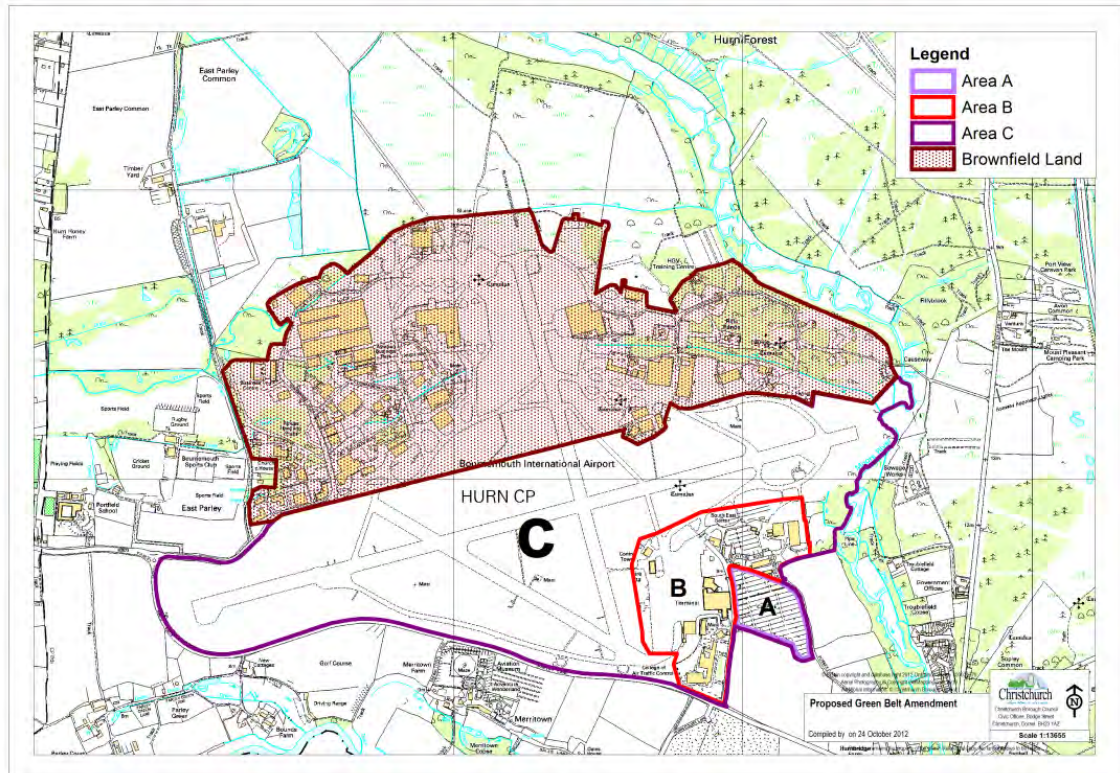
### **Green Belt at Bournemouth Airport**

Land required to meet the operational needs of the Airport will be removed from the Green Belt as identified in the plan below.

Within the area to be removed from the Green Belt a zoning approach has been applied in order to avoid any adverse impact on the openness of the Green Belt as follows.

- Zone A will be restricted to uses that retain the predominantly open aspect of this area of land, such as car parking;
- Zone B applies to the airport South East Sector and will be restricted to uses as set out in Policy BA2 with respect to the Strategy for the operational Airport;
- Zone C shall remain free from development other than that permitted by the Airport's operating license or that which is essential to the future operation of the airport in order to concentrate built development in the existing built core of the South East Sector.

This restriction will also maintain a buffer zone between the Moors River and the airport runways and taxiways where development will not take place.



Map 7.2 Proposed Green Belt Amendment

## 8 Wimborne and Colehill Housing and Town Centre

### Introduction

**8.1** Wimborne is the historic centre of East Dorset, and Colehill is a closely associated major suburban area. The combined Town and Parish population is 13,300. Although the relative importance of the Town has declined, as other nearby settlements have grown, it still offers access to main services, facilities and employment opportunities.

**8.2** Wimborne is renowned for its Georgian architectural quality and, as a result, the historic centre including the St Catherine's area, are important conservation areas. Many of the District's listed buildings are situated in this area.

### **8.3 The Natural Environment**

**8.4** The north western edge of Wimborne adjoins the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty.

**8.5** Wimborne sits at the confluence of the Rivers Allen and Stour. These are not protected in themselves, but they do have ecological value in providing habitats for protected and priority species. They also affect the location of development as they cause flooding. Additionally, the area to the north of Wimborne is protected as a Groundwater Source Protection Zone and is a major source of water for the area.

**8.6** Wimborne and Colehill do not lie adjacent to areas of protected heathland. However, they are within 5 km of heaths, a distance within which it has been shown residents have a harmful impact. It is therefore important that any additional housing mitigates this impact through the provision of Suitable Alternative Natural Greenspaces.

### **8.7 Green Belt**

**8.8** Wimborne and Colehill are set within the South East Dorset Green Belt. The Green Belt between the settlements is very narrow and maintains their separate identity. One of the main purposes of the Green Belt is to prevent coalescence of settlements, so this open area is particularly important to protect.

### **8.9 Shopping, Facilities and Services**

**8.10** Wimborne has a very attractive town centre with over 160 shops, including two foodstores. There are a number of national chains in the centre, but it is best known for its independent stores. The town is a popular tourist destination and to meet the demands there are a host of pubs, tearooms and restaurants.

**8.11** Colehill does not have a recognised centre. Local facilities are provided at the northern end of Middlehill Road and at Dales Drive near to Canford Bottom.

**8.12** Wimborne is well catered for in terms of community facilities, including the hospital, doctors' surgeries, day care centre, children's centre, library, community centres and the Tivoli Theatre. Colehill is more limited, but does currently have a small library, St Michael's Church Centre and a well used community hall.

**8.13** Wimborne and Colehill offer a full range of schools. New housing will require further upper school places to be provided within the District. Likewise, there will be pressure on the middle schools to expand and there will be potential need for an additional first school.

### 8.14 Sports and Recreation

**8.15** Wimborne has a good provision of sporting facilities with the Q.E Leisure Centre, rugby clubs, football and two cricket clubs, as well as Redcotts Playing Fields. Colehill, in contrast has very little provision and the Open Space, Sport and Recreation survey highlighted a need to provide more formal playing pitches totalling about 8 hectares. Additionally, Wimborne Football and Rugby Clubs would like to relocate and significantly improve their facilities.

### 8.16 Transport

**8.17** The effectiveness of the A31 (T) is very important in terms of traffic in the Town and Parish. Improvements to Canford Bottom Roundabout are predicted to improve flows and increase accessibility for the area. Wimborne is well catered for by bus services, whereas Colehill has fewer, but regular bus services.

### 8.18 Housing

**8.19** Wimborne has a high proportion of social and private rented properties compared to the rest of East Dorset. Colehill West has very few rented properties with 59% owned with no mortgage. Wimborne is also different in the type of housing available, with over 50% of homes being either terraced or flats. In contrast, Colehill has a large proportion of detached houses and bungalows (78% in Colehill West). Over 60% of dwellings in Colehill West are considered to be under occupied in comparison to a District average 48%. Wimborne is significantly lower at 34%.

### 8.20 Employment

**8.21** There were 860 firms operating in Wimborne and Colehill as of 2009 and 5,600 people worked in the area. Private sector employment in Wimborne is provided mainly in the town centre, at Brook Road, Riverside Park Industrial Estate and at Stone Lane Industrial Estate. Colehill does not have any employment areas, but the Ferndown and Uddens Industrial Estates are nearby. Tourism is very important to Wimborne in particular with the historic town centre being a magnet to visitors. According to the 2001 Census 36% of the workforce lived and worked in Wimborne and Colehill. About 30% travelled to Poole and Bournemouth and 10% to Ferndown.

## Wimborne Town Centre Vision

**8.22** Wimborne Town Centre serves a wide area, including Merley in Poole Borough and a large rural hinterland to the north. It also acts as a major tourist destination.

**8.23** The built form of the historic buildings in the centre makes it difficult for some of the national multiple retailers to find premises, but this does give opportunity for niche independent traders.

**8.24** The Town Centre is healthy compared with many other places, but it is important that its vitality and viability are maintained. Commercial activity is to be encouraged along with a wide range of complementary uses. Additionally, environmental improvements will continue to be identified and implemented.

#### Key Facts

- Wimborne has about 160 commercial and retail units in the town centre.
- 43% of the units are used for commercial or miscellaneous uses.
- Trading
  - The quality and proportion of special independent retailers within Wimborne Minster was rated as 'very good' due to the variety and quality of goods sold.



### Key Facts

- The vacancy rate in the town is good (4.3%) as it is less than half the national average (10.7%). The few empty units are dispersed throughout the town centre, so there is not a large concentration of vacant units.
- The centre has a high number of service uses for its size, in particular banks and other financial services and estate agents (43.2%).
- The number of convenience retailers (5.6%) is far below the national average (9.4%).
- There are a high number of pubs, restaurants and takeaways/cafes, the majority of which are high quality units.
- The evening economy is very good with several pubs, and restaurants, as well as the Tivoli Theatre which doubles as a cinema, and as a venue for live shows.

#### Environment

- The location and convenience of car parks, of varying size is seen to be quite good, as is the frequency of bus stops.
- Accessibility and movement around Wimborne is seen as an issue due to the sprawling nature of the town centre along largely un-pedestrianised routes, and a relatively high volume of traffic, leading to some pedestrian vehicular conflict.
- The quality of buildings, of planting and attractiveness of open space are considered to be very good.
- The cleanliness of Wimborne is generally very good, with limited litter or fly posters.

#### Strategic Requirements

- There is a need for 2,500 - 2,550 sqm (net) of additional comparison floorspace and 400 - 500 sqm (net) of convenience floorspace to 2031 in Wimborne Town Centre (Retail Study Update 2012).

### Relevant Evidence

**8.25** The Joint Retail Assessment (Nathaniel Lichfield and Partners 2008 and 2012)

#### **8.26 Wimborne Minster Town Centre Boundary**

**8.27** The Town Centre Boundary defines the focus of where town centre uses may be appropriate subject to compliance with other national and local policy, including the sequential test approach and impact assessment for retail uses.

#### **8.28 Wimborne Minster Town Centre Primary Shopping Area and Shopping Frontages**

**8.29** The Primary Shopping Area forms the area where retail development will be concentrated and comprises the Primary and Secondary Shopping Frontages. The defined Primary Shopping Area boundary has been informed by the Joint Retail Study and the annual pedestrian count surveys.

**8.30** The Primary Shopping Frontages cover the busier streets and includes The Square, High Street, and Crown Mead where A1 retail uses will supported. The streets covered by the Secondary Shopping Frontages, where footfall is lower, will allow a more flexible approach to uses, including Class A1, A2 and A3 in order to contribute to the overall vitality of the centre.

## Policy WMC1

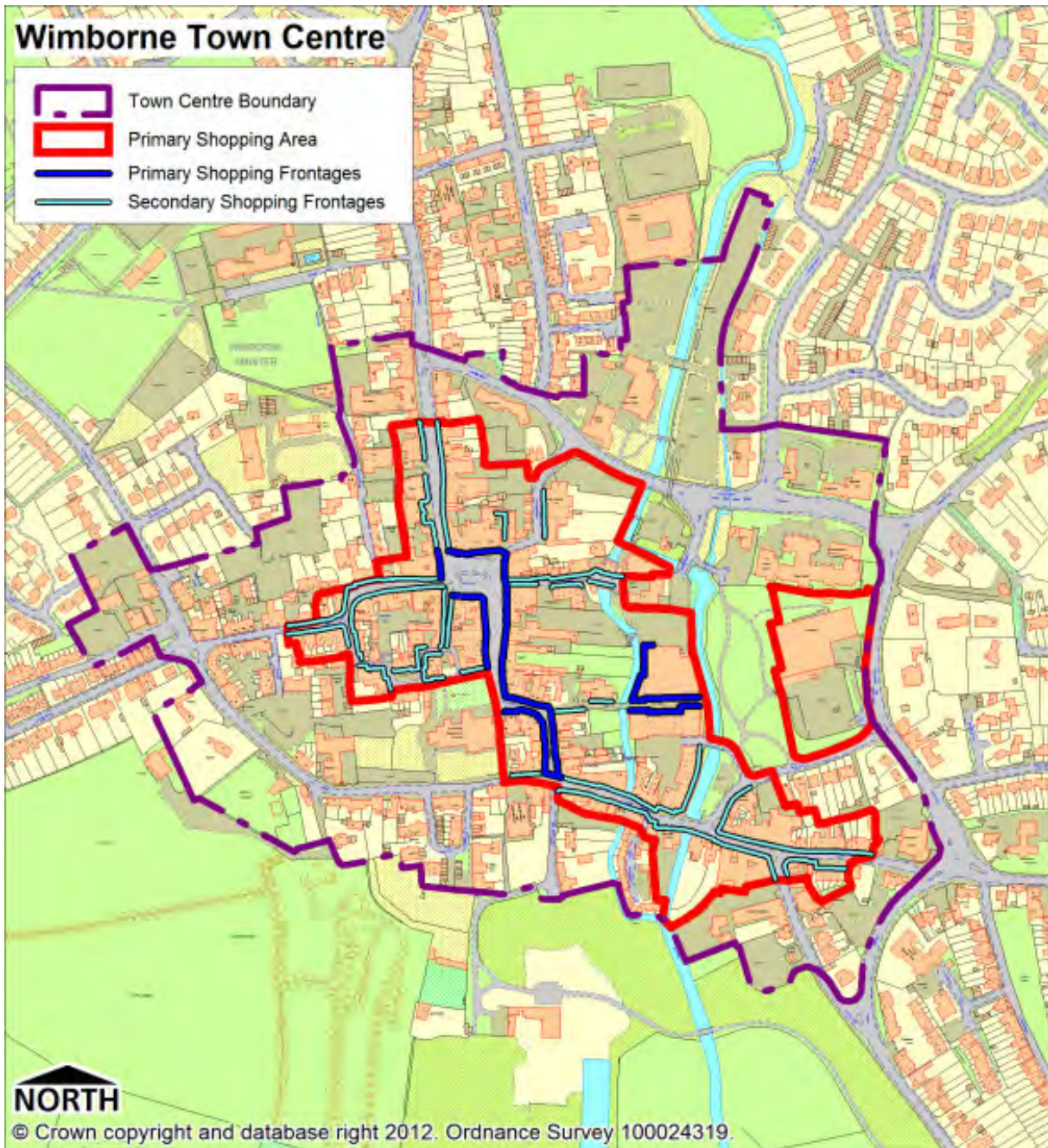
### Wimborne Minster Town Centre Vision

Wimborne Minster will continue to act as a key town centre in the District and together with Ferndown will be the main focus for retail development. This is because it is well served by public transport and there are more development opportunities within the centre. The shopping environment will be improved to provide a more pleasant pedestrian townscape, public transport routes will be supported, and facilities and services will continue to be located in this central location for residents and visitors to the town.

To achieve this vision:

1. The Town Centre as defined by the Town Centre Boundary will be the focus for town centre uses including higher density residential, employment, retail, leisure and entertainment, offices, arts, culture and tourism development, subject to compliance with other national and local policy.
2. A Primary Shopping Area will be designated in Wimborne Minster which forms the area where retail development will be concentrated and comprises the Primary and Secondary Shopping Frontages.
3. The range of retail uses will be supported and improved; convenience units of 400 - 500 sqm and comparison units of 2,500 - 2,550 sqm during the plan period, to continue to provide a niche range of quality comparison goods shops to appeal to the residents and large number of visitors to the town.
4. Residents will continue to have access to a variety of community services and cultural facilities in the town centre, such as the Tivoli Theatre, Walford Mill, the Allendale Centre and the Library. These will be retained, supported and where possible enhanced to support the vitality of the town centre. The Allenvie area will be re-developed to provide a new civic hub and riverside park.
5. The evening economy uses such as restaurants, cafés and pubs will be supported in the secondary shopping locations to enhance the vibrancy of the afternoon and evening economy of the town.
6. The townscape quality of the town centre will be enhanced; only high quality development proposals that respect and enhance the local character of the centre, and improve ease of movement and legibility will be permitted.
7. Higher density residential and commercial development will take place alongside the projected requirement for retail to provide for a balanced, mixed use environment.
8. In order to improve pedestrian safety, traffic movement and improve the ambiance of the public realm, traffic management and calming measures will be considered to reduce pedestrian/vehicular conflict and enhancements to the High Street will be introduced in a phased programme, subject to funding.
9. The townscape quality in and around Crown Mead will be improved, and the opportunity for redevelopment to improve links through the town will be promoted.

10. New development, shop fronts and advertisements in the town centre will be of the highest standard of design and in good quality materials, to reflect the architectural and historic significance of the town centre.
11. To minimise congestion and air pollution, the use of sustainable modes of transport will be supported with a transport hub created in the Town Centre to support this and pedestrian safety.



Map 8.1 Wimborne Minster Town Centre

## Delivery and Monitoring

8.31 The policy will be delivered by:

- The development management process.
- Cooperation between service providers, interested organisations, private interests and the local community.

**8.32** The policy will be monitored through:

- The annual pedestrian footfall counts.
- Updates to the Joint Retail Assessment.
- An annual survey of town centre uses.

### **8.33 Green Belt Boundary**

**8.34** It is proposed to amend the Green Belt boundary at St Michael's Middle School and Beacroft Foundation School. The proposed allocations of residential land will increase demand for middle school education. Allenbourn School is constrained and expansion restricted. Expansion of St Michael's will require a significant amount of new infrastructure such as classrooms, specialist rooms, studio spaces, toilets and circulation space.

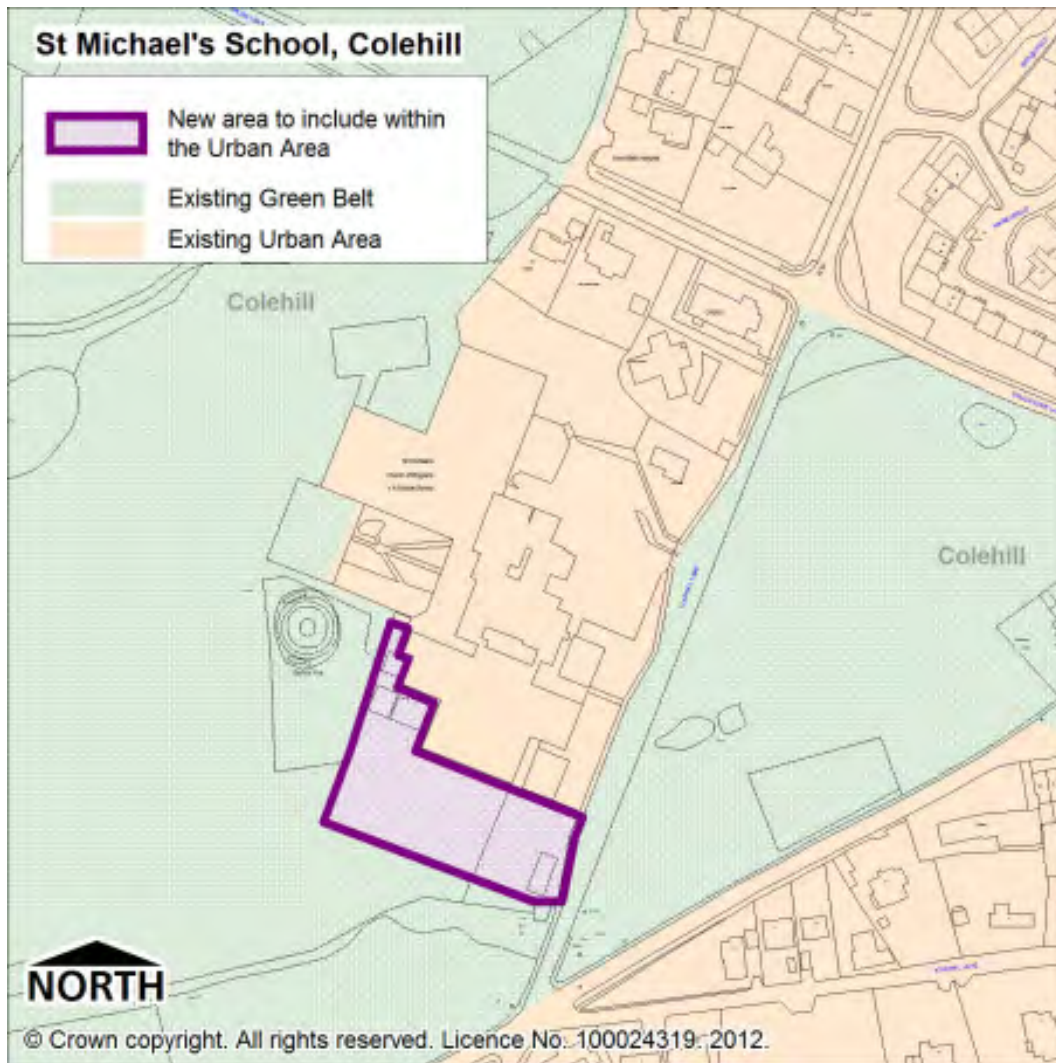
**8.35** Beacroft Foundation school is over capacity already. Dorset County Council wish to expand Post 16 facilities to enable students to be able to stay at the school. Additional facilities are required to provide for this facility and the numbers of students.

## **Policy (New Policy) WMC 8**

### **Green Belt Boundary at St Michael's School Colehill**

The Green Belt boundary is amended to remove land from the Green Belt to enable the satisfactory expansion of the school.

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Map 8.8 Proposed Green Belt Boundary Amendment, St Michael's School, Colehill

### Policy (New Policy) WMC 9

#### Green Belt Boundary at Beaucroft Foundation School Colehill

The Green Belt boundary is amended to remove land from the Green Belt to enable the satisfactory provision of facilities at the school.

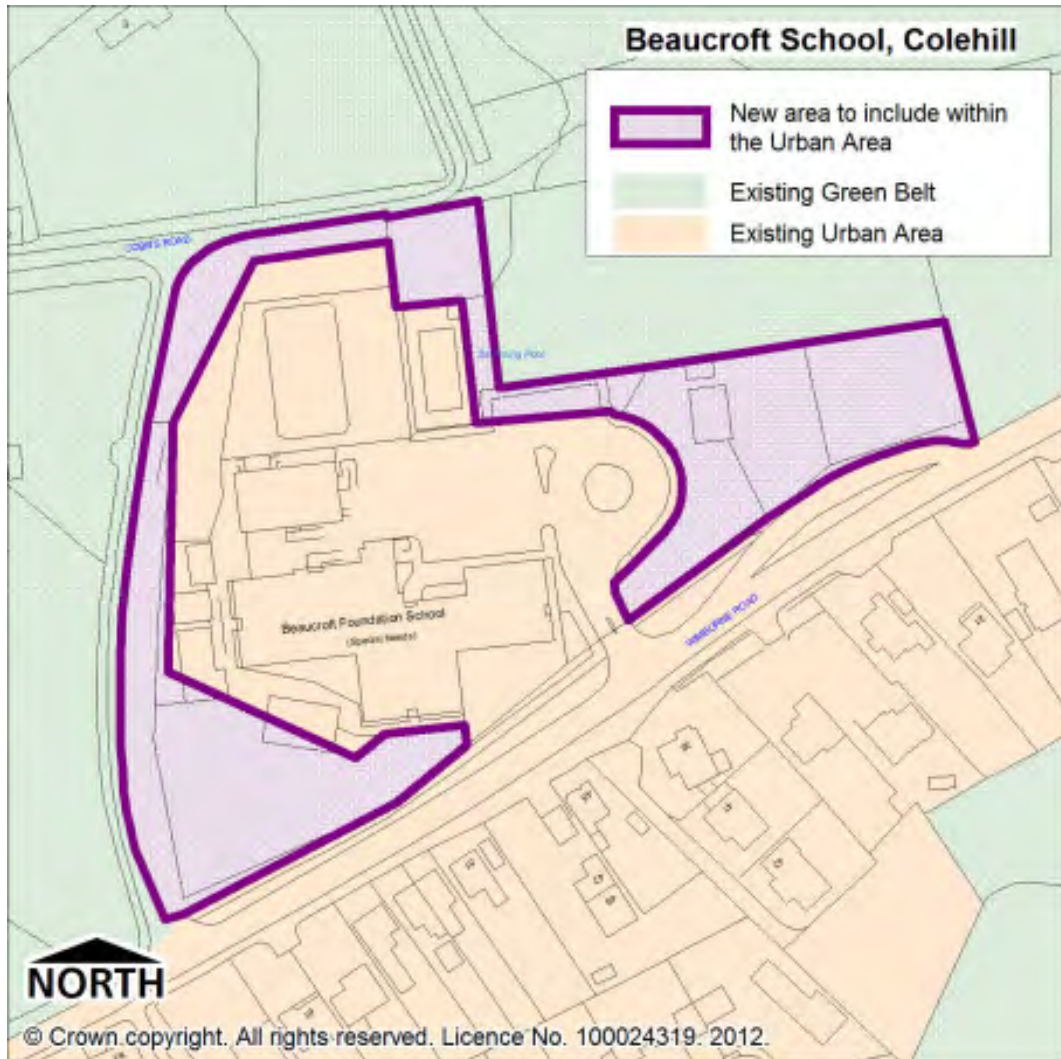


Figure 8.9 Proposed Green Belt Boundary Amendment, Beaucroft School, Colehill

## The Allendale Area

**8.36** This area provides a major opportunity to improve public service and community provision for Wimborne and East Dorset. The land was historically the civic centre for the Wimborne Urban District Council before local government reorganisation in 1974. It has remained in public ownership and provides a home for the Allendale Community Centre, Allendale House and public car parking close by, further public land is occupied by the Police and Fire Stations and the now closed Magistrate's Court.

**8.37** Changes in the delivery of public services mean that different users no longer expect to occupy their own premises, and wish to share facilities. The Allendale area provides an opportunity to achieve this. Additionally, the Community Centre is in need of replacement and this gives the opportunity to reorganise the land.

**8.38** In order to provide a Civic Hub in this area it will be necessary to take into account flood risks from the River Allen. The River corridor also offers the opportunity to provide an attractive wildlife and linear park. Additionally, an assessment of public parking needs is required to ensure that appropriate spaces are provided to serve the Town Centre.

## Policy WMC2

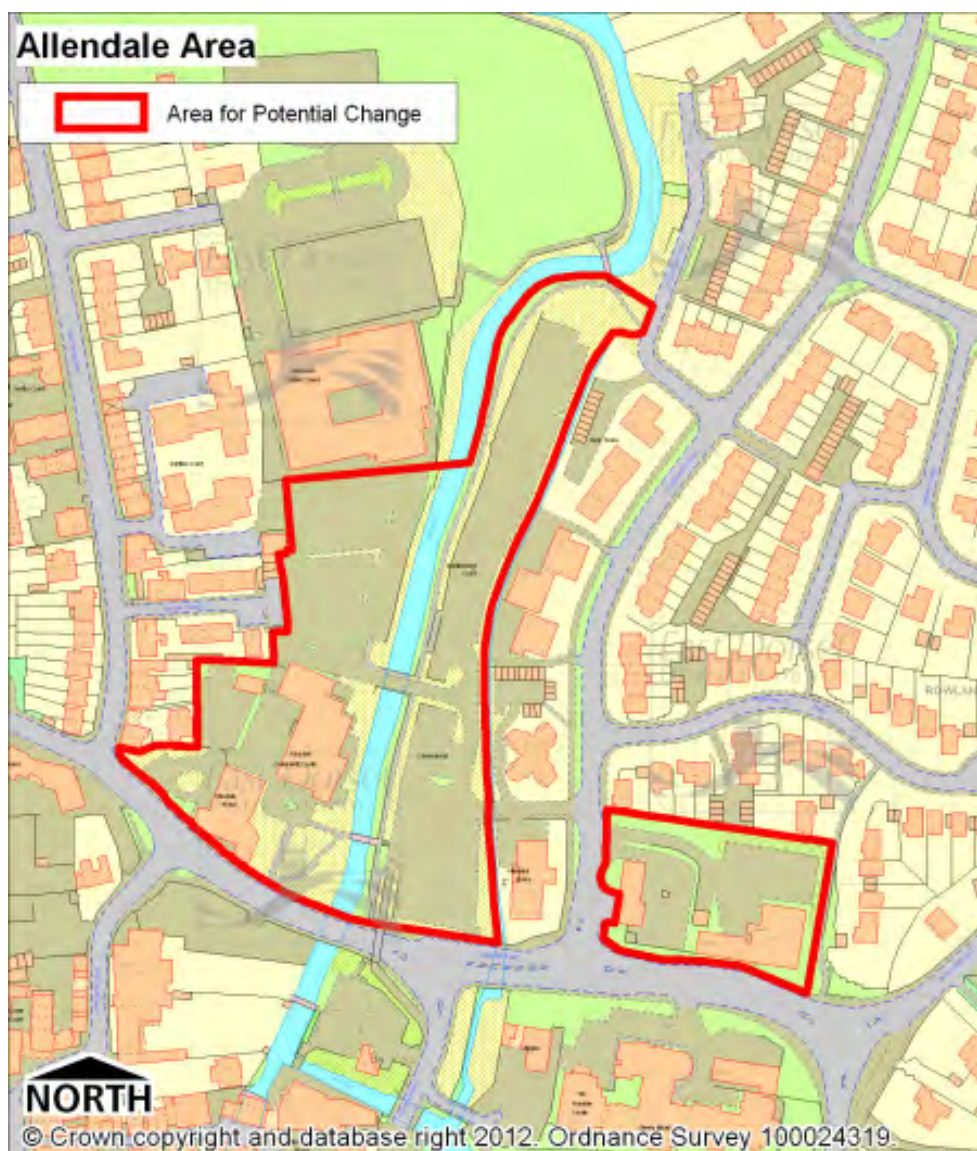
### **The Allendale Area of Potential Change, Wimborne**

The area shown on the Proposals Map is identified as an area for potential change to enable the delivery of a civic hub to include:

1. A new Allendale Community Centre.
2. District Council Offices.
3. Offices for other public bodies.
4. A riverside park
5. Public car parking.

This is to be planned in an Area Brief which will provide a comprehensive overview of how to deliver the potential changes. To enable any change to take place the following information must be provided:

- A Flood Risk Assessment.
- A conservation assessment of the impact of development on the historic setting of Allendale House.
- A public car parking assessment for Wimborne Town Centre.
- An assessment of need for community facilities.



Map 8.2 The Allendale Area of Potential Change, Wimborne

### Delivery and Monitoring

**8.39** This policy will be delivered by:

- The development management process.
- The Architect's Panel will be used to inform decisions.
- Close working with the landowners, other authorities and service providers.

**8.40** The policy will be monitored through:

- The Annual Monitoring Report.

### New Neighbourhoods

**8.41** The scale of facilities, services and employment opportunities associated with Wimborne and Colehill means that it is an appropriate location in which to consider the provision of additional housing, in the form of New Neighbourhoods. The Council has therefore undertaken a master planning exercise that looks at large areas of search to the north and west of Wimborne and the land between Wimborne and Colehill. The objective of this work has been to see if there is the opportunity to deliver New Neighbourhoods which can provide new housing and also improve the



provision of local facilities and services. The large majority of the area of search is considered inappropriate for development, but the exercise has concluded that a variety of areas to the north, west and east of Wimborne are able to accommodate New Neighbourhoods.

### **Cuthbury Allotments and St Margaret's Close New Neighbourhoods**

**8.42** These sites lie to the immediate west of Wimborne and offer the opportunity to provide homes within easy access of key services, facilities and work opportunities. They are important gateways to the historic town and, as such, development is expected to be of the highest design quality. The Cuthbury site provides the opportunity to relocate the Football Club and enable it to significantly improve the facilities it can offer. This will also allow the opportunity for Victoria Hospital to expand and improve its important services to the community.

#### **Relevant Evidence**

- The East Dorset New Neighbourhood Masterplan Reports.
- The Council's Open Space, Sport and Recreation Survey identifies a need for 8 hectares of active sports space to be provided across Wimborne and Colehill. Further needs for allotment provision are identified specifically for Colehill.

### **Policy WMC3**

#### **Cuthbury Allotments and St Margaret's Close New Neighbourhoods, Wimborne**

Areas south of Julians Road, at Cuthbury allotments, at Wimborne Town Football Club and to the east of St Margaret's Hill are allocated to provide New Neighbourhoods including 220 homes, open space and 0.4 hectares of land for a future extension to Victoria Hospital. To enable this the Green Belt boundary will be amended to exclude the land identified for new housing and the hospital.

#### **Layout and Design**

- The layout and design of the schemes must be consistent with the principles set out in the Masterplan.
- A design code will be agreed by the Council, setting out the required high standards.
- Development must be sympathetic to the gateway location of the sites and their proximity to the Wimborne Minster Town Centre Conservation Area.

#### **Green Infrastructure**

- Land running alongside the river is to be set out as parkland, to provide an attractive informal recreation area.
- A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing as required by Policy ME2 and Appendix 5.
- New replacement allotments are to be provided in an easily accessible location within the Town or Colehill Parish. Land is identified to the south of Julians Road and as part of Policy WMC6 to meet the needs of the allotment holders.

#### **Transport and Access**

- The main access for the Cuthbury site is to be delivered from Julians Road with a secondary access from Cuthbury Gardens. Only pedestrian and cycling access is to be provided from Cowgrove Road.
- Access for the St Margaret's Hill site will come from St Margaret's Close.

- The Cuthbury development must contribute to delivering a traffic light controlled system to improve safety at Julian's Bridge.
- Improved pedestrian and cycle access must be provided across the River Stour to enable access to the wider countryside, the town centre and the settlements to the south.

#### **Phasing**

- Prior to development of land occupied by the Football Club a new ground must be made available as identified in Policy WMC6.
- Suitable new allotments are to be made available before allotment holders have to vacate the existing site.



Map 8.3 Cuthbury Allotments and St Margaret's Close New Neighbourhoods, Wimborne

## Delivery and Monitoring

**8.43** This policy will be delivered by:

- The development management process.
- The Architect's Panel will be used to inform decisions.
- Close working with the landowners, other authorities and service providers.

**8.44** The policy will be monitored through:

- Building for Life Assessments.
- The annual housing completions survey.

## Stone Lane Industrial Estate New Neighbourhood

**8.45** This is a small industrial estate which suffers from poor access, ageing buildings and uses that conflict with adjacent housing. The potential loss of employment land is considered acceptable as sufficient alternative space is identified elsewhere in the Core Strategy. These factors mean that the site is suitable for a New Neighbourhood. It offers the opportunity to provide housing in a well located position near to the town centre with its facilities, services and work opportunities.

**8.46** To enable development access to the site must be improved and strong landscaping provided to ensure that the built form does not harm the visual quality of the nearby Area of Outstanding Natural Beauty.

## Relevant Evidence

- The East Dorset New Neighbourhood Masterplan Reports.
- The East Dorset Employment Land Review and the SE Dorset Workspace Strategy Update (2012)

## Policy WMC4

### Stone Lane New Neighbourhood, Wimborne

The Stone Lane Industrial Estate is identified as suitable for redevelopment for housing with the opportunity to provide about 90 homes.

### Layout and Design

- The layout and design must be consistent with the principles set out in the Masterplan reports.
- A design code will be agreed by the Council, setting out the required standards.
- Development must be sympathetic to the gateway location of the site and its proximity to the Wimborne Minster Town Centre Conservation Area, as well as the Area of Outstanding Natural Beauty.

### Green Infrastructure

- A landscaped open space area is to be provided on the northern and western edges of the site to prevent visual harm impacting on the nearby Area of Outstanding Natural Beauty and to provide an attractive informal recreation area.
- A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing as required by Policy ME2 and Appendix 5.

## Transport and Access

- The existing access to the site on to Stone Lane must be improved to standards agreed by Dorset County Council.
- The development must enable a pedestrian and cycle access across the River Allen to link with the New Neighbourhood allocated in WMC5.



Map 8.4 Stone Lane New Neighbourhood, Wimborne

## Delivery and Monitoring

**8.47** This policy will be delivered by:

- The development management process.
- The Architect's Panel will be used to inform decisions.
- Close working with the landowners, other authorities and service providers.

**8.48** The policy will be monitored through:

- Building for Life Assessments.
- The annual housing completions survey.

## Cranborne Road New Neighbourhood

**8.49** This New Neighbourhood provides the opportunity to locate homes in close proximity to the town centre with its wide range of facilities, services and employment opportunities. To provide further community support the New Neighbourhood includes shops and services to meet daily needs and a new first school.

**8.50** Care needs to be taken to ensure that the development sits sensitively in the landscape. A series of ridges run along the north and east of the site and it is important that development is contained within these. Additionally, a strong tree belt contains the land to the west. This should be further strengthened to ensure that there is no visual impact on the Area of Outstanding Natural Beauty to the west.

### Relevant Evidence

- The East Dorset New Neighbourhood Masterplan Reports.

## Policy WMC5

### Cranborne Road New Neighbourhood, Wimborne

Approximately 16.7 hectares is allocated to provide a New Neighbourhood to the east and west of Cranborne Road, north of Wimborne. This will include about 600 homes, a First School and a local centre, along with significant areas of greenspace. To enable this, the Green Belt boundary will be amended to exclude the land identified for new housing, the local centre and the school.

### Layout and Design

- The New Neighbourhood will be set out according to the principles of the Masterplan Reports.
- A design code will be agreed by the Council, setting out the required standards.
- Development must be carefully planned to avoid a negative impact on the Burts Hill Conservation Area and the historic character of Wimborne Minster.
- The built form of the New Neighbourhood must not impact on the wider countryside. It will therefore be contained by the ridgelines to the north and east. To the west the strong tree line must be further strengthened to mitigate visual harm that development could cause to the Area of Outstanding Natural Beauty.
- A clear open gap must be maintained between the north of the development and buildings on Dogdean.

### Green Infrastructure

- The implementation of a generous green infrastructure strategy, along with a Suitable Alternative Natural Greenspace strategy, in accordance with Policy ME2 and Appendix 5, is a fundamental requirement. This is to ensure that the New Neighbourhood provides major informal recreational opportunities along with landscaping to ensure the scheme blends into the gentle and attractive landscape. Key features to be included include:
- Suitable Alternative Natural Greenspaces utilising the River Allen Valley and land to the north of the housing.
- A green corridor running east to west through the housing areas linking with the local centre and school and utilising the existing farm lane in the east.
- A park within the Burts Hill Conservation Area.
- Provision of allotments.

**Transport and access**

- Vehicular access is to be provided primarily from Cranborne Road with a single access coming from Burts Hill.
- Traffic management measures will be required along Cranborne Road to limit speeds to less than 30 mph. Additionally, further measures will need to be put in place to the east of the new Burts Hill junction to make this an unattractive route for those wishing to access the A31(T).
- Public transport routes are to be provided through the scheme.
- A network of dedicated pedestrian and cycling routes are to be provided throughout the scheme, including across the Allen Valley to link to Stone Lane and also towards the town centre.

**Drainage**

- A Sustainable Drainage Scheme must be agreed with the Council and Environment Agency with the aims of preventing flooding problems for neighbouring properties and on the River Allen as well as protecting and enhancing nature conservation quality.



Map 8.5 Cranborne Road New Neighbourhood, Wimborne



### 8.51 Delivery and Monitoring

8.52 This policy will be delivered by:

- The development management process.
- The Architect's Panel will be used to inform decisions.
- Close working with the landowners, other authorities and service providers.

8.53 The policy will be monitored through:

- Building for Life Assessments.
- The annual housing completions survey.

## South of Leigh Road New Neighbourhood and Sports Village

8.54 This area offers the opportunity to provide high quality sporting, recreation and open space facilities alongside much need housing. It can also help to maintain the long term integrity of the Green Belt gap between Colehill and Wimborne. This can be achieved by keeping development to an area no further east than the existing housing on Leigh Road and protecting the gap as public open space

8.55 The land is flat with only a few small hedgerows and does not have any identified wildlife quality. There may be some archaeological importance associated with a Roman Road.

8.56 The New Neighbourhood is closely related to Wimborne. Although the Town Centre is beyond easy walking distance, it can be accessed by bicycle or via the regular bus services that travel along Leigh Road. To support the daily needs of residents it is proposed that a local centre is provided as part of the New Neighbourhood.

8.57 The sewage works lie to the south west of the land and it is important that the development takes into account the potential for smell nuisance.

### Relevant Evidence

- The East Dorset New Neighbourhood Masterplan Reports.
- The Council's Open Space, Sport and Recreation Survey identifies a shortfall in the provision of active sports pitches of about 8 hectares within Wimborne and Colehill.

### Policy WMC6

#### South of Leigh Road New Neighbourhood and Sports Village, Wimborne

About 75 hectares of land is allocated for a New Neighbourhood to the south of Leigh Road, east of Wimborne Minster. This will include the following:

1. 350 new homes
2. A Sports Village with a new home for Wimborne Minster Football and Rugby Clubs, 8 hectares of other active sports pitches, with changing facilities and an area for teenage activity.
3. New allotments
4. A local centre providing for day to day needs
5. Land for a First School
6. About 37 hectares as a country park to the north and south of the A31(T)

**Green Belt**

- The Green Belt boundary is amended to remove the land required for the new housing. The boundary runs directly south from Brookside Manor and its amendment is not to narrow the sensitive gap between Wimborne Minster and Colehill/Little Canford. Additionally, the buildings associated with the Rugby and Football Clubs are removed from the Green Belt.

**Layout and Design**

- The New Neighbourhood will be set out according to the principles of the Masterplan reports.
- A design code is to be agreed by the Council, setting out the required standards.

**Green Infrastructure**

- A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing, as required by Policy ME2 and Appendix 5.
- Suitable land is to be made available to enable the relocation of Wimborne Football and Rugby Clubs. This will include clubhouse facilities, pitches and associated car parking. Lighting of pitches is to be carefully designed to have the minimal possible impact on dark skies.

**Transport and Access**

- Vehicular access is to come from Leigh Road to the east of Brookside Manor. Emergency vehicular access only will be made available from Parmiter Drive. However, until the new access is provided from Leigh Road a temporary access will be allowed to enable the Football Club to relocate. Pedestrian and cycling access is to be provided throughout the New Neighbourhood, including the country park.
- Improvements for walking/cycling to link the development to the existing network towards the town centre and the Castleman Trailway.



Map 8.6 South of Leigh Road New Neighbourhood and Sports Village, Wimborne

## Delivery and Monitoring

**8.58** This policy will be delivered by:

- The development management process.
- The Architect's Panel will be used to inform decisions.
- Close working with the landowners, other authorities and service providers.
- The Community Infrastructure Levy will support the provision of open space.

**8.59** The policy will be monitored through:

- Building for Life Assessments.
- The annual housing completions survey.

## Leigh Park Playing Fields

**8.60** Wimborne Rugby Club occupies the recreation ground at Leigh Park. This area is supposed to provide open space for the Leigh Park community, but the presence of the Rugby Club diminishes its benefit. This is not ideal for either residents or the Rugby Club. The two pitches are heavily used for matches and training and are therefore often in poor condition despite the best efforts of the Club. Additionally, there are times when users of the Club have to park on the estate roads leading to conflict with residents. As a result the Club would like to relocate to gain an additional pitch and remove the conflict that currently exists with residents. The allocation of land to the south of Leigh Road for the Rugby Club relocation gives the opportunity to reconsider how to use the Leigh Park open space to benefit the local community.

**8.61** The most important aim in these circumstances is to significantly improve the quality of open space available for the residents. This could include the provision of a Multi Use Games Area for five a side football, basketball, netball and other games. Some allotments could be set out, along with a community garden and landscaping to make the area more attractive.

**8.62** There is also the opportunity to improve community facilities.

## Relevant Evidence

- The Council's Open Space, Sport and Recreation Survey identifies that Wimborne has an over provision of recreational space.

### Policy WMC7

#### Leigh Park Area of Potential Change, Wimborne

If Wimborne Rugby Club relocates to the area identified in Policy WMC6 their existing home should be used to benefit the Leigh Park Community. This is to include:

1. The retention of 1.5 hectares of land to be used as open space, within which a multi use games area is to be provided.
2. Youth club facilities.

An Area Brief is to be agreed with the Council to set out how best to achieve the greatest benefit for residents of Leigh Park.



Map 8.7 Leigh Park Area of Potential Change, Wimborne

## Delivery and Monitoring

**8.63** This policy will be delivered by:

- The development management process.
- The Architect's Panel will be used to inform decisions.
- Close working with the Town Council, local residents, other authorities and service providers.
- The Community Infrastructure Levy will support the provision of open space.

**8.64** The policy will be monitored through:

- The Annual Monitoring Report.

