



Ferndown

Planning for the future of

Christchurch and East Dorset
 Core Strategy
 Pre-Submission Consultation
 Christchurch and East Dorset
 delivering services together

East Dorset District Council is working jointly with Christchurch Borough Council to consider our new Local Plan, which sets out a strategy for how to manage the future growth and development in East Dorset

This document is being prepared for the third round of public consultation. The previous consultations on the Core Strategy took place in the spring/summer of 2008 at "Issues and Options" stage, and late in 2010 at the "Options for Consideration" stage. We asked the public to confirm what they felt to be the main issues facing Christchurch and East Dorset which the Core Strategy should address, and their views on policy options for addressing the issues.

The consultations have provided a very good response with many diverse opinions and ideas about how best to plan the area. The Options for Consideration stage received responses from about 3,000 individuals and organisations providing over 22,000 comments. These were further supported by a range of meetings with Parish and Town Councils, residents associations and many other local groups. This was an unprecedented level of interest in a Local Plan in East Dorset.

Additionally, a series of exhibitions gave the opportunity for officers and members to listen and talk to local residents. These consultations have influenced the Core Strategy in many ways, amending development proposals and guiding policies for which we thank you. The comments can be read at www.dorsetforyou.com/348323 or at the Council Offices at Furzehill.

The next stage of preparation is to consult on the Pre-Submission Core Strategy, so called because it occurs prior to the Council formally submitting the document to the Secretary of State for his examination and approval. The consultation period will run for 12 weeks from 2nd April - 25th June 2012, during which there will be exhibitions and the chance for you to respond. We hope that you will read this leaflet, and once again will make your views known to us.

For this stage it is important that responses are based around the 'Tests of Soundness' that require the Core Strategy to be 'Justified', 'Effective' and 'Consistent with National Policy'.



The full detailed document can be viewed online at www.dorsetforyou.com/348323. Alternatively, paper copies are available at the District Council Offices, the libraries, and at Ferndown, Verwood and Wimborne Town Councils and Corfe Mullen and West Moors Parish Council Offices. Other leaflets on key towns and villages which face change are also available at the libraries and Council Offices.

On behalf of the Council, I look forward to hearing your views.

Councillor Simon Tong
 Leader Member for the Environment,
 East Dorset District Council



How can I make a Representation?

Completing a Representations Form: (overleaf)

You will need a **separate form** for every policy you want to comment on, one copy is attached to this leaflet. Additional copies can be either photocopied, downloaded from our website www.dorsetforyou.com/348323 or requested by phoning 01202 886201 ext. 2422

Submit your Representation online:

The easiest way of making your representation is to complete the form online at <http://christchurcheastdorset-consult.dorsetforyou.com/portal> and follow the instructions. This will save you having to copy, handwrite and post the form and it also makes it easier for us to collate all the submissions.

It is important that responses to the consultation are based around the 'Tests of Soundness'.
 To be 'sound' a Core Strategy should be **Justified, Effective and Consistent with National Policy**.
'Justified' means that the document must be:
 • founded on a robust and credible evidence base
 • the most appropriate strategy when considered against the reasonable alternatives
'Effective' means that the document must be:
 • deliverable
 • flexible
 • able to be monitored
 The concepts of justification and effectiveness are expanded in the 'Local Development Frameworks, Examining Development Plan Documents, Procedure Guidance' paragraphs 4.36 - 4.38 and 4.44 - 4.47 which can be found at: www.communities.gov.uk/documents/planningandbuilding/pdf/pps12lsp.pdf

Please send your completed form(s) to:
Policy Planning, Ferndown Proposals, FREEPOST, (BH575), Christchurch Borough Council, Civic Offices, Bridge Street Christchurch BH23 1BR

We understand that Christchurch Borough Council / East Dorset District Council will use the information that I/we have provided for the purpose of the Core Strategy. I/we consent to Christchurch Borough Council / East Dorset District Council disclosing my/our information to third parties for this purpose.

I understand that I/we have the right to ask for a copy of the information held about me/us and which is subject of Data Protection Act 1998 (for which Christchurch Borough Council / East Dorset District Council may make a charge) and to correct any inaccuracies in my/our information.

Data Protection Act 1998: Any information provided will be treated in strict confidence and will be held on and processed by computer.

Some frequently asked questions

- Q Why are we planning for 15 years ahead?**
A We need to make sure that we have policies in place to plan for the future, to help us make decisions about a wide range of issues, such as housing, employment, open space and leisure, the environment, town centres and transport. If we have no plan then we will lose local control and decisions will be made for us through planning appeals using national policies.
- Q Have you listened to the residents and community before publishing this document?**
A Yes, the consultation has provided us with a clear gauge of local interest from the community, with over 22,000 individual responses from over 3000 residents and interest groups covering a broad range of issues and concerns. Officers have spent considerable time listening and talking to residents at exhibitions and meetings, and these views have helped to shape the policies in this document.
- Q Are you going to protect the Green Belt?**
A Yes, we aim to protect 99.5% of the Green Belt in East Dorset by these policies. In order to provide land to meet our housing and employment needs for the next 15 years, a very small amount (0.5%) will have to be released from the Green Belt because there is not enough available land in the urban areas. Despite this, the majority of new housing will be built in our settlements, not in what is now Green Belt. The purposes of the Green Belt are to check the unrestricted sprawl of large built-up areas; to prevent neighbouring towns from merging into one another; to assist in safeguarding the countryside from encroachment; to preserve the setting and special character of historic towns; and to assist in urban regeneration, by encouraging the recycling of derelict and other urban land. These purposes are not undermined by the proposals in the Core Strategy. In fact, we plan to give greater public access for the community onto Green Belt land through footpaths, parks and trails than there has been in the past.
- Q Why do all of the housing development options focus on four settlements?**
A Corfe Mullen, Ferndown and West Parley, Verwood, and Wimborne and Colehill are the locations where important facilities, services and employment are most accessible and readily improved.
- Q What will happen to my comments?**
A All representations received will be published on the Council's website along with your name (see 'How can I make a Representation').
 Your response will be considered by the Council when approving the submission of the Core Strategy to the Secretary of State. It will also be made available to the Planning Inspector who will be appointed to examine the document. As your representation will be passed to the Inspector you should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested change, based on the 'Tests of Soundness'.

Public exhibition dates:

Tuesday 17th April	The Hub, Brock Way, Verwood BH31 7QE	2.30pm-8pm
Friday 20th April	The Allendale Community Centre, Hanham Road, Wimborne BH21 1AS	2.30pm-8pm
Tuesday 24th April	The Memorial Hall, Christchurch Road, West Parley BH22 8TS	2.30pm-8pm
Friday 27th April	Corfe Mullen Scout Hut, Badbury View Road, Corfe Mullen BH21 3HU	2.30pm-8pm
Tuesday 1st May	St John's Church Hall, Leigh Road, Wimborne BH21 1AE	2.30pm-8pm
Wednesday 2nd May	Longham United Reformed Church Hall, Ringwood Road, Longham, Ferndown BH22 9AW	2.30pm-8pm
Thursday 17th May	Penny's Walk, Ferndown Town Centre	10am-3pm

Key facts about Ferndown

- The Core Strategy proposes that 99.5% of the Green Belt will remain protected in East Dorset.
- 50% of new homes will be affordable homes in the New Neighbourhoods.
- The Ferndown Industrial Estate and East Dorset Trade Park form the largest single employment location in Dorset.
- 94 residents responded to the last consultation representing just over 0.5% of the population of 17,795 of Ferndown.

The Pre-Submission Proposals

There is limited opportunity for large scale new housing development in Ferndown due to the number of sites of nature conservation interest surrounding the town which prohibit development. Two key greenfield housing sites are under consideration in Ferndown and a new employment area at Blunts Farm. Two areas of land previously identified for housing will be included within the Green Belt for the first time. A new Vision for Ferndown Town Centre has been prepared to reflect local concerns.

Policy FWP1 - Ferndown Town Centre

A Vision for Ferndown

- To support a range of retail uses, services, cafes, restaurants and cultural facilities to enhance the vitality and viability of the town centre.
- The retail offer will be enhanced and improved, to help attract national multiples to the town.
- The townscape quality of Penny's Walk, Victoria Road and Ringwood Road will be improved to create a safe, high quality and attractive environment, to encourage a vibrant centre attractive to shoppers.
- To support mixed uses of residential, commercial and retail.
- Traffic management measures will be introduced around the town to reduce pedestrian conflict and congestion in Victoria and Ringwood Roads.
- Public car parking and accessibility to the town centre will be maintained.
- The Town Centre boundary will be the focus for town centre uses.

Policy FWP2 - Forest View Drive & Woodland Walk, Green Belt Boundaries, Ferndown

- Land to be included in the Green Belt.
- Forest View Drive was safeguarded for housing land previously, but as it lies within 400m of protected heathland, it has subsequently become inappropriate to allow housing to be built on it. It is recommended it is now included in the Green Belt.
- Woodland Walk was previously left outside the Green Belt and allocated for housing land. It is now heavily wooded, protected by preservation orders and difficult to access. It is now recommended it is included in the Green Belt.

Policy FWP3 - Holmwood House New Neighbourhood, Ferndown

110 homes - (Minimum of 50% affordable)

- Provision of valuable green infrastructure to enhance the existing open space at Poor Common and protect the Green Belt gap between Ferndown and Longham.
- Vehicular access will be provided from Ringwood Road.
- A network of pedestrian and cycle routes must be provided throughout the neighbourhood to connect into the existing network.

Policy FWP4 - Coppins Nursery New Neighbourhood, Ferndown

30 homes (Minimum of 50% affordable)

- Approximately 50% of the site will be new open space to enhance the existing open space at Poor Common providing green links along the southern edge of the town.
- Vehicular access will be provided from Christchurch Road.
- Dedicated pedestrian and cycle links must be provided throughout the housing area to link into the existing network.

Policy FWP8 - Blunt's Farm Employment Allocation, Ferndown

30 hectares of Employment Land

- The site is adjacent to Ferndown Industrial Estate with close links to the A31 and the highway network.
- The development would include the provision of B1 (Office and Light Industrial), B2 (General Industrial) and B8 (Warehousing and Distribution) employment uses.
- The provision of ancillary support services, such as cafes.
- Need for a comprehensive development plan for the site.
- Improvements to public transport, cycling facilities and cycle paths to Ferndown and Wimborne.
- No harm to the nearby nature conservation sites.
- Landscaped buffers to the north and western parts of the site to safeguard the heathland habitat nearby.

Planning for the Future of Ferndown

In the Issues and Options Consultation 2010/11, we asked you to tell us what you would like to see happen in your community. We have listened to what you have said and now reconsidered the proposals for Ferndown

Housing

What you said:

- I support the introduction of homes suitable for younger families.
- The need is for 'houses' and affordable ones at that.
- The proposals will completely change the character of what are currently open fields to an urban environment.
- The site at Holmwood House does have some disadvantages in terms of access to the site.
- Coppins is enclosed with good boundaries and good existing access onto a local distributor road.
- Coppins is a commercial site and should not be used as housing development.

Our Response:

- We need to provide new homes in our communities. We have an affordable housing crisis, due to the cost of living in this area, low wages, and a lack of new homes being built. If we do not adequately plan for the next 15 years, we shall be forced to accept new housing in less appropriate sites in the area, including other Green Belt sites.

Green Belt and the Environment

What you said:

- Green Belt should be protected.
- Is the Green Belt gap between Ferndown and Longham really needed more than houses?
- Preserve the Green Belt.

Our Response:

- Although the land is presently Green Belt, development of this area would not result in coalescence of settlements and would be contained by strong defensible new Green Belt boundaries. The New Neighbourhoods will need to be set out according to the principles of Masterplans and a design code agreed by the Council. Large areas of open space will be provided as part of the new housing development for public access and to link in to existing trailways and paths. These will help to preserve the important strategic Green Belt gap between Ferndown and Longham.

Town Centre

What you said:

- The centre of Ferndown is in need of updating and refurbishment.
- The redevelopment of some public buildings could be the trigger to start a comprehensive redevelopment.
- The Council needs to attract a more vibrant niche shopping experience.
- There is a distinct lack of chain/national presence in the town.
- As a 'vision' it is difficult not to support this, but I am a little concerned about the possibility of achieving it.

Our Response:

- There is genuine support for the Ferndown Vision from key local stakeholders who would like to see positive enhancements to help lift the Town Centre. This is very encouraging at this stage, and we hope to support the community in delivering changes to encourage a healthy and more attractive town centre, incorporating many of the suggestions made.

Traffic

What you said:

- The volume of traffic through Ferndown via Ringwood Road is considerable.
- Better bus services are a priority.
- We need better road improvements before any new housing development.
- A circular bus service to cover Bournemouth, Christchurch hospitals and the airport would be advantageous to older people who can no longer drive.
- The traffic situation has got steadily worse in this area over the last few years.
- Christchurch Road cannot take more traffic.
- Make lorries use the Ferndown bypass not Longham Bridge.

Our Response:

- It is acknowledged that traffic flows can be heavy through Ferndown, with HGV and local traffic passing through. Traffic calming measures in the town will be investigated, as will changes to the HGV routes with Dorset County Council.
- In terms of the housing sites suggested, the Highway Engineers consider that safe access into the sites can be achieved from Ringwood Road and Christchurch Road.

Community Facilities

What you said:

- New health facilities are needed.
- Doctors' surgeries and schools are over-crowded already.
- Infrastructure is far from adequate.
- The housing sites are close to employment at the airport and Ferndown Industrial Estate.

Our Response:

- To date, the health professionals do not consider there will be a need for further health care facilities in Ferndown. This will be considered again at the next round of consultation.

This form has two parts - **Part A** - Personal details, and **Part B** - Your representation(s). Please fill in a separate sheet (**Part B**) for each representation you wish to make.

Part A - Personal details

	1. Personal details	2. Agent's details (if applicable)
Title		
First name		
Last name		
Job title		
Organisation		
Address		
Phone no.		
E-mail		

Part B - Please use a separate sheet for each representation

3. To which part of the document does this representation relate?

Policy (eg. WMCT): Paragraph: Map number:

4. Do you consider the document is: (please tick)

Legally compliant: Yes No Sound*: Yes No

*The considerations in relation to the document being 'Sound' are explained in Planning Policy Statement 12 in paragraphs 4.36 - 4.47, 4.51 and 5.52 and the boxed text. If you have entered No to 4.(2), please continue to Q5. In all other circumstances, please go to Q6.

5. Do you consider the document is unsound because it is not: (please tick)

Justified: Effective: Consistent with national policy:

6. Please give details of why you consider the document is not legally compliant or is unsound. Please be as precise as possible. If you wish to support the legal compliance or soundness of the document, please also use this box to set out your comments.

7. Please set out what change(s) you consider necessary to make the document legally compliant or sound, having regard to the test you have identified at 5 above where this relates to soundness. You will need to say why this change will make the document legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations based on the original representation at publication stage. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

8. If your representation is seeking a change, do you consider it necessary to participate at the oral part of the examination with the Government Inspector? (please tick)

No, I do not wish to participate at the oral examination Yes, I wish to participate at the oral examination

9. If you wish to participate at the oral part of the examination with the Government Inspector, please outline why you consider this to be necessary:

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate at the oral part of the examination.

Signature: _____ Date: _____

