



**Planning for the future of Verwood, Three Legged Cross, St Leonards & St Ives and West Moors**

Christchurch and East Dorset Councils delivering services together  
**Core Strategy**  
 Re-Submission Consultation

**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](http://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](http://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](http://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](http://www.communities.gov.uk/documents/planningandbuilding/pdf/pps12lsp.pdf)

Please send your completed form(s) to:  
**Policy Planning, Verwood and the Surrounding Area 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 we have provided for the purpose of the Core Strategy. We consent to Christchurch Borough Council / East Dorset District Council disclosing my/our information to third parties for this purpose.

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



## The Pre-Submission Proposals - Verwood

The options for Verwood consider the Town Centre, the provision of a new Upper School near to Emmanuel School, and two areas of new housing in the town. The site proposed south of Manor Road in the last Consultation (2010/11) is not under consideration this time. Additionally, two areas of land are proposed to have their Green Belt boundaries amended.

### Policy VTSW1 - Verwood Town Centre

#### A Vision for Verwood

- 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 provide more small and medium sized shops.
- The townscape quality of the town will continue to be enhanced 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.
- To support the introduction of traffic management around the town to reduce pedestrian conflict and congestion.
- To support high quality design in good quality materials, to reflect the local character of the centre.
- The Town Centre boundary will be the focus for town centre uses.

### Verwood - Town Centre Facilities

#### What you said:

- The old village centre of Verwood can never serve as a Town Centre. It does not have any scope to expand into a retail centre.
- Most residents agree that a vibrant town centre does not exist, and maybe never will.
- The units in the centre are mainly services which are best suited to this area which does not need to attract any more hustle and bustle.
- With the proposed expansion of Morrison's it seems likely this will over time become the overall centre, with only one shop.
- Verwood needs more infrastructure before expansion - cinema, swimming pool, more shops, larger supermarket, petrol station, new upper school and more doctors.
- The Town Centre boundary as proposed is already complete; there is no room for further quality development, or room for more car parking.
- Provide allotments.

#### Our Response:

- Verwood has received significant investment in recent years in the historic town centre at Ferrett Green and at Bakers Farm. The Town Centre has undergone recent changes which take time to mature, and these are now being realised.
- The Morrisons supermarket site is perceived as a rival Town Centre. The Town Centre provides a wide range of services and facilities beyond the scope of Morrison's. We need to plan effectively for both locations to complement each other and meet the needs of the community.
- The Morrison's site will see an expanded supermarket and will remain a secondary shopping district to the main Town Centre.

### Policy VTSW2 - South of Howe Lane Education Allocation, Verwood

#### New Upper School

- To enable local children to attend a local Upper School.
- To encourage more children to walk or cycle to school.
- Springfield Distributor Road will be provided in conjunction with this proposal.

### Verwood - New Upper School

#### What you said:

- The new Upper School should be built before the houses are developed.
- It's about time we had a Upper School for our local children in Verwood.
- I have mixed feelings about the Upper School. There are so many reasons why schools should be local, but access to Howe Lane is not good.
- A Upper School needs to be around the Potterne Park area or in North Verwood.
- Access to the existing schools is already difficult.
- More school traffic will make matters much worse for us residents.
- Need to upgrade Springfield Road and Howe Lane first.

#### Our Response:

- The provision of a new Upper School in Verwood would mean local children no longer have to travel outside the town for their education. The site proposed is already owned by Dorset County Council and has been allocated for educational use for some years. The County Council would like to proceed with the provision of a new Upper School at Howe Lane and will continue to investigate when and how to provide this.
- The County Council will continue to provide safe routes to encourage children to walk to school and to be less reliant on the car.
- The Springfield Distributor Road will be provided to support the school proposal.

### Policy VTSW3 - Coopers Lane and Doe's Lane, Green Belt Boundaries, Verwood

#### The Green Belt boundary will be redrawn

- The sites at Cooper's Lane and Doe's Lane were safeguarded for housing development in the previous Local Plan. Both sites now fall within 400m of internationally protected heathland, so are unable to be developed for housing.
- Land at Doe's Lane should be included in the Green Belt.
- The northern part of Coopers Lane should be included in the Green Belt, and the southern part in the Urban Area.

### Verwood - Environment

#### What you said:

- Development will destroy the valued landscape.
- Support proposals for potential Suitable Alternative Greenspaces being a real increase in terms of accessible areas and biodiversity.
- Encroachment of the Green Belt.
- Concern about the visual impact on both the natural and historic landscape.
- No Green Belt land should be allowed to be built on.
- Need to retain green space between Verwood and Three Legged Cross.

#### Our Response:

- The removal of the proposed sites from the Green Belt would cause minimal harm as it would not cause coalescence with other settlements and a new strong boundary can be identified.
- The sites provide the opportunity to produce a sustainable form of development which can reduce the need to travel by car and which will be integrated into the existing urban fabric of the town.
- Natural England have responded positively to the development options and support the provision of extensive areas of parkland, Suitable Alternative Greenspaces and green infrastructure, to help increase the value of biodiversity and publicly accessible open space.
- Additional land in Verwood will be included in the Green Belt at Cooper's Lane and Doe's Lane.

### Policy VTSW4 - North Western Verwood New Neighbourhood

#### 230 homes - (Minimum of 50% affordable)

- The site is close to an existing school and the town centre facilities.
- Significant areas of open space will be provided to support the development and divert residents from nearby heathland.
- Dedicated pedestrian and cycle links will be provided to link into the existing networks.
- Vehicular access will be from Edmondsham Road.

### Policy VTSW5 - North Eastern Verwood New Neighbourhood

- 50 homes** - (Minimum of 50% affordable)
- Approximately 50% of the site will be informal open space with a children's play area.
- Dedicated pedestrian and cycle links will be provided to link into the existing networks.
- Vehicular access will be from Ringwood Road.

### Verwood - Housing

#### What you said:

- We are in desperate need of more affordable housing.
- The proportion of affordable housing is too high.
- New homes should be for local people.
- Provide limited affordable and social housing locally, but not more executive homes.
- The area cannot sustain this quantity of new homes.
- More sheltered housing for the elderly is needed.

#### Our Response:

- The proposals for Verwood offer residential development in close proximity to the existing facilities within the town of Verwood in a sustainable location. Affordable housing needs cannot be met by just building in the urban areas, so we propose small changes to the Green Belt boundaries to provide for additional opportunities.
- The proposed new neighbourhoods provide the opportunity to produce a sustainable form of development which can reduce the need to travel by car and which will be integrated into the existing urban fabric of the town, with good pedestrian and cycle links to the urban area, schools and facilities.

### Verwood - Traffic

#### What you said:

- The roads in and out of Verwood would not withstand extra cars.
- More needs to be done to encourage children to walk to school.
- More serious effort needs to be put into reducing the necessity of relying on car travel.
- Public transport is woefully inadequate
- Continued development in Verwood will progressively increase the demand for a by-pass for West Moors.
- The proposed additional housing and employment areas will increase the traffic problems at Ringwood.

#### Our Response:

- Both the Highways Agency and Dorset County Council support the development proposals to the north of Verwood, being accessible to the A31 and to public transport.
- Better bus services are being investigated with the bus providers.
- DCC traffic surveys have shown there is no need for a West Moors bypass.

### Policy VTSW6 - Woolsbridge Employment Allocation, Three Legged Cross

#### 9.7 hectares of additional employment land

- The site adjoins Woolsbridge 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.
- Need for a comprehensive development plan for the site.
- Improvements to public transport to serve the site and the need for a Travel Plan.
- A Wildlife Strategy to ensure no harm to the nearby Moors River SSSI nature conservation interest.
- Landscaped buffers alongside the countryside edges of the site.



### Woolsbridge Industrial Estate, Three Legged Cross

#### What you said:

- The risk of flooding is a significant issue to overcome.
- The Verwood and Three Cross area desperately needs new businesses providing jobs locally.
- The proposal could be detrimental to adjoining protected heathland sites and the water environment of the Moors River.
- Concern about the impact of traffic on Woolsbridge and Horton Roads.
- This option is an extension of an existing site and appears appropriate.

#### Our Response:

- This site provides the opportunity to help meet the needs for additional employment opportunities within the District, as identified in the South East Dorset Workspace Strategy Update 2012. It represents an extension to the existing Woolsbridge industrial Estate in a location close to the urban centres of Verwood, Three Legged Cross and St Leonards, although it currently has limited public transport access to the site. A travel plan to address this will be required.
- A pre-requisite of any development of the site would need to be a package of mitigation measures to ensure the development did not have an adverse impact on the Moors River SSSI.

## The Pre-Submission Proposals - St Leonards Hospital

### St Leonards Hospital is retained as a Major Developed site in the Green Belt.

### Policy VTSW7 - St Leonards Hospital Major Developed Site in the Green Belt

#### The land is identified as a Major Developed Site in the Green Belt

- St Leonards Hospital is a large development in the Green Belt that is subject to the demands for change.
- Planning permission has been granted for the development of a care village on part of the land, but it has not been implemented, as it has proved unattractive to the development industry.
- Further opportunities are likely to be investigated by the land owner.

### St Leonards Hospital

#### What you said:

- Support for the site to be used for general purpose housing or employment.
- I prefer the current planning permission for a care village.
- Nature conservation interests need to be taken into account when deciding what type and form of development should be allowed on the site.
- A preference for housing development ahead of employment.

#### Our Response:

- Although planning permission has been granted for a care village on part of the land, it has not been implemented, as it has proved unattractive to the development industry.
- It is not considered appropriate to specify the type of development that could take place on the site as this would remove flexibility to respond to changing market circumstances.
- It is considered that general policies relating to nature conservation can ensure that any redevelopment at the site will protect wildlife interests.

## The Pre-Submission Proposals - West Moors

### In West Moors, land at Blackfield Farm is considered, as is a Vision for the village centre.

### Policy VTSW8 - Blackfield Farm Green Belt Boundaries, West Moors

#### The land will be included in the Urban Area

- Originally excluded from the Green Belt and the built up urban area, this site was left to allow for housing development.
- However, the site now lies within 400m of heathland so is incapable of housing development, but could be developed for an alternative use, such as a care home.
- The site will remain included in the urban area.

### Blackfield Farm Green Belt Boundaries, West Moors

#### What you said:

- Blackfield Lane's road surface is too poor to accommodate further development.
- Power lines cross the site.
- Development would be acceptable if it was a care home.
- The site is next to the Defence Fuel Depot, so it would not be a safe location for development.
- The site is subject to flooding and next to internationally protected heathland. There should be no harm to the heaths.

#### Our Response:

- For the inclusion of land within the Green Belt it is necessary to show that there is no need for the land to be developed and it is incapable of development.
- Although this site is next to internationally protected heathland it is clear that there is potential for its use as a care home, which would be acceptable to Natural England.
- Advice from Dorset County Council is that there is a need for care home provision in the area. As a consequence there are no exceptional circumstances that mean this land should be included in the Green Belt.

### Policy VTSW9 - West Moors District Centre

#### A Vision for West Moors

- To support a range of retail uses, services, cafes, restaurants and cultural facilities to enhance the vitality and viability of the centre.
- The townscape quality of the town will continue to be enhanced to create a safe, high quality and attractive environment, to improve safe movement.
- To support mixed uses of residential, commercial and retail.
- To support the introduction of traffic management measures in Station Road to reduce pedestrian conflict and congestion.
- The District Centre boundary will be the focus for district centre uses.



### West Moors - Town Centre Facilities

#### What you said:

- Full support for West Moors to remain a District Centre in East Dorset.
- I support the Vision for West Moors.

#### Our Response:

- Town and District Centres are the heart of the community, and planning policies should seek to support their vitality and viability.
- We shall continue to support West Moors District Centre by encouraging good quality development proposals, and by offering a range of goods and services for the community.
- We shall continue to monitor traffic in Station Road to alleviate pedestrian and vehicular conflict.



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	<input type="text"/>	<input type="text"/>
First name	<input type="text"/>	<input type="text"/>
Last name	<input type="text"/>	<input type="text"/>
Job title	<input type="text"/>	<input type="text"/>
Organisation	<input type="text"/>	<input type="text"/>
Address	<input type="text"/>	<input type="text"/>
Phone no.	<input type="text"/>	<input type="text"/>
E-mail	<input type="text"/>	<input type="text"/>

### Part B - Please use a separate sheet for each representation

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

**Policy** (eg. WMC1):  **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: \_\_\_\_\_