

Core Strategy

13 Creating Prosperous Communities Background Paper

Pre-Submission Consultation
2nd April – 25th June 2012



Prepared by Christchurch Borough Council and
East Dorset District Council

April 2012

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1 Introduction

1.1 This background paper is one of a number of papers produced as part of the Christchurch and East Dorset Local Development Framework (LDF) to inform the Pre-Submission Core Strategy. This particular paper sets out the refinement of policy options for the Core Strategy 'Creating Prosperous Communities' chapter following consultation undertaken between October 2010 – Jan 2011 on the Core Strategy 'Options for Consideration' document. Specifically, the 'Creating Prosperous Communities' chapter sets out policies for employment, local retail / facilities requirements and tourism.

1.2 Preparation of the Pre-Submission Core Strategy 'Creating Prosperous Communities' chapter has involved consideration of the following:

- National and local policy;
- Core Strategy 'Options for Consideration' consultation and ongoing engagement;
- Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment;
- The Local Development Framework Evidence Base;
- Infrastructure delivery and viability.

1.3 This background paper also identifies, where appropriate, strategic infrastructure requirements to support the policies within the 'Creating Prosperous Communities' chapter which feeds into the wider Core Strategy infrastructure delivery plan and preparation of the Community Infrastructure Levy Charging Schedule.

1.4 This paper should be read in conjunction with the following key issue papers prepared in refining Core Strategy options from initial issues and options consultation undertaken in March 2008 to the 'Options for Consideration' consultation undertaken from October 2010 – January 2011.

- **Key Issue Paper:** Town, Village and Neighbourhood Centres
- **Key Issue Paper:** Sustainable Economic Growth
- **Key Issue Paper:** Tourism

2 Formation of Pre-Submission Options

2.1 This section provides a critical assessment of the options put forward for consultation in the 'Creating Prosperous Communities' chapter of the 'Options for Consideration' Core Strategy and provides recommendations for the policy approach to be adopted in the Pre-Submission Core Strategy. The assessment process examines the consultation response received to the 'Options for Consideration' document and key issues arising from this engagement process. The formation of Pre-Submission policy options also considers any recent changes in national policy and updates to the evidence base which supplements the policy and evidence review undertaken within the key issue papers listed in the introduction. The assessment below also takes into account key conclusions of the sustainability appraisal, habitats regulations assessment, health impact assessment and equalities impact assessment undertaken for the 'Options for Consideration' Core Strategy. A summary of all the proposed Pre-Submission policy options for the 'Creating Prosperous Communities' chapter is set out at the end of this paper.

Issue and Options Identified in 'Options for Consideration' Core Strategy:

2.2 How can we ensure that there is a sufficient amount and range of employment land and premises meeting the locational requirements of businesses?

Preferred Option PC 1

Developing an Employment Site Hierarchy

The following site hierarchy is proposed to influence the location of higher order employment uses that are economically productive and offer highly skilled and well paid employment and to identify sites where a more flexible approach to business activity will be adopted.

The following sites are considered to be 'high quality' and offer the necessary locational attributes to attract higher order uses. Sites at the top of the hierarchy including Bournemouth Airport Business Park, the former BAE site, and those in East Dorset, will be the focus for meeting projected requirements for B1 (Office and Light Industrial uses), B2 (General Industry) and B8 (Warehousing and Distribution) uses. On these sites activity within non B use class (other employment generating uses) will only be considered where it makes a significant contribution to raising levels of productivity and offers skilled employment opportunities. On the Airport Business Park there will be a requirement for non B ancillary uses that contribute to making this an attractive location for employees with an appropriate range of amenities.

- **Bournemouth Airport Northern Business Park (West and Eastern Sectors), Christchurch**
 - In order to realise its potential for attracting business activity this site will require 'upgrading' to ensure it offers the necessary locational site attributes such as improvements in transport infrastructure and the identification of clear zones for the attraction of different forms of business activity.

East Dorset Sites:

- **Bailie Gate Industrial Estate, Sturminster Marshall, East Dorset**
- **Brook Road Industrial Estate, Wimborne, East Dorset**
- **Ebblake Industrial Estate, Verwood, East Dorset**
- **Ferndown Industrial Estate, East Dorset**
- **Gundrymoor Industrial Estate, West Moors, East Dorset**
- **Riverside Park Industrial Estate, Wimborne, East Dorset**
- **Woolsbridge Industrial Estate, Three Legged Cross, East Dorset**
- **Uddens Industrial Estate, Ferndown, East Dorset**

The following sites including the former BAE and Stony Lane sites have also been identified for ‘upgrading’:

- **Former BAE site located at Grange Road, Christchurch.**
- **Stony Lane sites including Beagle Aircraft, Christchurch.**
- **Sites located directly off Somerford Road, Christchurch.**

A more flexible approach will be adopted for the following sites where B1, B2 and B8 uses will be accommodated in addition to a more diverse range of non B employment uses:

Christchurch Sites:

- **Avon Trading Park, Christchurch**
- **The Gasworks Site, Christchurch**
- **Groveley Road, Christchurch**
- **Somerford Road, Christchurch**

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC1	7	3	0	10

Table 2.1

2.3 Bournemouth Borough Council

2.4 Bournemouth Council raise concerns about significant office, hotel, conference and leisure development at the airport business park and potential impact on the vitality and viability of Bournemouth town centre. There is particular concern about levels of office, financial and business services and ICT development. Financial and business service sectors and ICT should not be identified as appropriate uses for the airport business park. Hotel accommodation should be of a scale and function that does not impact on the vitality and viability of existing proposed hotel stock in Bournemouth. The scale of conference and leisure facilities should be solely for and ancillary to companies at the airport.

2.5 Response

2.6 Consent has been granted for 42,000sqm (12 - 15ha) of new employment development in the north west business park which includes a 10% proportion of office. In view of the transport infrastructure constraints it is uncertain that this stage whether further development beyond 42,000sqm will come forward during the plan period. The modest proportion of office development set out in BA1 is unlikely to have a significant impact on Bournemouth town centre. A significant proportion of office development at the airport is currently related to advanced engineering and manufacturing which will not affect Bournemouth town centre. Additionally a number of employment units at the business park require an office component which is ancillary to the main industrial use. Although demand has been identified for financial and business services and ICT this is not envisaged to be of a scale to have a significant impact on Bournemouth town centre. The strategy for the operational airport includes the potential development of hotel accommodation to enhance the services offered by the operational airport and would not be of a scale to adversely affect Bournemouth town centre.

2.7 The Airport Economic Study (2008) undertaken by Nathaniel Lichfield and Partners put forward a recommended employment mix of 20% office and 80% industrial which would not be of a scale to have an adverse impact on Bournemouth town centre. In view of the 2011 planning consent it is possible that the proportion of office development at the business park delivered over the plan period to 2028 will be less than 20%.

2.8 Savills (On behalf of Beagle Aircraft, Stony Lane)

2.9 Objection is raised to the inclusion of the Beagle site within an area identified for 'upgrading'. It is suggested that the site is moved into a different category within the hierarchy where a more flexible approach could be adopted toward non B use classes. It is suggested that as the Beagle site is included within the proposed Core Strategy town centre boundary it could make a significant contribution to town centre vitality and viability and the town centre vision. Savills state that limiting the area to a simple upgrading of existing uses would not deliver the required regeneration objectives.

2.10 Response

2.11 Stony Lane and the Beagle site is located within the proposed Core Strategy town centre boundary. The purpose of the boundary is to define the focus of where town centre uses may be appropriate subject to compliance with other national and local policy. In this respect, Stony lane may accommodate a mix of uses subject to compliance with national policy including the sequential approach and impact assessment for retail development in this 'out of centre' (PPS4 definition) location. The Beagle site is currently in employment use and any proposal for a non B use class would need to establish how this would not prejudice the ability of the borough to meet projected employment land requirements over the plan period to 2028.

2.12 The Beagle site is not identified in isolation in option PC1 but forms part of the wider area of Stony Lane. Within Stony Lane future development is likely to include a mix of uses with some employment and retail development (subject to compliance with other national and local policy). In relation to Stony Lane as a whole and not the Beagle site in isolation it is considered that the Stony Lane area should be moved into the more flexible category of PC1.

2.13 The Highways Agency

2.14 The HA has no objection to a hierarchical approach to employment sites but recommends that site selection is reviewed once the transport authorities have had the opportunity to assess relevant impacts as part of the South East Dorset Multi Modal Transport Study.

2.15 Response

2.16 The Council continues to work with the transport authorities in relation to the impact of employment development on the transport network using the South East Dorset transport model. This has determined strategic improvements required to bring forward further employment development at key strategic sites such as Bournemouth Airport business park and Ferndown industrial estate. There are limited opportunities for bringing forward new employment development across the plan area and it is important that existing strategic allocations such as Bournemouth Airport business park are brought forward sustainably.

2.17 The Environment Agency

2.18 The EA suggest that under the heading Bournemouth Airport Northern Business Park (west and eastern sectors) the sentence is amended to read; 'such as improvements in transport and flood risk management infrastructure'.

2.19 Response

2.20 The policy will be amended to reflect these specific improvements which will be required in relation to the 'upgrading' of Bournemouth Airport business park.

2.21 D2 Planning on behalf of Terrace Hill (owner of the former BAE site located off Runway Road, Christchurch).

2.22 Terrace Hill raise objections to PC1 as they consider the policy needs to make reference to national policy and PPS4. They consider that sites should not be restricted to B use classes only and that development should be permitted within the PPS4 definition of 'economic development'. It is requested that further clarity is provided regarding what is meant by non B use classes which will be appropriate subject to where they make a significant contribution to raising levels of productivity and offer skilled employment opportunities.'

2.23 Clarification is also sought on what the aim of 'upgrading' is in relation to the former BAE site.

2.24 Response

2.25 The former BAE site located off Grange Road and the Runway in Christchurch is identified as a strategic site in the Bournemouth, Dorset and Poole Workspace Delivery Strategy (2008) required to effectively address projected requirements for B1, B2 and B8 employment uses over the plan period. Employment land requirements for B1, B2 and B8 uses have increased as identified in the Bournemouth, Dorset and Poole Workspace Study update (2012) which highlights the importance of this site for contributing towards projected requirements for these uses. This is consistent with PPS4 and the NPPF in ensuring the projected needs for employment land are met with the identification of suitable sites to meet these needs.

2.26 The policy does provide flexibility to accommodate non B employment generating uses that make a significant contribution to raising levels of productivity and provide skilled employment opportunities. This refers to businesses that make a significant contribution to sustainable growth of the local economy. Highly skilled employment refers to managerial, professional and associated professions. Examples of 'skilled' employment opportunities can include skilled trades and administration. Many so called 'manual workers' (e.g. Production, construction workers), can be classed a semi skilled. A less or low skilled worker is considered to be a person who has received less training than a semi-skilled worker or, having not received any training, has still acquired his or her competence in the job. Sectors known to employ low skilled and unskilled workers include caring for the elderly, the construction industry, food processing, hospitality and catering and domestic work (IOM World Migration Report, 2008).

2.27 There will be further clarification within the Pre submission policy concerning the aim of sites identified for 'upgrading'.

2.28 Manchester Airports

2.29 Support is given for the identification of Bournemouth Airport Business park at the top of the hierarchy.

2.30 Broadway Malyan on behalf of landowner - Support the site hierarchy as presented, especially the inclusion of Bailie Gate Industrial Estate within the East Dorset.

2.31 Sibbett Gregory on behalf of Ankers and Rawlins - Support the proposed extension of Woolsbridge Industrial Estate and question whether the land at the airport can actually be delivered for development.

2.32 Response

2.33 See comment above relating to the recent granting of planning permission for a significant proportion of the allocation.

2.34 General issues raised through the consultation

2.35 Sites identified for upgrading

2.36 There needs to be further clarification concerning the aim of sites identified for 'upgrading'.

2.37 Response

2.38 Further clarification of the aim of 'upgrading' will be clarified for sites included within this category in the Pre-Submission policy PC.

2.39 Public transport serving business parks

2.40 Respondents to the consultation identified the need for improvements in public transport services to the main employment sites.

2.41 Response

2.42 The vision and strategic allocation for the Airport business park in the Pre-Submission Core Strategy will set out the requirements for enhancements in public transport services to the airport business park, consistent with the airport area wide travel plan. Each of the allocations within East Dorset also set out prerequisites for development which include the agreement of a comprehensive travel plan including the provision of regular bus services.

2.43 Ferndown Industrial Estate / Blunts Farm

- There is a need for on site improvements to directional signage.
- Transport infrastructure improvements are required at Canford Bottom and dualling of the A31 from Ferndown to Merley.
- Hotels and conference facilities could be considered to enhance the business park.
- Bus services are required to provide access to the business park.
- Links can be created between the business park and Bournemouth University to improve skills and knowledge transfer.

2.44 Response

2.45 A number of the issues raised are contained within the prerequisites of development will be set out in the Pre Submission Policy.

2.46 Availability of employment land

2.47 The availability of employment land to meet business requirements was raised as an issue, particularly in respect to Bournemouth Airport.

2.48 Response

2.49 The Bournemouth Airport and Business Parks Pre-Submission background paper sets out detail of the transport infrastructure improvements required to facilitate further development coming forward at the business park. With the transport infrastructure improvements identified in the Core Strategy 'Key Strategy' and the Local Transport Plan 3 it is anticipated that up to 30ha of land will come forward for development in the business park. Improvements to Canford Bottom Roundabout and the A31 will also facilitate further development coming forward at Ferndown Industrial Estate and at Blunts Farm.

Consideration of Evidence and Policy

2.50 Policy

2.51 Planning Policy Statement 4: The policy approach in PC1 remains consistent with PPS4 in respect of ensuring that projected requirements for employment land can be met on sites within the plan area and maintaining flexibility for non B uses. This approach also enables a wide range of employment uses to come forward with complementary uses directed to specific sites. This approach is intended to promote economic growth and innovation by encouraging inward investment from higher order, growth industries offering skilled and well paid employment opportunities while also providing suitable sites for a range of business activity.

2.52 Draft National Planning Policy Framework (2011)

2.53 An hierarchical approach to employment land is consistent with the draft NPPF which sets out a requirement for local authorities to set criteria or identify strategic sites for inward investment to match the strategy and meet anticipated requirements over the plan period. Policy PC1 identifies a strategy for the direction of employment uses and to ensure that projected requirements for B1, B2 and B8 uses during the plan period can be met whilst providing some flexibility within the employment land portfolio for non B employment uses that contribute to local sustainable economic growth which is consistent with the NPPF.

2.54 Evidence

2.55 The policy approach of PC1 remains consistent with the local development framework evidence base including the following:

- Bournemouth, Dorset and Poole Workspace Strategy (GVA Grimley, 2008)
- Bournemouth, Dorset and Poole Workspace Study Update (2012)
- Christchurch and East Dorset Employment Land Review (2007)
- Bournemouth Airport Economic Study (NLP, 2008)

‘Options for Consideration’ Sustainability Appraisal

2.56 Option PC1 provides the opportunity to maximise the market potential of individual sites within the Christchurch employment land portfolio in a way that is sensitive to the types of business activity currently located on these sites and the range of business activity that can potentially be attracted in view of individual site locational attributes. This approach needs to be sensitive to changing economic requirements during the plan period and as such is not specific to individual business uses.

Relevant Sustainability Appraisal Objectives	Preferred Option PC1
2, Sustainable use of Resources	Strong Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Positive Impact

Relevant Sustainability Appraisal Objectives	Preferred Option PC1
11, Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	Positive Impact
2, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.2

‘Options for Consideration’ Habitats Regulations Assessment

2.57 The Habitats Regulations Assessment for this option concluded that it is not likely to have a significant effect on the integrity of any European site in Christchurch or East Dorset (+15km). This option does not result in development in itself and just refers to uses to be accommodated on employment sites in the plan area.

‘Options for Consideration’ Health Impact Assessment

2.58 The Health Impact Assessment identifies no clear adverse impacts but identifies potential for the option to include travel policies which include active travel.

‘Options for Consideration’ Equalities Impact Assessment

2.59 This option is likely to have a positive impact on the range of employment opportunities available.

Infrastructure Requirements

2.60 This option seeks to direct different types of business activity to specific employment sites within the plan area and does not propose development in itself. Key transport infrastructure required to bring forward development on strategic sites is identified in the Core Strategy 'Key Strategy' and is also considered in detail for the airport business park within the Bournemouth Airport and Business Parks Pre-Submission background paper. Further detail is also set out in the Core Strategy infrastructure delivery plan.

Conclusions

2.61 Option PC1 received general support from the consultation and is in line with the evidence base and consistent with national policy. The Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment do not identify any significant adverse impacts. The Health Impact Assessment identified the potential to address travel and accessibility within this policy, this is addressed in Option KS19 which sets out requirements for improvements to walking and cycling infrastructure and the requirement for travel plans for commercial development.

2.62 In consideration of responses, updates in the evidence base and policy the following changes are proposed for Policy PC1:

- An additional classification of 'Strategic higher quality' sites is considered appropriate for sites that have a strategic role in addressing the employment land requirements (B1, B2 and B8 uses) of the south East Dorset sub region. Sites within this category will be protected for B1, B2 and B8 uses but will also allow non B employment uses that make a significant contribution to raising levels of productivity and the provision of skilled employment opportunities.
- Employment sites in East Dorset are mixed in character and include a range of non employment uses. It is considered that employment sites in East Dorset will be included within the 'more flexible' category which will enable new employment development to come forward for B1, B2 and B8 uses to assist in meeting projected land requirements but will also enable development for non employment uses.
- Clarification will be provided on the aims for the upgrading of specific sites including Bournemouth Airport Business Park and sites located off Airfield Way, in Christchurch. Text will be included for the airport business park referring to improvements in transport and flood management infrastructure.

Issue and Options Identified in 'Options for Consideration' Core Strategy

2.63 How important is it to protect employment sites, given competing uses for the land?

Preferred Option PC 2

Consider alternative uses for employment land where justified by market evidence

Where there is strong evidence of the lack of market demand over the plan period (2012 – 2027) sites could be considered for non employment uses such as housing, affordable housing, leisure and retail. High quality mixed use schemes may be considered to ensure a site can be brought forward for development.

Non Preferred Option PC 3

Maintain all employment sites

All established and allocated sites should remain in employment use.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC2	6	4	0	10
Non Preferred Option PC3	0	0	0	0

Table 2.3

2.64 Highways Agency

2.65 The Highways Agency do not object to changes of use which do not result in significant impact on the Strategic Road Network (SRN). The Highways Agency would support mixed use development well served by public transport.

2.66 RSPB

2.67 The RSPB raise concerns that some employment sites are located in close proximity to European sites and the heathlands and a change of use to residential may not be appropriate .

2.68 Response

2.69 Proposals for change of use from employment to residential will be also be subject to national policy and Core Strategy environmental policies relating to habitats and the heathlands where this issue will be taken into account for site specific proposals. On this basis, additional criteria do not need to be added to this policy.

General issues raised through the consultation

2.70 Additional policy criteria

2.71 It was suggested through the consultation that additional circumstances where the loss of employment land could be considered may include where an employment use affects residential amenity.

2.72 Response

2.73 Impact on residential amenity is an important material consideration but the primary consideration of this strategic policy concerns the issue of whether the loss of employment land would prejudice the ability to meet the needs of business and projected employment land requirements over the plan period and beyond.

2.74 Definition of 'strong evidence' of lack of market demand

2.75 Clarity has been sought regarding what is meant by 'strong evidence' of a lack of market demand.

2.76 Employment definitions

2.77 Clarification was sought concerning the policy does not relate to all uses included within the PPS4 definition of 'economic development'.

2.78 Response

2.79 The policy relates to loss of employment land including land within B1, B2 and B8 uses. There is a need for particular focus on the loss of employment land within B1, B2 and B8 uses in relation to ensuring the projected requirements identified in Key Strategy policy KS5 are met. The Core Strategy also includes additional policy within the key strategy, area based chapters and other policies within the Creating Prosperous Communities Chapter which relate to other forms of economic development.

2.80 Response

2.81 As set out in the draft policy this relates to the provision of clear evidence demonstrating that an employment site is not required to meet projected requirements for employment land identified in the Council's evidence base to support the plan.

2.82 Concern about the loss of employment land in a time of recession.

2.83 Concern was expressed that employment land could be lost due to a dip in the economy, and on the other hand potential development land could be left completely undeveloped without some flexibility.

2.84 Response

2.85 There is a shortage of available employment land throughout the sub-region, and it is therefore important to retain such land where possible. However, there may be instances where the site in question is no longer viable, and the suggestion that mixed use schemes may be considered in certain circumstances to retain viability in a scheme will be set out in the Pre-Submission policy.

Consideration of Evidence and Policy

2.86 Policy

2.87 Draft National Planning Policy Framework (2011)

2.88 Draft policy PC2 is consistent with the emerging NPPF in providing protection for employment sites required to meet future economic requirements while not placing a long term blanket protection on all employment sites where some of which may not be required by the market. The policy also flexibility in some instances for mixed use development where this is required to facilitate a site coming forward for development.

2.89 Planning Policy Statement 4: Option PC2 remains consistent with national guidance in terms of the plan making objectives set out under EC2 'Planning for Sustainable Economic Growth' which advises that wider economic uses or alternative uses should be considered when a site is no longer required for its allocated economic use. Option PC3 does not provide the flexibility required by PPS4 for considering alternative uses for employment sites no longer required by the market.

2.90 Evidence

2.91 The following evidence studies inform the need to retain or release existing employment sites within the plan area:

- Christchurch and East Dorset Employment Land Review (2007)
- Bournemouth, Dorset and Poole Workspace Strategy (2008)

2.92 These studies identify a shortage of employment land in the short to medium term in the plan area, however there is a need for flexibility over the plan period for when a site may no longer be required for the market which supports Option PC2.

'Options for Consideration' Sustainability Appraisal

2.93 Option PC2 retains employment land where it is required to meet projected demand over the plan period but also provides flexibility for the provision of other uses which support economic growth should the site not be required for employment.

Relevant SA Objectives	Preferred Option PC2	Non Preferred Option PC3
2, Make sustainable use of resources	Strong Positive Impact	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact	Positive Impact

Table 2.4

‘Options for Consideration’ Habitats Regulations Assessment

2.94 The Habitats Regulations Assessment for these options concluded that it is not likely to have a significant effect on the integrity of any European site in Christchurch or East Dorset (+15km).

‘Options for Consideration’ Health Impact Assessment

2.95 The Health Impact Assessment does not identify any significant adverse impacts in relation to options PC2 and PC3.

‘Options for Consideration’ Equalities Impact Assessment

2.96 The loss of some employment sites could result in the loss of employment opportunities but the provision of alternative uses can also provide other benefits. Overall, options PC2 and PC3 do not have clear adverse impacts.

Infrastructure Requirements

2.97 Options PC2 and PC3 do not require the provision of physical infrastructure.

Conclusions

2.98 The ‘Options for Consideration’ consultation response provides some support for option PC2 but the results of the consultation are not conclusive. The draft policy is consistent with national policy and the local development framework evidence base. The Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment do not identify any significant adverse impacts for options PC2 and PC3 but PC2 performs better in terms of the sustainability appraisal assessment. In considering the results of the consultation, national policy framework, evidence base and assessments it is clear that Option PC2 is the most appropriate and sustainable option to pursue. PC2 can be amended to state when not required by the market over the plan period employment land may be considered for non B use classes. It is unnecessary to list the uses that this encompasses.

Issue and Options Identified in ‘Options for Consideration’ Core Strategy

2.99 **Are there any places where new employment sites should be provided in East Dorset?**

Blunt’s Farm, Ferndown

Option PC 4

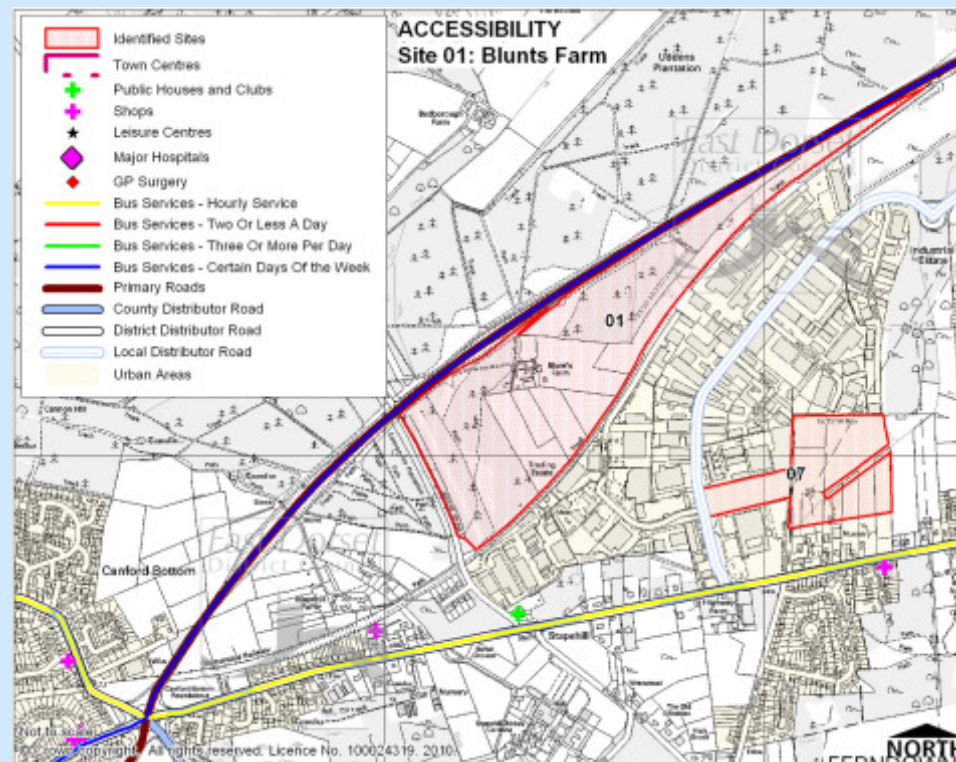
20 hectares of land to the west of Ferndown and Uddens Industrial Estates should be considered as a location for new employment.

This would involve:

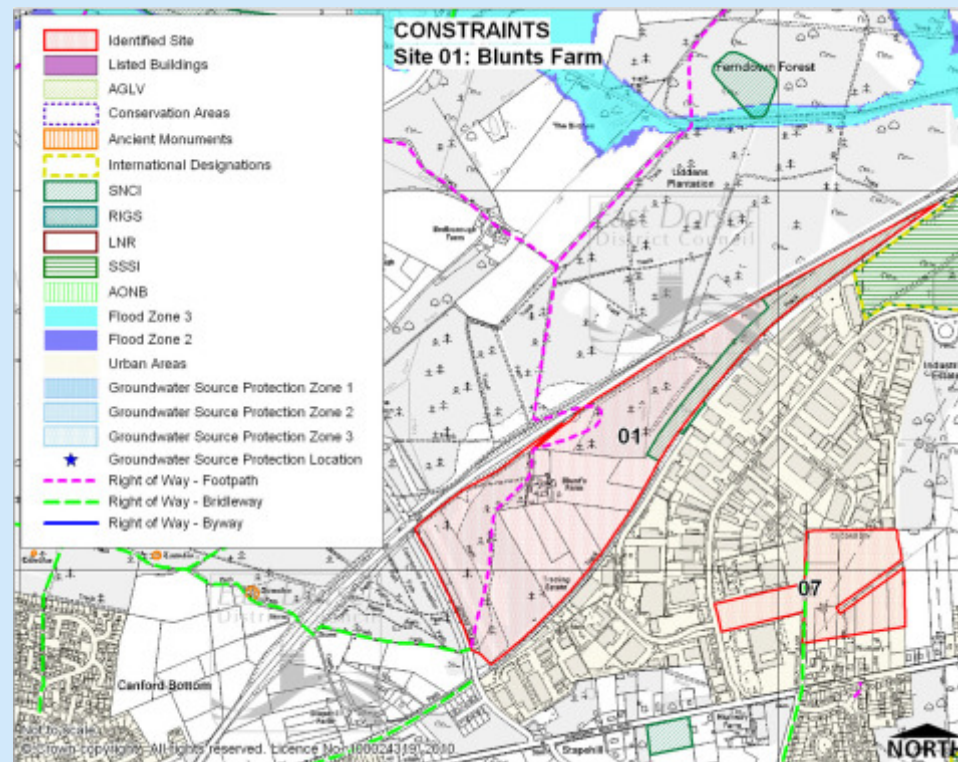
- The provision of B1(Office and Light Industrial), B2 (General Industrial) and B8 (Warehousing and Distribution) employment uses.
- Ancillary support services, such as cafés.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Improvements to Canford Bottom roundabout.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Protection of Site of Nature Conservation Interest.
- Retention of significant landscape buffers to the north, and west of the land.



Picture 2.1



Picture 2.2

Consultation Response

Option	Support	Object	No Opinion	Total
Option PC4	134	147	176	457

Table 2.5

2.100 From the responses received, there were a similar number of those who supported (29%) against those that objected (32%)

2.101 In addition to these responses, a 'standpoint' survey was also undertaken at the public exhibitions and at the East Dorset council offices during the consultation period. From those making comment on this option, 49 supported, 34 objected and 164 had no opinion.

2.102 Highways Agency

- Support option and it is recognised that Ferndown provides the role of the leading employment centre in the district.
- The option should be assessed at a strategic level through the South East Dorset Multi Model Transport Study (SEDMMTS) model.
- The road improvements proposed in the Core Strategy including the upgrading of the A31 Canford Bottom junction and preparation of comprehensive travel plans are endorsed.

2.103 Natural England

- Object to the option as parts of this site have a significant nature conservation importance with the known presence of both smooth snake and sand lizard. Our opinion on this option will therefore be shaped by the strength of mitigation proposals to protect, enhance and expand the habitats of European protected species in this location.
- This option could be detrimental to the water environment of the heathland European site, Ramsar site and SSSI at Uddens Heath and the Moors River System SSSI further downstream. However, the site is of a size that could incorporate green infrastructure of sufficient scale to remove this detriment and contribute towards lessening the detriment to water environment from part of the existing industrial estates.
- The option contains no detail on road access and detriment to the designated sites at Uddens Heath should be avoided. A short road crossing on the western edge of this site, compensated by removal of the existing local distributor road that divides up the heathland may be acceptable.
- It is Natural England's opinion that if this option is taken forward into the Draft Submission Core Strategy, it will therefore be shaped by the strength of policy on delivery of green infrastructure as an integral part of the development, and road access. The following requirements for green infrastructure are essential:
 - Provision of a comprehensive package of Sustainable Urban Drainage Systems. The Sustainable Urban Drainage Systems should both ameliorate flood volumes to the designated sites and reduce and clean water of poor quality from urban surfaces and drainage thereby protecting against a deterioration of water quality in these sites. Drainage of the development should not be dependent on existing drainage capacity in Uddens Heath. The historical drainage modifications carried out in this heathland wetland need to be ameliorated as they preclude recovery of designated wetland habitats to favourable condition.

2.104 Environment Agency

- Object to the option as the "areas susceptible to surface water flooding map" shows that this site may be prone to surface water flooding.

2.105 RSPB

- Object to the option pending the resolution of outstanding issues identified in the Habitats Regulations Assessment. This is in relation to the site's proximity to European sites for nature conservation, meaning scrutiny will be necessary for possible adverse effects on them.

2.106 Ferndown Town Council

- Object to the option as proposal would have a detrimental effect on the highways infrastructure and turn the Stapehill ward into a mix of Green Belt and Industry which are not at all compatible.
- The Town Council are aware that the development could potentially bring further employment opportunities to the area, but this should not be at a cost to the natural environment and resident's quality of life.

2.107 Dorset Wildlife Trust

- Object to the option as site is likely to support protect species and habitats - the option should be informed by biological survey.
- Concerns over the protection of Ferndown Bypass Site of Nature Conservation Interest - would need significant buffering.
- Concerns on the impacts to Uddens Heath SSSI and the Moors River SSSI through pollution of the water environment - the protection of all of these should be a pre-requisite for development, with a need for Sustainable Urban Drainage Systems.
- Concerns over the impacts of light pollution from a development, disturbance due to noise and the provision of road access.
- Site has the potential to be restored as heathland which would reduce the isolation and fragmentation of the nearby designated areas.

2.108 East Dorset Environment Theme Action Group

- Object as proposals set out in the Forestry Commission's Open Habitats restoration policy suggests the site will provide the restoration and maintenance of heathland and the management of two areas of wet woodland. RSPB heathland potential maps accord with these plans by confirming a high potential for heathland restoration with linkages to the Site of Nature Conservation Interest and SSSI - the option would thwart these agreed plans
- Threat of accidental pollution through surface water drainage to Uddens Water , on to the Moors River.
- Risk of light pollution is high.
- The site has previously describes as having an impact on the openness of the Green Belt (Inspectors Report on the Bournemouth, Dorset and Poole Waste Local Plan, March 2005) - no reasons were provided in the Core Strategy for this to change.

2.109 Officer Response:

2.110 This site represents the major opportunity to meet the employment needs in East Dorset within the Plan period. It lies adjacent to the existing major employment site within Dorset (Ferndown Industrial Estate) and has good transport access to the strategic highway network, although there are issues of congestion in the immediate vicinity of the area. It is recognised that the site has environmental concerns in respect of its wildlife interests, in particular due to the possible presence of European protected species and habitat. Part of the site is a Site of Nature Conservation Interest and there are also concerns about the impact of any development on drainage into sensitive river systems and heathland systems. Appropriate mitigation will be required to protect the nature conservation assets.

2.111 The East Dorset Employment Land Review and the South East Dorset Workplace Strategy Update 2010 both identify the need for significant employment opportunities within the District. This site, if developed sensitively, could meet the needs identified in those documents. The draft policy contains pre-requisites for development which seek to provide a comprehensive travel plan, including the provision of regular bus services, protection of the Site of Nature Conservation Interest and retention of significant landscape buffers within the northern and western parts of the sites. The Pre-Submission policy seeks to enhance those pre-requisites further to take account of the concerns raised above by requiring a Sustainable Urban Drainage System and an agreed wildlife strategy that ensures that no harm to the Uddens Water and Moors River SSSI system will derive from the estate. It also seeks to ensure that there is an element of heathland restoration within the landscape buffer around the site.

2.112 Other responses were based around common themes:

2.113 Road infrastructure, at least 40 respondents referred to this in their comments, the issues specifically referred to included:

- Capacity of A31, in particular the single carriageway sections, suggestions of dualling were made.
- Canford Bottom junction needs urgent improvement, including a suggestion of a flyover at Canford Bottom junction
- Local roads within Ferndown and West Parley will be unable to cope with additional movements, particularly at rush hours
- Improved public transport required to serve the industrial estates, including links to airports, railways and nearby town centres
- Infrastructure improvements, including public transport provisions, should be in place before development.
- Existing traffic bad from Estate exits
- Existing industrial estate entrance on Uddens Drive is dangerous due to the size of the lorries that use it.
- Access to the site should be via the A31 or through Ferndown Industrial Estate, not Uddens Drive.
- Concern over pollution levels close to trunk roads

2.114 Loss of Green Belt. Brownfield sites to be used instead.

2.115 Nature Conservation, specifically:

- Impact on the water environment including the Moors River System SSSI
- Impact on the adjacent heathland SSSIs, namely Uddens Heath
- Impacts on the New Forest National Park
- Loss of opportunity for heathland restoration (including the risk of leaving the Ferndown Bypass Site of Nature Conservation Interest more vulnerable and permanently isolated) and actual or potential grassland loss
- No proper attempt has been made to survey the site before the decision was made to progress the site further

2.116 The need for new employment land when many existing industrial units and offices are empty on Ferndown Industrial Estate and elsewhere in the District.

2.117 New employment land good for economy.

2.118 Suggestions of mixed use schemes on the proposed sites.

2.119 Allocate places of employment closer to existing housing, not very sustainable in terms of traffic to enlarge the existing estate at Ferndown.

2.120 The inclusion of a hotel and conferencing facilities close to the Ameysford Roundabout.

2.121 Part of the site should be allocated for supporting services, including a children's nursery and breakout areas.

2.122 Officer Response:

2.123 The very special circumstances required by Planning Policy Guidance Note 2 Green Belts to amend a Green Belt boundary through the strategic planning policy process are considered in relation to Preferred Option KS13 and set out in the East Dorset Employment Land Review and the South East Dorset Workspace Strategy Update 2012. There is a recognised need for additional employment land to be made available within the District to meet the needs of the economy of the area. There are no significant brownfield opportunities within the District to meet this need and therefore the only viable option is to identify limited areas of land for release from the Green Belt to be developed for employment uses. The land identified here is clearly bounded by physical features such as the A31 and Uddens Drive and will represent the minimum area of land to be released to meet the identified need in this location, and represents a natural rounding off of the existing Industrial Estate. It does not close any critical gap between existing settlements and will not lead to the coalescence of settlements, which Green Belt policy seeks to avoid. The identification of this land to be removed from the Green Belt under very special circumstances in a sustainable location on the edge of an existing industrial estate clearly bounded by physical features complies with existing policy set out in PPG2.

2.124 The comments related to the access to the site and its impact on the surrounding highway network are noted, but as can be seen from the comments above, the Highways Agency, who are the Government's agency responsible for the strategic highway network including the A31, do not raise objection to the site on highways grounds and endorse the provisions in the Plan for comprehensive travel plans and improvements to the A31. Dorset County Council, as local highways authority for the non-strategic highway network, are working with the District Council to ensure the development of this site has the minimum impact on the surrounding road network. A pre-requisite for the development of this site is the provision of regular bus services to serve the site, and with the critical mass provided by the adjoining Ferndown Industrial Estate, it is likely that such a service should be viable.

2.125 The comments in respect of the environmental concerns have been addressed above.

2.126 Natural England one-to-one meeting, 13 December 2010.

- Aware of nearby populations of smooth snake and dormice in the vicinity of the site.
- Any development on the land should include a substantial strip of heathland along the boundary with the A31 to the north.

2.127 Ferndown and West Parley Focus Group Meeting 4th November 2010.

- Logical extension to the Ferndown Industrial Estate.
- Extension will enable there to be a critical mass for an effective, viable public transport system.
- Concerns about additional Heavy Goods Vehicles in Ferndown.
- Concern that the transport improvements will not come before the development.

Consideration of Evidence and Policy

2.128 Draft National Planning Policy Framework (2011) / Planning Policy Statement 4

2.129 The draft NPPF and PPS4 require local planning authorities to identify sufficient land to meet employment land requirements over the plan period.

2.130 Bournemouth, Dorset and Poole Workspace Study (2012)

2.131 Since consultation on the Core Strategy Options for Consideration a Bournemouth, Dorset and Poole Workspace Strategy has been prepared which updates the employment land projections from the 2008 Workspace Strategy and provides projections for B1, B2 and B8 land requirements for 2011 - 2031. Employment land projections have been provided on a district and borough level and for the Bournemouth and Poole Housing Market Area and the Dorchester and Weymouth Housing Market Area. The 2008 Workspace Strategy provided projections on a district and borough level and for travel to work areas. The 2012 update uses housing market areas as these are functional economic areas including the main employment and centres of education. There is also a consistency in using these areas with the Strategic Housing Market Assessment and planning for new housing and employment. A disadvantage of using travel to work areas is that they include areas outside the administrative control of Dorset authorities and therefore present uncertainty for the delivery of employment land.

2.132 The 2008 Workspace Strategy identified a requirement for the Bournemouth and Poole Housing Market Area of 139ha for the period 2006 - 2026 for B1, B2 and B8 employment uses. The 2012 Workspace Study has followed the same methodology as the 2008 study but with the following revisions:

- Updated employment / economic projections (the 2008 study was based on a 3.2% GVA growth per annum, the 2012 update is based on Autumn 2011 projections and 2.5% GVA growth per annum from 2011 - 2031.)
- Industrial sectors and definitions have been changed from SIC 2003 to SIC 2007 incorporating some revision of allocation to the appropriate land use class as based on the new SIC 2007 codes.
- There has been a change of geography from travel to work area to housing market area.
- Employment densities have been updated.
- An allowance for flexibility has been added in the 2011 revision (20%).
- Phasing of employment land delivery is in two ten year periods.

2.133 The 2012 update identifies a need to provide 236ha of employment land in the Bournemouth and Poole Housing Market Area from 2011 - 2031 which is a significant increase in the 20 year requirement of the 2008 study set out above. In view of employment land supply across the Bournemouth and Poole Housing Market Area there is a need for in the region of 80ha to be provided across Christchurch and East Dorset, deliverable during the plan period to 2028.

'Options for Consideration' Sustainability Appraisal

2.134 The site at Blunts Farm, Ferndown includes a small area designated as a Site of Nature Conservation Interest and is located adjacent to an internationally designated sites known as Slop Bog and Uddens Heath. It is possible for commercial development to come forward without having an adverse impact on these sensitive habitats. It also important that any pollutants do not adversely affect nearby habitats and the Moors River System. This green field site is not as efficient use of land in comparison to brownfield land. The site is reasonably well served by public transport and employment development would generate employment opportunities and support economic growth.

Relevant Sustainability Appraisal Objectives	Option PC4
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Negative Impact
2, Make sustainable use of resources	Strong Negative Impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact
4, Minimise factors contributing to climate change.	Negative Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.6

'Options for Consideration' Habitats Regulations Assessment

2.135 This option is assessed as having uncertain effects as it would lead to employment development although the precise location, size and nature is still to be determined. The site is adjacent to Slop Bog and Uddens Heath - a fragment of the Dorset Heathlands Special Protection Area/Ramsar and Dorset Heaths Special Area of Conservation, so an appropriate assessment would be needed to consider whether adverse effects on the integrity of the international sites can be avoided or mitigation achieved.

'Options for Consideration' Health Impact Assessment

2.136 As the option proposes development on undeveloped land, there is a negative impact on the natural environment. Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel. Dependent on a design guide, there is potential for a positive impact in relation to creating quality built environments that provide safe and secure places and routes.

'Options for Consideration' Equalities Impact Assessment

2.137 The option increases the number and distribution of employment sites that would benefit those who are unable to travel longer distances and prefer to work closer to home.

Infrastructure Requirements

Infrastructure	Timing	Funding	Responsibility
Canford Bottom Roundabout improvements	Ahead of, or as development commences	Highways Agency and Developer?	Highways Agency / DCC

Table 2.7

Conclusions

2.138 The development of this site for employment uses will require the mitigation of the impact in the strategic and non-strategic highway network in the vicinity of the site. The draft policy meets the requirements of the Highways Agency in this respect.

2.139 The proposal to allocate this land for development has attracted concerned comments from both statutory and non-statutory wildlife and conservation bodies, and the Sustainability Appraisal has identified that there could be adverse effects from the allocation's development. To mitigate this harm, the Pre-Submission policy has strengthened the pre-requisites for development to address the concerns expressed. These pre-requisites include a Sustainable Urban Drainage System to ensure no harm to the surrounding water courses and protected river system as well as addressing any surface water flooding

issues, the protection of the Site of Nature Conservation Interest on site, the retention of significant landscape buffers around the northern and western parts of the site, which can include heathland restoration, and a wildlife strategy to be agreed with the Council that ensures no harm to the features of acknowledged importance in the vicinity of the site.

2.140 The 'Options for Consideration' consultation response provides some support for Option PC4, with only about a third of responses actually objecting to the proposal. The draft policy is consistent with national policy and the Local Development Framework evidence base. The Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment do not identify any significant adverse impacts for options PC4 which cannot be mitigated. In considering the results of the consultation, national policy, evidence base and assessments it is clear that Option PC4 is an appropriate and sustainable option to pursue. PC4 can be amended to improve the mitigation needed to overcome the concerns raised in respect of the site's impact on nature conservation and surface water flooding issues.

Woolsbridge Industrial Estate

Option PC 5

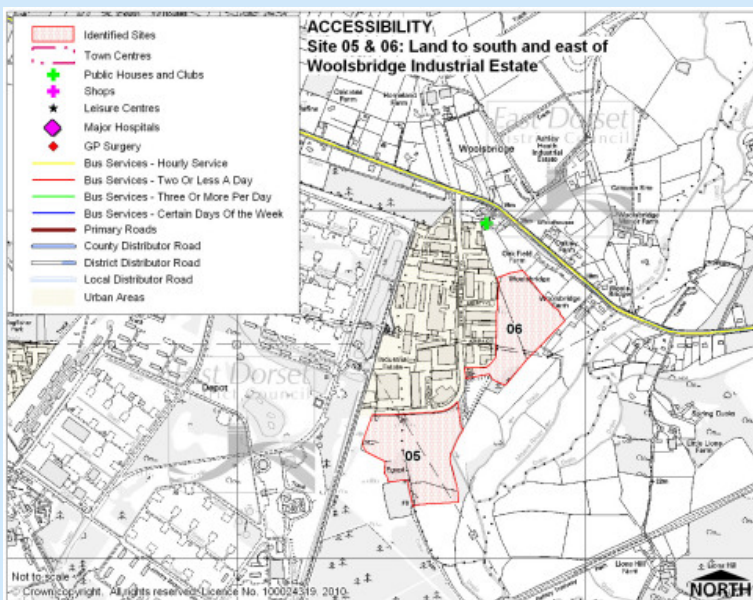
9.7 hectares of land should be considered as a location for new employment.

This would involve:

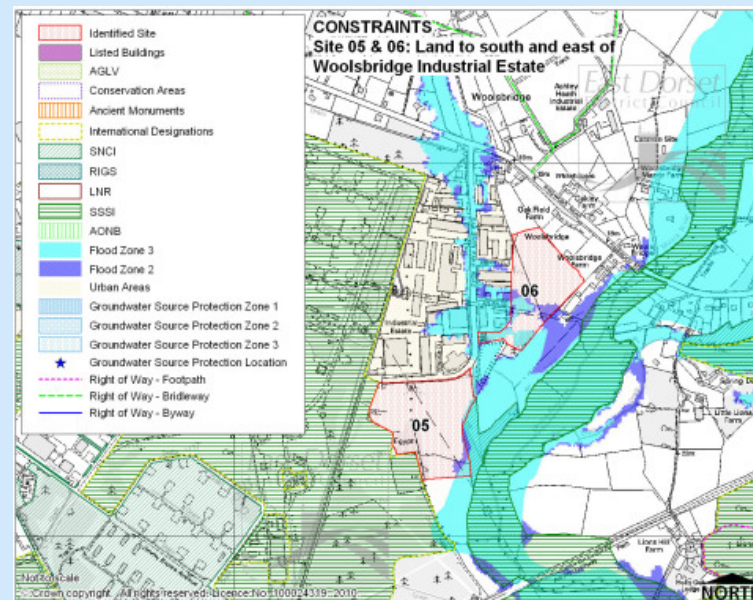
- The provision of B1 (Office and Light Industry) , B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Provision of significant landscape buffers alongside the countryside edges of the site.



Map 2.1



Map 2.2

Consultation Response

Option	Support	Object	No Opinion	Total
Option PC5	194	108	174	476

Table 2.8

2.141 In addition to these responses, a 'standpoint' survey was also undertaken at the public exhibitions and at the East Dorset council offices during the consultation period. From those making comment on this option, 58 supported, 40 objected and 149 had no opinion.

2.142 Amphibians and Reptiles Conservation Trust - At present the ARC would have to object to the southern most proposed area due to its proximity to protected heathland habitats and the area's probability of already containing European Protected species.

- 2.143 Environment Agency** - The site lies partly within Flood Zones 2 and 3, and partly within the areas shown to be susceptible to surface water flooding. The notes within this section of the document include reference to flood risk being a significant issue to overcome.
- 2.144 Ellingham, Harbridge and Ibsley Parish Council** - Increase in employment areas will increase traffic problems at Ringwood. The Parish Council agree that these developments should only go ahead if road improvements on the A31, A338 and B3081 are carried out.
- 2.145 Station Manager Forest FM** - The Verwood and Three Cross area desperately needs new businesses providing jobs locally.
- 2.146 Natural England** - This option could be detrimental to adjoining protected heathland sites and the water environment of the Moors River, and any option, if taken forward into the Core Strategy, will have to demonstrate strength of delivery of green infrastructure, which will include the provision of a comprehensive package of Sustainable Urban Drainage Systems and a wooded-heath buffer zone with the heathland designated sites of sufficient width to remove harmful edge effects from commercial development.
- 2.147 RSPB** - Given that most of the proposed employment-related development will be in close proximity to the designated sites, it must be demonstrated that development can happen without adverse effects on the European sites.
- 2.148 Environment Theme Action Group** - Of the several employment estates in the Moors River catchment area, the Woolsbridge Estate is arguably one of the most threatening due to its extreme proximity to the river, and its susceptibility to flood. It is also very close to protected heathland. The potential for damaging light pollution, to both heathland and aquatic ecosystems, is high.
- 2.149 Highways Agency** - The Agency endorses the identification of transport improvements required, and the preparation of comprehensive travel plans, including public transport measures. The Agency looks forward to contributing to the progression of the development briefs proposed for the major employment sites.
- 2.150 Wimborne Civic Society** - Attention needs to be concentrated on keeping and ideally increasing the numbers of younger people in the area, through providing additional employment opportunities and affordable housing. Therefore support all attempts to locate more employment land options.
- 2.151 Sibbett Gregory (on behalf of landowner)** - support the allocation of the land for employment uses and advise that a number of studies have already been carried out in respect of ground conditions, flood risk, transportation, ecology and other matters. The landowner is willing to subsidise a commercial hub as part of its Green Travel Plan, to reduce journeys off site during the day and to encourage employees to use modes of transport other than the private car.
- 2.152 St Leonards and St Ives Parish Plan Group** - The employment site is next to Flood Zones 2 and 3 which is a major constraint. There is a lack of accessibility from centres such as Poole and Bournemouth by public transport. There is already a problem with Heavy Goods Vehicles on the Horton Road which is too narrow. When the Woolsbridge Industrial Estate was created some 30 years ago it was proposed to make a direct link to the A31 at the Azalea Roundabout. This has never materialised.

2.153 Pro Vision Planning and Design (on behalf of another landowner elsewhere)- Object to the allocation on the grounds that another, alternative site the Council considers to be inappropriate is more acceptable to this one in terms of Green Belt, not being an urban extension, being beyond walking distance of any bus service, poor access, not served by a shop etc.

2.154 Officer Response

2.155 This site provides the opportunity to meet the need 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 is currently not a very sustainable location due to the limited public transport access to the site.

2.156 The three main areas of concern expressed by consultees relate to impact on protected sites of nature conservation importance, traffic and flooding.

2.157 The site lies close to areas of heathland protected under European legislation, and the Moors River SSSI. A pre-requisite of any development of the site would need to be a package of mitigation measures to ensure that the development did not have an adverse impact on any of these features. These would be arrived at following consultation with Natural England.

2.158 The Highways Agency does not raise objection to the development of the site, and the draft policy set out in the Core Strategy Options for Consideration document identifies the need for a comprehensive travel plan including the support of regular bus services as a pre-requisite for development. It is noted from the response on behalf of the landowner that the company is aware of the need to reduce journeys off site during the day and to encourage employees to use modes of transport other than the private car. Work is also currently being undertaken to increase the accessibility of the site by non-vehicular means from Verwood and Three Legged Cross as part of a programme of upgrading and creating rights of way in the area. It is hoped that the travel plan can be applied to the existing Industrial Estate as well as the proposed extension, thereby reducing the car usage associated with the development. It is acknowledged that there might be an increase in Heavy Goods Vehicles traffic in the area, but it is anticipated that this will not be a significant increase in lorry traffic along the Horton Road, which is currently classified as a Heavy Goods Vehicle route through the County.

2.159 The Environment Agency has raised the issue that parts of the site lie within Flood Zones 2 and 3 and that the site is liable to surface water flooding. The landowner is aware of these issues and has commenced discussions with the Agency to consider how these issues may be overcome to allow the development to proceed. It is considered that the flooding and surface water issues are not necessarily insurmountable if sufficient mitigation measures are introduced, and the Pre-Submission policy includes the need for a Sustainable Urban Drainage System as a pre-requisite of development.

2.160 Other responses were grouped into the following themes:

2.161 Traffic

2.162 The roads around Three Legged Cross are already congested with heavy goods vehicles coming off the A31.

2.163 Employment areas must have immediate access to main roads, they should not draw commercial traffic through residential areas.

- 2.164** Concerns about impact of traffic on Woolsbridge and Horton Roads. Development needs to be served via a link road to the A31 at the Azalea roundabout.
- 2.165** Need to upgrade the Horton Road to accommodate additional traffic.
- 2.166** Concerns over impact of additional traffic on pedestrians and cyclists.
- 2.167** **Green Belt**
- 2.168** The Green Belt must be protected.
- 2.169** Develop brownfield sites before the Green Belt.
- 2.170** **Biodiversity**
- 2.171** The development will have an impact on the local heathland.
- 2.172** The Moors River system has already been subject to excessive development within its catchment including the establishment of a number of industrial estates. It has suffered severely from the above resulting in losses to biodiversity. Continued development within the catchment, especially in close proximity to its water courses, and particularly of employment/industrial development, is wholly inappropriate.
- 2.173** The area has the potential for the restoration of heathland which will be lost to this development.
- 2.174** Any development that takes place will need to have oil interceptors and control measures to ensure that water soluble pollutants do not reach the Moors River, and that these are maintained.
- 2.175** **Impact on the surrounding area**
- 2.176** No development should be allowed in the flood plain.
- 2.177** The infrastructure in the area needs sorting out before any development happens.
- 2.178** **Employment Land needs**
- 2.179** I am fully supportive of the employment options as local people would have a wider choice of work and travelling should be less for them.
- 2.180** There are many empty industrial units in the area so why build new ones?

2.181 I support the extension of this site with an appropriate mix of units and a suitable bus service and/or cycle routes to service the site. This will promote local employment and private enterprise.

2.182 Please consider the provision of incubator offices and small workshops.

2.183 This option is an extension of an existing site and appears appropriate.

2.184 Officer Response

2.185 There appears to be a general degree of support for the proposal, with only 22% of respondents objecting to the allocation. However, a number of respondents have raised similar issues to those of the statutory consultees set out above at Para 2.140 onwards, and their concerns have been addressed in the response at para 2.154.

2.186 Natural England one-to-one meeting, 13 December 2010.

- Opportunity to provide off-road cycle and footpath links to the site via Moors Valley to the north and Castleman Trailway / West Moors to the south should be taken.
- Opportunity to provide a pocket park should be incorporated into any scheme.

2.187 Water Supply / Flood risk one-to-one meeting, 29 November 2010.

- The developer will need to demonstrate the site is acceptable from a flood risk point of view, which will involve early discussions with the Environment Agency.

2.188 Verwood Focus Group Meeting 12 November 2010

- Support the site, it has good potential, although transport will be an issue.
- Public transport needs to be provided to the estate.
- Provide a Business forum/ hub/shop within the site.

Consideration of Evidence and Policy

2.189 Draft National Planning Policy Framework (2011) / Planning Policy Statement 4

2.190 The draft NPPF and PPS4 require local planning authorities to identify sufficient lands to meet employment land requirements over the plan period.

2.191 Bournemouth, Dorset and Poole Workspace Study (2012)

2.192 As detailed at paragraph 2.130.

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Option PC5
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain impact
2, Make sustainable use of resources	Strong Negative impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact
4, Minimise factors contributing to climate change.	Negative Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Uncertain Impact
6, Provide a safe and secure environment (including coastal protection, major hazards e.g. blast zones, crime / fear of crime and flooding)	Strong Negative Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Uncertain
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.9

'Options for Consideration' Habitats Regulations Assessment

2.193 This option is assessed as having uncertain effects as it would lead to employment development although the precise location, size and nature is still to be determined. The site is adjacent to Holt and West Moors Heath - a fragment of the Dorset Heathlands Special Protection Area/Ramsar and Dorset Heaths Special Area of Conservation, so an appropriate assessment would be needed to consider whether adverse effects on the integrity of the international sites can be avoided or mitigation achieved.

'Options for Consideration' Health Impact Assessment

2.194 As the option proposes development on undeveloped land, there is a negative impact on the natural environment. Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel. Dependent on a design guide, there is potential for a positive impact in relation to creating quality built environments that provide safe and secure places and routes.

'Options for Consideration' Equalities Impact Assessment

2.195 The option increases the number and distribution of employment sites that would benefit those who are unable to travel longer distances and prefer to work closer to home.

Infrastructure Requirements

2.196 There are no infrastructure requirements for this option.

Conclusions

2.197 The proposal to allocate this land for development has attracted concerned comments from both statutory and non-statutory wildlife and conservation bodies, and the Sustainability Appraisal has identified that there could be adverse effects from the allocation's development. To mitigate this harm, the Pre-Submission policy has strengthened the pre-requisites for development to address the concerns expressed. These pre-requisites include a Sustainable Urban Drainage System to ensure no harm to the surrounding water courses and protected river system as well as addressing any surface water flooding issues, the retention of significant landscape buffers along the countryside of the site, which can include heathland restoration, and a wildlife strategy to be agreed with the Council that ensures no harm to the features of acknowledged importance in the vicinity of the site.

2.198 The very special circumstances required by Planning Policy Guidance Note 2 Green Belts to amend a Green Belt boundary through the strategic planning policy process are considered in relation to Preferred Option KS13 and set out in the East Dorset Employment Land Review and the South East Dorset Workspace Strategy Update 2012. There is a recognised need for additional employment land to be made available within the District to meet the needs of the economy of the area. There are no significant brownfield opportunities within the District to meet this need and therefore the only viable option is to identify limited areas of land for release from the Green Belt to be developed for employment uses. The land identified here is clearly bounded by physical features such as the existing hedgerows around the site and will represent the minimum area of land to be released to meet the identified need in this location, and represents a natural rounding off of the existing Industrial Estate. It does not close any critical gap between existing settlements and

will not lead to the coalescence of settlements, which Green Belt policy seeks to avoid. The identification of this land to be removed from the Green Belt under very special circumstances in a sustainable location on the edge of an existing industrial estate clearly bounded by physical features complies with existing policy set out in PPG2.

2.199 The 'Options for Consideration' consultation response provides significant support for option PC5, with only about a fifth of responses actually objecting to the proposal. The draft policy is consistent with national policy and the Local Development Framework evidence base. The Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment do not identify any significant adverse impacts for options PC5 which cannot be mitigated. In considering the results of the consultation, national policy, evidence base and assessments it is clear that Option PC5 is an appropriate and sustainable option to pursue. PC5 can be amended to improve the mitigation needed to overcome the concerns raised in respect of the site's impact on nature conservation and surface water and flooding issues.

Bailie Gate, Sturminster Marshall

Option PC 6

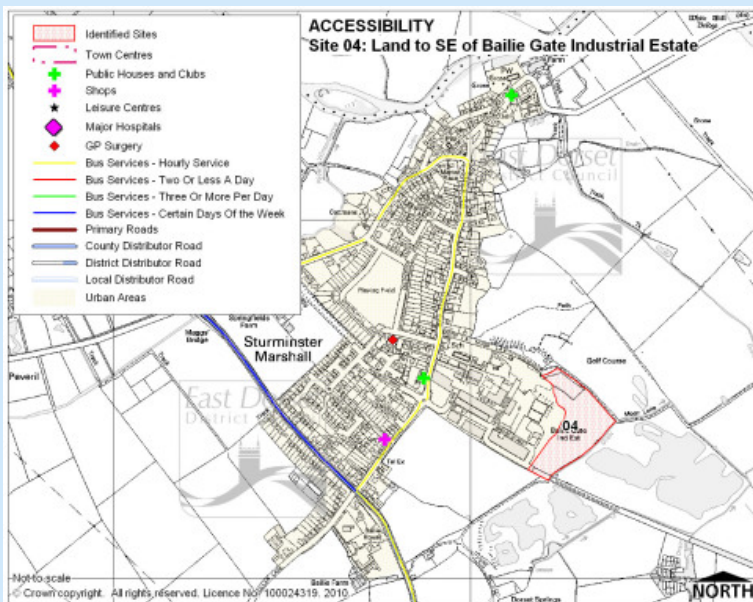
3.3 hectares of land at Bailie Gate, Sturminster Marshall should be considered as a location for new employment.

This would involve:

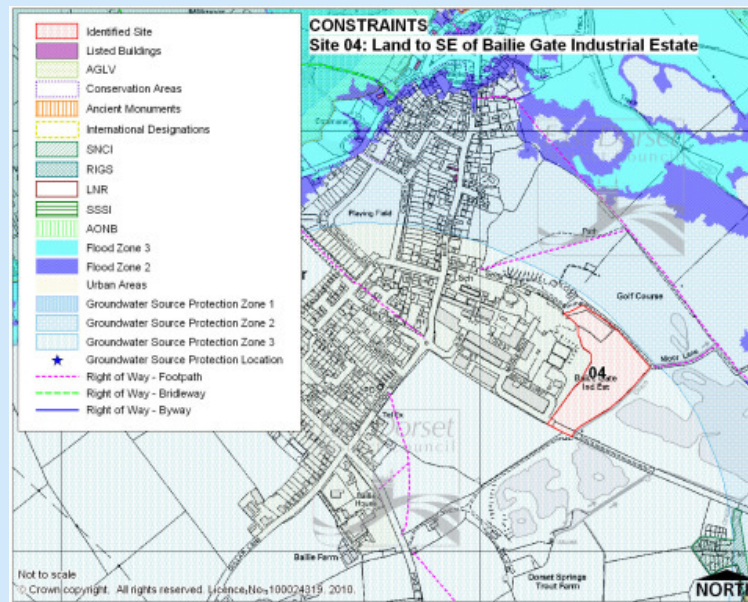
- The provision of B1 (Office and Light Industry) , B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Provision of significant landscape buffers alongside the countryside edges of the site.



Map 2.3



Map 2.4

Consultation Response

Option	Support	Object	No Opinion	Total
Option PC6	145	85	209	439

Table 2.10

2.200 In addition to these responses, a 'standpoint' survey was also undertaken at the public exhibitions and at the East Dorset council offices during the consultation period. From those making comment on this option, 47 supported, 33 objected and 167 had no opinion.

2.201 Dorset Wildlife Trust - the site should be subject to survey to inform decisions and Sustainable Urban Drainage Systems required to protect groundwater, adjacent water courses and water bodies.

2.202 Natural England - parts of this site may have Great Crested Newt present, given the locality of nearby populations. Our opinion on this option will depend on further information coming forward on European Protected Species issues here.

2.203 Highways Agency - the Agency endorses the identification of transport improvements required, given the site's location close to the A31 corridor. The Agency looks forward to contributing to the progression of the development briefs proposed for the major employment sites.

2.204 Environment Agency - Object - the site lies within Flood Zone 1. The 'Areas susceptible to surface water flooding map' shows that part of the site lies within an area which may be prone to surface water flooding.

2.205 Broadway Malyan (Planning Consultants) - support the proposed allocation, commenting that it will be an extension to the existing adjoining site and will help reinforce the village's position as a Rural Service Centre. The site is also well located in terms of public transport. It is very suitable for development for employment as it is away from immediate residential areas which avoids disturbance to existing residents.

2.206 Officer Response

2.207 The responses to the consultation in respect of this site have not revealed any concerns that cannot be mitigated as part of any development of the site. The Pre-Submission policy can be strengthened to include the need for a Sustainable Urban Drainage System to be incorporated into the pre-requisites for development.

2.208 Other responses were grouped into the following themes:

2.209 Traffic Impact

2.210 Lorries through the village are a major hazard, noisy and dangerous, Station Road is a race track of cars going to and from the industrial estate. None of them respect the speed limit.

2.211 A31 cannot cope with additional traffic without significant improvements.

2.212 Any improvements to transport issues would only increase cost via council tax.

2.213 Village life will be affected by this development.

2.214 Improve public transport to the site.

2.215 Concerns about on-street parking in the vicinity of the Estate, and any development of the site should be adequately screened.

2.216 How will the necessary infrastructure be provided?

2.217 Loss of Green Belt

2.218 Green Belt land should be protected from development.

2.219 Need for employment land

2.220 Fully support the employment options as local people would have a wider choice of work and travelling should be less.

2.221 This is not a village where anyone would move into expecting to gain employment in the village - nor should it be - its a village with good character not a village trying to be a town.

2.222 These proposals are ridiculous as any further work prospects in this area are zero.

2.223 There is a shortage of employment opportunities in the area.

2.224 There are already empty buildings on the existing site - why build more?

2.225 Please consider the provision of incubator offices and small workshops for businesses.

2.226 Attention needs to be concentrated on keeping and ideally increasing the numbers of younger people in the area, through providing additional employment opportunities and affordable or low cost housing.

2.227 A green field site such as this should not be preferred to a brownfield site such as that at Little Canford Depot.

2.228 Officer Response

2.229 This proposal gained a significant degree of support in response to the Core Strategy Options for Consideration Consultation, with less than 20% of respondents objecting to the option. It represents a relatively small extension to the existing industrial estate away from existing housing on land that has been used in the past as storage associated with the former Dairy and Cheese factory. Concern has been expressed about the loss of Green Belt land for this development, and the impact of traffic on the village environment.

2.230 The very special circumstances required by Planning Policy Guidance Note 2 Green Belts to amend a Green Belt boundary through the strategic planning policy process are considered in relation to Preferred Option KS13 and set out in the East Dorset Employment Land Review and the South East Dorset Workspace Strategy Update 2012. There is a recognised need for additional employment land to be made available within the District to meet the needs of the economy of the area. There are no significant brownfield opportunities within the District to meet this need and therefore the only viable option is to identify limited areas of land for release from the Green Belt to be developed for employment uses. The land identified here is clearly bounded by physical features such as the existing hedgerows around the site and will represent the minimum area of land to be released to meet the identified need in this location, and represents a natural rounding off of the existing Industrial Estate. It does not close any critical gap between existing settlements and

will not lead to the coalescence of settlements, which Green Belt policy seeks to avoid. The identification of this land to be removed from the Green Belt under very special circumstances in a sustainable location on the edge of an existing industrial estate clearly bounded by physical features complies with existing policy set out in PPG2.

2.231 It is accepted that there is likely be a increase in traffic generated by this development, but this will be mitigated by the requirement that the development of the site is dependent on the agreement of a comprehensive travel plan including the support of regular bus services. It is anticipated that the travel plan can incorporate the existing users on the estate and this will reduce vehicle movements from the existing as well as the proposed site, to the benefit of local residents.

2.232 This site has been identified to meet the employment needs of the District in general, but in particular to meet the needs of the more rural area of East and North Dorset. It provides a good opportunity to deliver an employment location in an area where rural companies are within easy access of where they conduct their business.

Consideration of Evidence and Policy

2.233 Draft National Planning Policy Framework (2011) / Planning Policy Statement 4

2.234 The draft NPPF and PPS4 require local planning authorities to identify sufficient lands to meet employment land requirements over the plan period.

2.235 Bournemouth, Dorset and Poole Workspace Study (2012)

2.236 As set out at 2.130.

'Options for Consideration' Sustainability Appraisal

Relevant SA Objectives	Option PC6
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain Impact
2, Make sustainable use of resources	Strong Negative Impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact
4, Minimise factors contributing to climate change.	Negative Impact

Relevant SA Objectives	Option PC6
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.11

'Options for Consideration' Habitats Regulations Assessment

2.237 The assessment for these options concluded that it is not likely to have a significant effect on the integrity of any European site.

'Options for Consideration' Health Impact Assessment

2.238 As the option proposes development on undeveloped land, there is a negative impact on the natural environment. Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel. Dependent on a design guide, there is potential for a positive impact in relation to creating quality built environments that provide safe and secure places and routes.

'Options for Consideration' Equalities Impact Assessment

2.239 The option increases the number and distribution of employment sites that would benefit those who are unable to travel longer distances and prefer to work closer to home.

Infrastructure Requirements

2.240 There are no infrastructure requirements for this proposal.

Conclusions

2.241 The proposal to allocate this land for development has attracted concerned comments from both statutory and non-statutory wildlife and conservation bodies, and the Sustainability Appraisal has identified that there could be uncertain effects from the allocation's development. To mitigate this harm, the Pre-Submission policy has strengthened the pre-requisites for development to address the concerns expressed. These pre-requisites include a Sustainable Urban Drainage System to ensure no harm to the surrounding water courses and any protected species within them, as well as addressing any surface water flooding issues.

2.242 The 'Options for Consideration' consultation response provides significant support for Option PC6, with only about a fifth of responses actually objecting to the proposal. The draft policy is consistent with national policy and the Local Development Framework evidence base. The Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment do not identify any significant adverse impacts for Option PC6 which cannot be mitigated. In considering the results of the consultation, national policy, evidence base and assessments it is clear that Option PC6 is an appropriate and sustainable option to pursue. PC6 can be amended to improve the mitigation needed to overcome the concerns raised in respect of the site's impact on nature conservation and surface water and flooding issues.

St Leonard's Hospital

Option PC 7

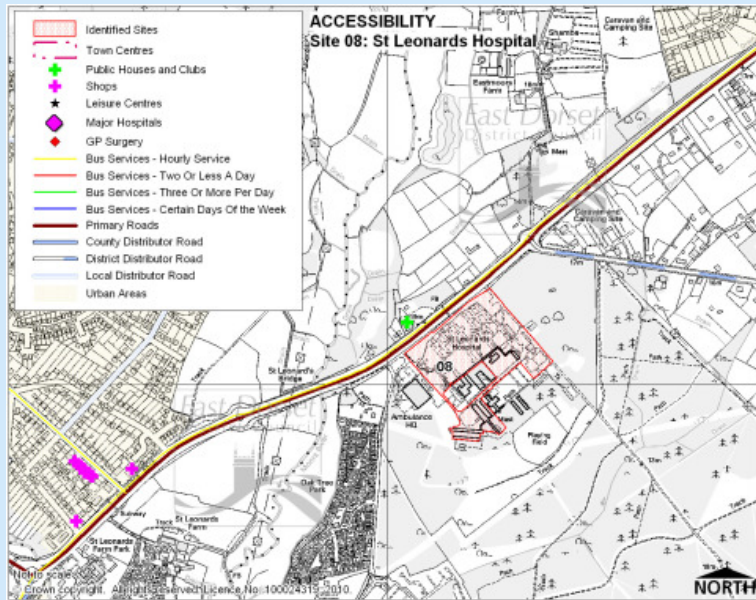
6 hectares of land at St Leonards Hospital should be considered as a location for new employment.

This would involve:

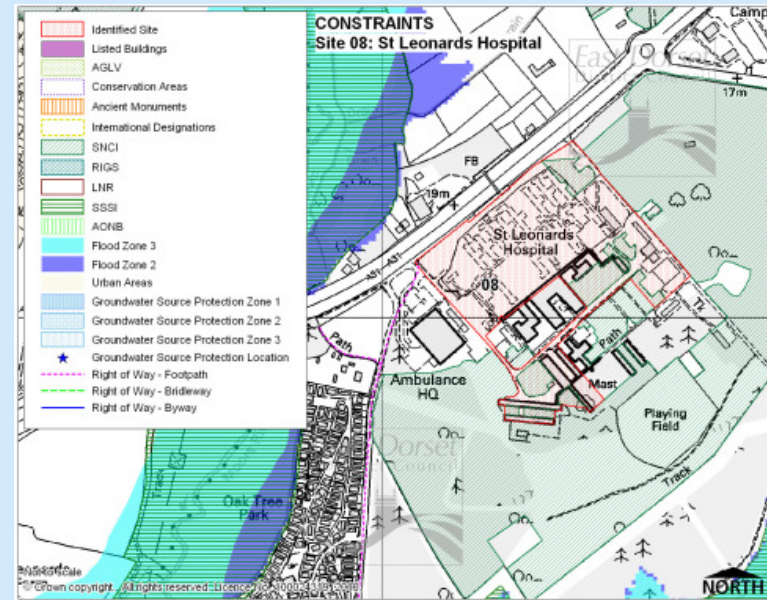
- The provision of B1(Offices and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Provision of significant landscape buffers alongside the edges of the site.



Map 2.5



Map 2.6

Consultation Response

Option	Support	Object	No Opinion	Total
Option PC7	212	109	146	467

Table 2.12

2.243 In addition to these responses, a 'standpoint' survey was also undertaken at the public exhibitions and at the East Dorset council offices during the consultation period. From those making comment on this option, 89 supported, 39 objected and 118 had no opinion.

2.244 **Amphibians and Reptiles Conservation Trust** -Support a Care Home, but would object to housing due to its impact on the Site of Nature Conservation Interest. ARC would consider plans for industrial use for this site.

2.245 Environment Agency - The site lies within Flood Zone 1. The 'Areas susceptible to Surface Water Flooding Map' shows that part of the site lies within an area which may be prone to surface water flooding.

2.246 Dorset Wildlife Trust - Pre-requisites of the site should be protection and enhancement of biodiversity interests. A large part of the site is a Site of Nature Conservation Interest, and care has been taken with previous planning applications to protect these vulnerable areas. DWT would expect any subsequent development proposals to include the same level of care regarding the impact on protected species. As drainage from the site is into the Moors River SSSI, employment here could also have considerable consequences for the Moors River. Sustainable Urban Drainage Systems would be required. DWT objects to this option due to its likely impacts on biodiversity.

2.247 Ellingham, Harbridge and Ibsley Parish Council - Object to any additional development that would result in increased traffic on the A31 and A338 without road improvements to specific junctions on the A31, A338 and B3081.

2.248 Natural England - Large parts of the site have a significant nature conservation importance and drainage is to the Moors River System SSSI which is vulnerable to impacts on its water environment. This context has a strong bearing on any appropriate redevelopment of the site and should be recognised as part of any option taken forward into the Plan.

2.249 RSPB - Given that most of the proposed employment-related development will be in close proximity to the designated sites, it must be demonstrated that development can happen without adverse effects on the European sites.

2.250 Environment Theme Action Group - The site has a significant biodiversity interest including important grassland with orchids and heathland. Employment development would introduce a new and additional source of potential pollution to the Moors River SSSI. The potential for damaging light pollution to both heathland and aquatic ecosystems is high.

2.251 Highways Agency - This option is of particular concern due to its direct access onto the A31. Detailed transport assessments would be required at the appropriate stage. The Agency endorses the identification of transport improvements required and looks forward to contributing to the progression of the development briefs proposed for major employment sites.

2.252 St Leonards and St Ives Parish Plan Group - Residential development on the site is preferable to the newly introduced general proposal for developing the site for unspecified employment proposals.

2.253 St Leonards and St Ives Parish Council - We value development constraint in St Leonards and St Ives due to conservation and a lack of sustainable infrastructure, but we regret that an opportunity may have been lost to consider future use of the site for affordable housing.

2.254 Homes and Communities Agency - The HCA consider that pursuing the delivery of a residential scheme, with an element of commercial floorspace, combined with measures to improve pedestrian connectivity and reduce car dependency, presents a development more appropriate to the location of this site.

2.255 Officer Response

2.256 The option to identify this site within the Green Belt for employment uses has met with concern from a number of statutory and non-statutory consultees. It is acknowledged that a specific identification of the site for employment uses as opposed to its currently consented use for limited residential development could have a greater impact on adjacent Sites of Nature Conservation Interest, and could have a greater impact on the highway network. However, it should be noted that any development of the site would be constrained by the requirements of Annex C to Planning Policy Guidance Note 2 Green Belts.

2.257 The comment from the Homes and Communities Agency is welcomed in that it gives a degree of certainty about the landowner's intentions for the site. In light of this information the Pre-Submission policy has deleted specific reference to an employment use on the site.

2.258 **Other responses were grouped into the following themes:**

2.259 **Transport**

2.260 This amount of building will create extra traffic in Ferndown and Parley.

2.261 Transport needs to be sorted out centrally - the current roads will not support any more traffic.

2.262 Perfect location is St Leonards as the A31 is 2 lanes and can cope with extra traffic.

2.263 The infrastructure should be in place before the development.

2.264 Improve public transport to these employment sites.

2.265 **Green Belt**

2.266 This is the perfect brownfield site that should be used for development. It's currently unpleasant to look at and has good transport options.

2.267 I find it very difficult to understand how, after unanimous support for no development in the Green Belt this now goes directly against that decision. St Leonards Hospital land should be residential.

2.268 The Green Belt should be protected. Erode it and we'll have none left in the not too distant future.

2.269 **Suitability for Employment use**

2.270 I am fully supportive of the employment options as local people would have a wider choice of work and travelling should be less.

2.271 The site should be used for housing.

2.272 What happened to the plan to build bungalows for retired people? Will the Hospital remain?

2.273 If the population continues to rise we may need this land for extensions to the hospital. Also industry next to the hospital could be very disturbing and unpleasant for the patients and staff.

2.274 Biodiversity

2.275 The Moors River system has already been subject to excessive development within its catchment including the establishment of a number of employment/industrial estates, and its biodiversity has suffered severely. Continued development within its catchment is wholly inappropriate.

2.276 The development of this site would prevent its restoration to heathland.

2.277 The site has a large population of Green Winged Orchids and biodiverse grassland and should be protected.

2.278 Officer Response

2.279 This site is identified as a Major Developed Site in the Green Belt in the East Dorset Local Plan and has planning permission for a residential redevelopment of the site. Many of the concerns expressed in respect of this option are adequately addressed under the terms of the planning consent and the limitations on development set out in Annex C to PPG2. The Pre-Submission policy has deleted reference to a specific employment allocation on the site and purely identifies the site as an Annex C site.

Consideration of Evidence and Policy

2.280 Policy in relation to this matter is clearly set out in Annex C of Planning Policy Guidance Note 2 - Green Belt.

2.281 St Leonards Hospital is identified in the East Dorset Local Plan (2002) as a Major Developed Site in the Green Belt.

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Option PC7
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Negative Impact
2, Make sustainable use of resources	Positive Impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact

Relevant Sustainability Appraisal Objectives	Option PC7
4, Minimise factors contributing to climate change.	Strong Negative Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.13

'Options for Consideration' Habitats Regulations Assessment

2.282 This option is assessed as having uncertain effects as it would lead to to employment development although the precise location, size and nature is still to be determined. The site is within 1.5km of Dorset Heathlands Special Protection Area/Ramsar and Dorset Heaths Special Area of Conservation, so an appropriate assessment would be needed to consider whether adverse effects on the integrity of the international sites can be avoided or mitigation achieved.

'Options for Consideration' Health Impact Assessment

2.283 Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel. Dependent on a design guide, there is potential for a positive impact in relation to creating quality built environments that provide safe and secure places and routes.

'Options for Consideration' Equalities Impact Assessment

2.284 The option increases the number and distribution of employment sites that would benefit those who are unable to travel longer distances and prefer to work closer to home.

Infrastructure Requirements

2.285 There are no infrastructure requirements for this site.

Conclusions

2.286 The land at St Leonards Hospital is considered unique in the context of the Green Belt in East Dorset District and Christchurch Borough. It is a large site with numerous buildings, structures and planning permissions for redevelopment. No other built site in the Green Belt takes this form and meets the requirements set out in Annex C to Planning Policy Guidance Note 2 - Green Belt. It is therefore appropriate to continue with the Local Plan policy adopted in 2002 and identify the hospital as a Major Developed Site in the Green Belt.

2.287 The Pre-Submission policy therefore does not carry forward the wording of Option PC7, but instead relies on Option KS3. This wording gives enough flexibility for the consideration of the future use of the site. The site has the benefit of an extant planning permission for residential development in accordance with the provisions of PPG2 and the Homes and Communities Agency, acting for the landowner, has confirmed its intentions to develop the site in a similar manner. Under these circumstances there is no need for a second policy to apply to the site.

Stourbank Nurseries and Little Canford Depot, Hampreston

Non Preferred Option PC 8

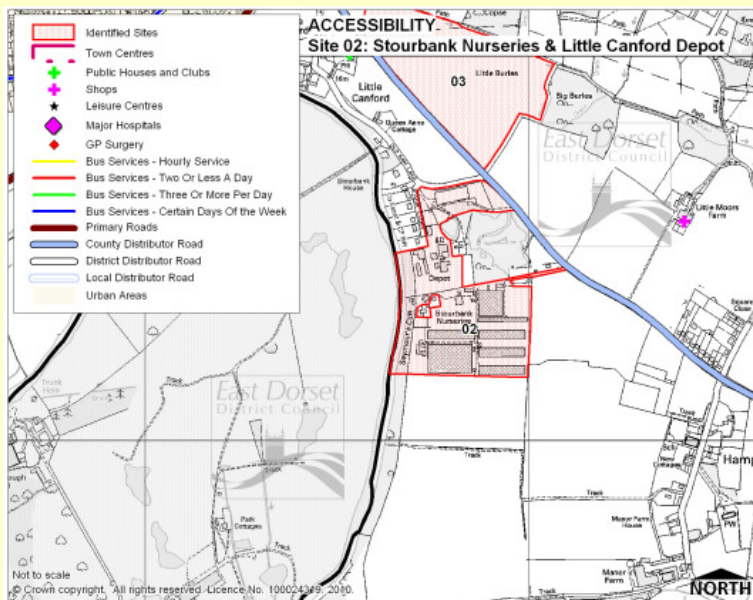
12 hectares of land at Stourbank Nurseries and Little Canford Depot, Hampreston should be considered as a location for new employment.

This would involve:

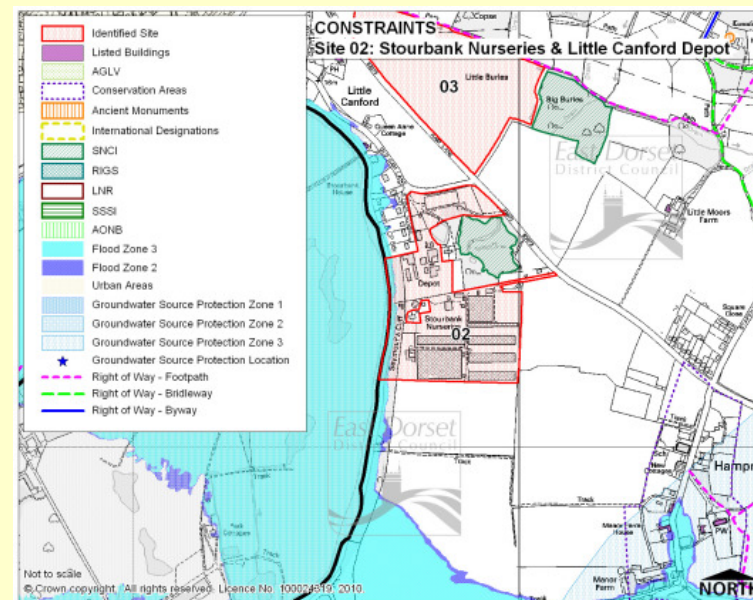
- The provision of B1 (Offices and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.
- Ancillary support services, such as cafés.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Improvements to Canford Bottom Roundabout.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Provision of significant landscape buffers alongside the countryside edges of the site.



Map 2.7



Map 2.8

Consultation Response

Option	Support	Object	No Opinion	Total
Non Preferred Option PC8	87	204	164	455

Table 2.14

2.288 In addition to these responses, a 'standpoint' survey was also undertaken at the public exhibitions and at the East Dorset council offices during the consultation period. From those making comment on this option, 52 supported, 52 objected and 142 had no opinion.

2.289 Environment Agency - The majority of the site lies within Flood zone 1. The 'Areas Susceptible to Surface Water Flooding' Map shows that parts of the site are prone to surface water flooding.

- 2.290 Ferndown Town Council** - The proposal to change this area of Green Belt over to a commercial industrial use would have a detrimental effect on the highways infrastructure and turn the Stapehill ward into a mix of Green Belt and industry which are not always compatible.
- 2.291 Natural England** - This option gives no consideration to the potential for accommodating and integrating access to the Stour Valley.
- 2.292 RSPB** - We object to this option pending resolution of outstanding issues identified in the Habitats Regulations Assessment in relation to European sites.
- 2.293 Green Park Land Company (representing the land owner)** - object to the non-preferred status of this option. Consider that there is a compelling case for a mixed use allocation of the Nursery site. Argue that as the site is previously developed land, it should be preferred for release from the Green Belt over other sites allocated for development in the plan. Consider that the development of this site is more sustainable than other allocations, for example PC4, is more deliverable, creates less traffic congestion and provides for a higher quality business environment. The presence of the existing glasshouses on the site mean that the redevelopment of the site will have a lesser impact on the Green Belt than other sites. There may be a demand for a hotel on the site, and also for some housing. The glasshouses are coming towards the end of their useful life and consideration should be given in the Core Strategy for their redevelopment.
- 2.294 Highways Agency** - The Agency agrees with the 'non-preferred designation of this option. This is because of the transport constraints identified in the Core Strategy and specifically the very close proximity of the site to the heavily constrained Canford Bottom junction.
- 2.295 Pro-Vision Planning and Design (representing Wessex Water - landowner)** - Suggest that this site should be considered for commercial/residential development as it is a previously developed site in the Green Belt, where its development will have less harm than the development of other greenfield sites currently under consideration. It is close to a bus route, and its redevelopment may allow for a shop to serve the local area.
- 2.296 Dorset Wildlife Trust** - object - the Site of Nature Conservation Interest ponds could become bounded on 3 sides by development and enclosed by the road. We consider this option should be informed by a biological survey.
- 2.297 Officer Response**
- 2.298** This Non-Preferred Option received little support, other than from the landowners promoting the site for development. It had a strong objection from the Highways Agency due to its close proximity to the already constrained Canford Bottom junction. It is anticipated that the other constraints identified by statutory and non-statutory consultees could be overcome by mitigation as part of any development, however, the site's isolated location within a Green Belt gap weighs against its positive allocation.
- 2.299** It is acknowledged that there are existing structures on the site, but the majority of these are of a horticultural nature, which is an appropriate use within the Green Belt. The replacement of these structures with commercial buildings in this Green Belt gap not associated with any existing urban area will be detrimental to the Green Belt in the area. The site is also remote from local services and public transport and would therefore represent an unsustainable development.

2.300 Other responses were grouped into the following themes:

2.301 Green Belt

2.302 Impact on existing Green Belt provision.

2.303 Protect the Green Belt.

2.304 The site lies in an important Green Belt gap.

2.305 Not adjacent to an existing settlement.

2.306 Transport

2.307 Lack of service infrastructure - increased congestion at Canford Bottom Roundabout, difficulty of access by potential employees.

2.308 Unsuitable from a traffic perspective.

2.309 Development of the site would only exacerbate the existing transport problems on the A31 and Canford Bottom.

2.310 Lack of accessibility to nearby facilities.

2.311 Impact of additional traffic on Ham Lane.

2.312 Need for Employment land

2.313 I am fully supportive of the employment option as local people would have a wider choice of work and travelling should be less for them.

2.314 PC8 should be looked at for mixed development - there is a scope to create further local jobs.

2.315 The nursery is a thriving business and I strongly object to any change of use.

2.316 Concerns about loss of existing employment uses on site.

2.317 Impact on surrounding area

2.318 Any development in the Little Canford/Hampreston area would be an eyesore and defeat the purpose of living in a traditional village area, it would compromise the quality of life.

2.319 I object because the site is in an area currently not significantly developed.

2.320 Site is unacceptable for its isolation and impact.

2.321 The development is likely to have an adverse effect on the protected species and wildlife of the River Stour, the river corridor and the Site of Nature Conservation Interest through noise, light and water pollution.

2.322 There is potential visual intrusion of the development and a change in the character of the area. It would spoil the setting of the Hampreston Conservation Area.

2.323 Officer Response

2.324 This option has generated a significant amount of objection, with less than 20% of respondents supporting the site's development. The concerns about the impact on the local highway network echo those raised by the Highways Agency. The Green Belt concerns are similar to those of the Council, in that it is recognised that this site lies in a Green Belt gap divorced from any existing settlement and therefore its removal from the Green Belt to allow for development would result in a hole in the Green Belt, rather than the natural rounding off of an existing settlement/employment site which is the situation with the preferred options elsewhere in East Dorset District.

Consideration of Evidence and Policy

2.325 Draft National Planning Policy Framework (2011) / Planning Policy Statement 4

2.326 The draft NPPF and PPS4 require local planning authorities to identify sufficient lands to meet employment land requirements over the plan period.

2.327 Bournemouth, Dorset and Poole Workspace Study (2012)

2.328 Set out at paragraph 2.130.

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Non Preferred Option PC8
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain Impact
2, Make sustainable use of resources	Uncertain Impact

Relevant Sustainability Appraisal Objectives	Non Preferred Option PC8
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact
4, Minimise factors contributing to climate change.	Negative Impact
6, Provide a safe and secure environment (including coastal protection, major hazards e.g. blast zones, crime / fear of crime and flooding)	Negative Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Negative Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Uncertain Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.15

'Options for Consideration' Habitats Regulations Assessment

2.329 This option is assessed as having uncertain effects as it would lead to employment development although the precise location, size and nature is still to be determined. The site is within 1.5km of Dorset Heathlands Special Protection Area/Ramsar and Dorset Heaths Special Area of Conservation, so an appropriate assessment would be needed to consider whether adverse effects on the integrity of the international sites can be avoided or mitigation achieved.

'Options for Consideration' Health Impact Assessment

2.330 As the option proposes development on partly undeveloped land, there is a negative impact on the natural environment. Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel. Dependent on a design guide, there is potential for a positive impact in relation to creating quality built environments that provide safe and secure places and routes.

'Options for Consideration' Equalities Impact Assessment

2.331 The option increases the number and distribution of employment sites that would benefit those who are unable to travel longer distances and prefer to work closer to home.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
Stourbank Nurseries and Little Canford Depot	Improvements to Canford Bottom junction	Before/during construction	Developer	Developer/Highways Agency/DCC

Table 2.16

Conclusions

2.332 This site does not adjoin an existing urban area and lies within an important Green Belt gap. Its development would compromise this gap. It is also close to the heavily constrained Canford Bottom Junction, and additional commercial traffic in such close proximity to this junction is not supported by the Highways Agency. It is not in a sustainable location for additional employment uses due to its relative isolation from services, and public transport routes where employees could safely access the site.

2.333 The Council has identified sufficient land within the employment sites at Blunt's Farm, Woolsbridge Industrial Estate and Bailie Gate Industrial Estate to meet the needs for employment land uses set out in the Bournemouth, Dorset and Poole Workspace Strategy (2012) without the need for this site as well. The Pre-Submission document, therefore, does not take this site forward as a policy in that plan.

2.334 Non Preferred Option PC9: Manor Farm, Stapehill

Non Preferred Option PC 9

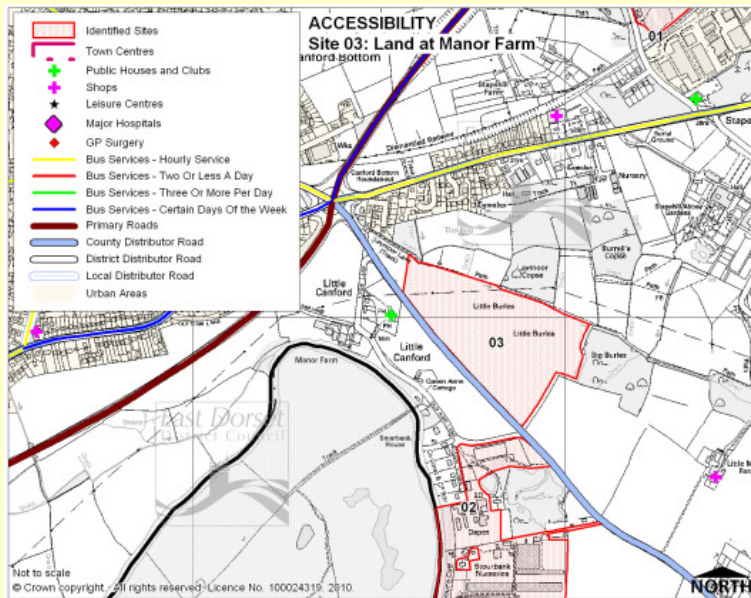
11 hectares of land at Manor Farm, Stapehill should be considered as a location for new employment.

This would involve:

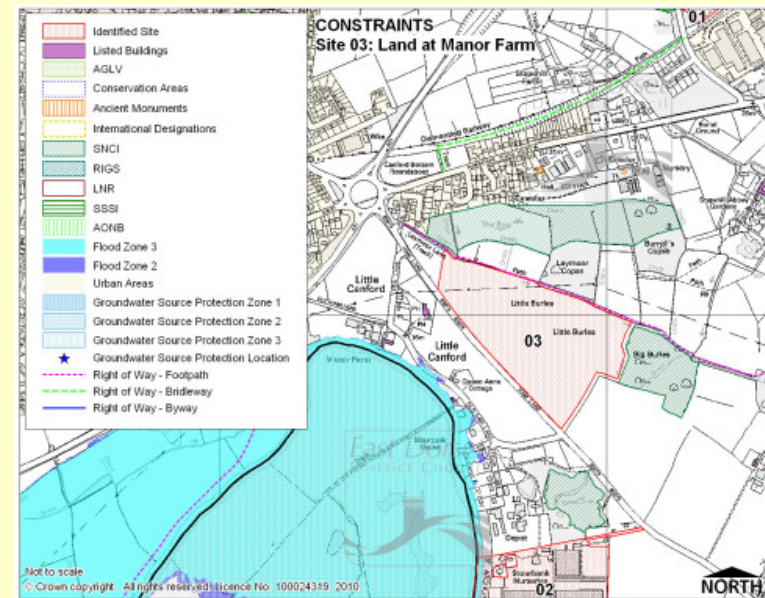
- The provision of B1(Offices and Light Industry) , B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.
- Ancillary support services, such as cafés.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Improvements to Canford Bottom Roundabout.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Provision of significant landscape buffers alongside the countryside edges of the site.



Map 2.9



Map 2.10

Consultation Response

Option	Support	Object	No Opinion	Total
Non Preferred Option PC9	74	215	161	450

Table 2.17

2.335 In addition to these responses, a 'standpoint' survey was also undertaken at the public exhibitions and at the East Dorset council offices during the consultation period. From those making comment on this option, 51 supported, 52 objected and 143 had no opinion.

2.336 Environment Agency - The majority of the site lies within Flood zone 1. The 'Areas Susceptible to Surface Water Flooding' Map shows that parts of the site are prone to surface water flooding.

2.337 Dorset Wildlife Trust - would object to the option if it came forward due to the close proximity to the area to an Site of Nature Conservation Interest, unless adequate protection, mitigation and compensation were agreed.

2.338 RSPB - We object to this option pending resolution of outstanding issues identified in the Habitats Regulations Assessment in relation to European sites.

2.339 Highways Agency - The Agency agrees with the 'non-preferred designation of this option. This is because of the transport constraints identified in the Core Strategy and specifically the very close proximity of the site to the heavily constrained Canford Bottom junction.

2.340 Response

2.341 The most critical response from the above comments is that of the Highways Agency. The site is very close to the Canford Bottom junction and any traffic generated by the development of the site is very likely to impact on this already constrained junction, and will add to the existing congestion on the highway network.

2.342 Other responses were grouped into the following themes:

2.343 Green Belt

2.344 Impact on existing Green Belt provision.

2.345 Protect the Green Belt.

2.346 The site lies in an important Green Belt gap.

2.347 Not adjacent to an existing settlement.

2.348 This is farm land in the Green Belt and should remain as Green Belt.

2.349 Transport

2.350 Lack of service infrastructure - increased congestion at Canford Bottom Roundabout, difficulty of access by potential employees.

2.351 Unsuitable from a traffic perspective.

2.352 Development of the site would only exacerbate the existing transport problems on the A31 and Canford Bottom.

2.353 Lack of accessibility to nearby facilities.

2.354 Impact of additional traffic on Ham Lane.

2.355 Need for Employment land

2.356 I am fully supportive of the employment option as local people would have a wider choice of work and travelling should be less for them.

2.357 There is enough brownfield land on existing industrial estates to suffice for businesses.

2.358 There should be more places of employment nearer to existing housing.

2.359 Impact on surrounding area

2.360 Any development in the Little Canford/Hampreston area would be an eyesore and defeat the purpose of living in a traditional village area, it would compromise the quality of life.

2.361 I object because the site is in an area currently not significantly developed.

2.362 Site is unacceptable for its isolation and impact.

2.363 The development is likely to have an adverse effect on the protected species and wildlife of the River Stour, the river corridor and the Site of Nature Conservation Interest through noise, light and water pollution.

2.364 There is potential visual intrusion of the development and a change in the character of the area. It would spoil the setting of the Hampreston Conservation Area.

2.365 Response

2.366 This option has generated a significant amount of objection, with only 16% of respondents supporting the site's development. The concerns about the impact on the local highway network echo those raised by the Highways Agency. The Green Belt concerns are similar to those of the Council, in that it is recognised that this site lies in a Green Belt gap divorced from any existing settlement and therefore its removal from the Green Belt to allow for development would result in a hole in the Green Belt, rather than the natural rounding off of an existing settlement/employment site which is the situation with the preferred options elsewhere in East Dorset District.

Consideration of Evidence and Policy

2.367 Draft National Planning Policy Framework (2011) / Planning Policy Statement 4

2.368 The draft NPPF and PPS4 require local planning authorities to identify sufficient lands to meet employment land requirements over the plan period.

2.369 Bournemouth, Dorset and Poole Workspace Study (2012)

2.370 This is set out at paragraph 2.130.

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Non Preferred Option PC9
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain Impact
2, Make sustainable use of resources	Negative impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact
4, Minimise factors contributing to climate change.	Negative Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Negative Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Uncertain Impact

Relevant Sustainability Appraisal Objectives	Non Preferred Option PC9
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.18

'Options for Consideration' Habitats Regulations Assessment

2.371 This option is assessed as having uncertain effects as it would lead to employment development although the precise location, size and nature is still to be determined. The site is within 1.5km of Dorset Heathlands Special protection Area/Ramsar and Dorset Heaths Special Area of Conservation, so an appropriate assessment would be needed to consider whether adverse effects on the integrity of the international sites can be avoided or mitigation achieved.

'Options for Consideration' Health Impact Assessment

2.372 As the option proposes development on undeveloped land, there is a negative impact on the natural environment. Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel. Dependent on a design guide, there is potential for a positive impact in relation to creating quality built environments that provide safe and secure places and routes.

'Options for Consideration' Equalities Impact Assessment

2.373 The option increases the number and distribution of employment sites that would benefit those who are unable to travel longer distances and prefer to work closer to home.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
Manor Farm, Stapehill	Improvements to Canford Bottom junction	Before/during construction	Developer	Developer/Highways Agency/ DCC

Table 2.19

Conclusions

2.374 This site does not adjoin an existing urban area and lies within an important Green Belt gap. Its development would compromise this gap. It is also close to the heavily constrained Canford Bottom Junction, and additional commercial traffic in such close proximity to this junction is not supported by the Highways Agency. It is not in a sustainable location for additional employment uses due to its relative isolation from services, and public transport routes where employees could safely access the site.

2.375 The Council has identified sufficient land within the employment sites at Blunt's Farm, Woolsbridge Industrial Estate and Bailie Gate Industrial Estate to meet the needs for employment land uses set out in the Bournemouth, Dorset and Poole Workspace Strategy (2012) without the need for this site as well. The Pre-Submission document, therefore, does not take this site forward as a policy in that plan.

Overall Conclusions for Identification of New Employment Sites in East Dorset

2.376 Since consultation on the Core Strategy Options for Consideration a Bournemouth, Dorset and Poole Workspace Strategy has been prepared which updates the employment land projections from the 2008 Workspace Strategy and provides projections for B1, B2 and B8 land requirements for 2011 - 2031. Employment land projections have been provided on a district and borough level and for the Bournemouth and Poole Housing Market Area and the Dorchester and Weymouth Housing Market Area. The 2012 update uses housing market areas as these are functional economic areas including the main employment and centres of education. There is also a consistency in using these areas with the Strategic Housing Market Assessment and planning for new housing and employment. A disadvantage of using travel to work areas is that they include areas outside the administrative control of Dorset authorities and therefore present uncertainty for the delivery of employment land.

2.377 The 2008 Workspace Strategy identified a requirement for the Bournemouth and Poole Housing Market Area of 139ha for the period 2006 - 2026 for B1, B2 and B8 employment uses.

2.378 The 2012 update identifies a need to provide 236ha of employment land in the Bournemouth and Poole Housing Market Area from 2011 - 2031 which is a significant increase in the 20 year requirement of the 2008 study set out above. In view of employment land supply across the Bournemouth and Poole Housing Market Area there is a need for in the region of 80ha to be provided across Christchurch and East Dorset, deliverable during the plan period to 2028.

2.379 Following an assessment of the sites under consideration at the Options for Consideration Consultation stage, East Dorset District Council has identified 43ha of land that is deliverable during the Plan period within East Dorset. These sites are currently within the Green Belt. The very special circumstances required by Planning Policy Guidance Note 2 (Green Belt) to amend a Green Belt boundary through the strategic planning policy process are considered in relation to Preferred Option KS13 and set out in the East Dorset Employment Land Review and the South East Dorset Workspace Strategy Update 2012. There is a recognised need for additional employment land to be made available within the District to meet the needs of the economy of the area. There are no significant brownfield opportunities within the District to meet this need and therefore the only viable option is to identify limited areas of land for release from the Green Belt to be developed for employment uses. The land identified in the three Option sites is clearly bounded by physical features and will represent the minimum area of land to be released to meet the identified need in this District. The sites in question represent a natural

rounding off of the existing settlements/Industrial Estates. The sites do not close any critical gap between existing settlements and will not lead to the coalescence of settlements, which Green Belt policy seeks to avoid. The identification of these sites to be removed from the Green Belt under very special circumstances in sustainable locations on the edge of existing industrial estates clearly bounded by physical features complies with existing policy set out in PPG2.

2.380 Options PC4, PC5, and PC6 received general support from the consultation and are in line with the evidence base and consistent with national policy. The Sustainability Appraisal, Habitats Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment do not identify any significant adverse impacts arising from these options that cannot be overcome by mitigation. The Pre-Submission document, with amendments to address points raised during the consultation, therefore takes these policies forward into the Plan.

Issue and Options Identified in 'Options for Consideration' Core Strategy

2.381 What sort of employment premises are required in Christchurch and where?

Preferred Option PC 10

Provision of Employment Premises in Christchurch:

Employment sites the sites in Christchurch are more individually distinct. Therefore, the following types of premises are required on business parks within the existing Christchurch urban area:

Business parks accessed from Somerford Road

Small business units/industrial, warehouses, start – up incubator units

Small purpose built office units, larger business units/industrial (moderate demand)

Avon Trading Park

Small business units (industrial), warehouses, start up/incubator premises, small purpose built office units

Bridge Street

Small purpose built offices

Former BAE site

Small business units (industrial), warehouses, start up/incubator premises

Small purpose built offices (moderate demand)

Groveley Road

Small business units (industrial), warehouses, start – up/incubator premises

Priory Industrial Park

Small business units (industrial), warehouses, start – up/incubator premises

Larger business units (industrial), small purpose built office units (moderate demand).

Sea Vixen

Small business units (industrial), warehouses, start up/incubator premises

Recycling / environmental industries e.g. waste recycling plants (moderate demand)

Somerford Road

Small business units (industrial), warehouses, start – up / incubator premises

Stony Lane

Small business units (industrial), warehouses, start up/incubator premises

Small purpose built offices (moderate demand)

Wilverley Road

Small business units (industrial), warehouses, start up/incubator premises

Small purpose built office units, recycling/environmental industries, e.g. waste recycling plants.

Non Preferred Option PC 11

There should be no differentiation in approach toward the location of different types of employment premises on sites across Christchurch and East Dorset.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC10	2	2	0	4
Non Preferred Option PC11	1	0	0	1

Table 2.20

General issues raised through the consultation

2.382 Flexibility for future business requirements

2.383 Some respondents considered that this approach is too restrictive and does not allow for changes in market requirements .

2.384 Response

2.385 The policy is not intended to restrict the provision of new premises on employment sites to those set out within PC10 but to identify that these are required to meet the needs of the market as identified in the evidence base. However, in order to provide sufficient flexibility to changes in market requirements and the evidence base it is considered that it is not necessary to set out a list of premises type which is subject to continual change during the plan period.

2.386 Range of premises

2.387 The range of uses should be expanded to include health care.

2.388 Response

2.389 The range of uses directed to employment sites in Christchurch and East Dorset is discussed above in relation to draft policy PC1.

Consideration of Evidence and Policy

2.390 Policy

2.391 Planning Policy Statement 4 / The Draft National Planning Policy Framework (2011)

2.392 Consistent with national policy it is appropriate to allow sufficient flexibility for changes in the market and in this respect it is not necessary to set out very detailed requirements which are likely to change during the plan period. Updates in the evidence base will be appropriate to inform decisions on planning applications, the 'upgrading' of sites specifically identified in the Core Strategy and the preparation of the Councils' Site Specific Allocations Development Plan Document.

2.393 Evidence

2.394 Bournemouth, Dorset and Poole Workspace Strategy (2008) / Christchurch and East Dorset Employment Land Review (2007)

2.395 From the employment land review process and production of the Workspace Strategy a strong level of demand has been recorded for the following types of premises:

- Small business units / industrial
- Warehouses
- Start up / incubator premises

2.396 There is more limited demand on industrial estates within the Christchurch urban area for small purpose built offices and some larger business units / industrial.

2.397 The evidence base will be updated over the plan period and will be a material consideration in relation to applications for employment development. On this basis there is not need to set out a specific policy in relation to premises requirements for individual sites across the plan area where this is subject to continual change in market conditions during the plan period.

'Options for Consideration' Sustainability Appraisal

2.398 Subject to the implementation of appropriate mitigation measures (to mitigate against any increase in harmful emissions and their potential adverse impact upon habitats and climate change), Option PC 10 provides an opportunity to meet the needs of business over the plan period in providing suitable premises to meet business need and develop clear marketable images for commercial sites in the Borough. However, it is essential that the evidence base is updated at regular intervals over the plan period to ensure that market requirements for premises are adequately identified. It is uncertain whether Option PC11 will result in suitable premises will be provided in the right location to meet the needs of business.

Relevant SA Objectives	Preferred Option PC10	Non Preferred Option PC11
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain Impact	Uncertain Impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Uncertain Impact	Uncertain Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Uncertain Impact	Uncertain Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact	Uncertain Impact Strong Positive cumulative effects

Table 2.21

'Options for Consideration' Habitats Regulations Assessment

2.399 The HRA assessment for these options concluded that it is not likely to have a significant effect on the integrity of any European site in Christchurch or East Dorset (+15km).

'Options for Consideration' Health Impact Assessment

2.400 This option identifies potential positive impacts for providing access to food production and the potential to create high quality built environments.

'Options for Consideration' Equalities Impact Assessment

2.401 No adverse impacts were identified as a result of the EqIA and Option PC 10 would assist in meeting the needs of business and provision of employment opportunities to meet peoples needs.

Infrastructure Requirements

2.402 This option identifies the requirements for premises provision in Christchurch for specific sites and does not in itself involve the provision of infrastructure. Responsibility for constructing premises will rest with the respective businesses / landowners.

Conclusions

2.403 In conclusion, it is not necessary to set out the detailed requirements for premises provision in policy in the Core Strategy. It is more appropriate for decisions in relation to premises provision to be informed by the evidence base which will be updated during the plan period.

Issue and Options Identified in ‘Options for Consideration’ Core Strategy

2.404 What range of uses should be promoted on established and allocated sites?

Preferred Option PC 12

The projected requirements for B1 (Office and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) uses will be met on allocated and established employment sites in the plan area. Bournemouth Airport Business Park, a potential range of new sites in East Dorset (options PC4 - 9) and the former BAE site in Christchurch will be the focus for meeting projected demand for B use class employment. Non B uses (other employment generating uses) which make a significant contribution to raising levels of productivity and creating skilled and well paid employment opportunities will be supported on established and allocated sites in the plan area which are capable of meeting their locational requirements. Provision of non B uses on these sites must not prejudice the ability to meet projected employment land requirements for B1, B2 and B8.

On strategic sites which incorporate a significant proportion of office development there is a need to provide a limited amount of ancillary uses which fall within Non B uses. Ancillary uses which could be accommodated at Bournemouth Airport Northern Development Zone include a hotel, leisure facilities, crèche, catering and retail facilities. Similar ancillary uses may be considered for larger sites within the portfolio.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC12	3	1	0	4

Table 2.22

2.405 Bournemouth Borough Council

2.406 Bournemouth Council raise concerns about significant office, hotel, conference and leisure development at the airport business park and potential impact on the vitality and viability of Bournemouth town centre. There is particular concern about levels of office, financial and business services and ICT development. Financial and business service sectors and ICT should not be identified as appropriate uses for the airport business park. Hotel accommodation should be of a scale and function that does not impact on the vitality and viability of existing proposed hotel stock in Bournemouth. The scale of conference and leisure facilities should be solely for and ancillary to companies at the airport.

2.407 Response

2.408 See response set out under PC1.

2.409 The Highways Agency

2.410 The Highways Agency supports the aim of meeting employment land requirements on allocated and established employment sites.

General issues raised through the consultation

2.411 Flexibility in uses

2.412 The issue was raised concerning whether this policy approach is sufficiently flexible to meet the needs of non B uses and the Core Strategy needs to be clearer on how the needs of non B uses will be met.

2.413 Response

2.414 Policy PC1 sets out the employment land hierarchy which allows for flexibility for non B uses on specific employment sites within the plan area. There is no established methodology currently available to quantify the projected land requirements for non B use classes and such a specific requirement cannot be included in the Core strategy. Non B uses such as health can also locate on a variety of locations and do not have to be located on business parks. Traditional B1c, B2 and B8 uses are more restricted to business park locations and it is important that sufficient land is identified to meet future requirements which have been quantified in the 2012 Workspace Study update.

2.415 The key strategy and area based chapters of the Core Strategy also address other aspects of 'economic development' including the retail strategy.

Consideration of Evidence and Policy

2.416 Policy

2.417 PPS4 sets out the need for local authorities to plan for the land and floor space requirements for economic development which includes traditional B class uses and non B uses. In this respect projected land and premises requirements for economic development need to be met on existing and new employment sites identified through the plan making process. Within Policy EC2 of PPS4 local authorities are required to support existing business sectors

and to accommodate new or emerging sectors likely to locate in the area. In addition local authorities are advised to positively plan for the location, promotion and expansion of clusters or networks of knowledge driven or high technology industries. Therefore, it is reasonable for the Core Strategy to set out a high level policy for the direction of different forms of business activity to meet the needs of economic development and to co locate clusters of related activity which promote economic growth. This is set within the context of providing sufficient land overall to meet the needs of 'economic development'.

2.418 This approach is also supported in the draft National Planning Policy Framework in meeting the future requirements of business.

2.419 Evidence

2.420 The policy approach adopted in PC12 remains consistent with the following evidence studies.

- Christchurch and East Dorset Employment Land Review 2007
- Bournemouth, Dorset and Poole Workspace Strategy (GVA Grimley 2008)
- Bournemouth, Dorset and Poole Workspace Study Update (2012)

'Options for Consideration' Sustainability Appraisal

2.421 Overall this option has a strong positive economic impact in respect of guiding complementary employment uses to specific sites within the Borough while addressing the land and premises requirements for 'economic development' which includes traditional B use classes and non B uses.

Relevant SA Objectives	Preferred Option PC12
2, Make sustainable use of resources.	Strong Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.23

'Options for Consideration' Habitats Regulations Assessment

2.422 This option in itself would not lead to development and is therefore not likely to have a significant effect on the integrity of any European site in Christchurch or East Dorset (+15km).

'Options for Consideration' Health Impact Assessment

2.423 No significant adverse impacts were identified and potential positive impacts from employment activities that produce food and potential for new development to be of good design and contribute to the quality of the built environment.

'Options for Consideration' Equalities Impact Assessment

2.424 This option would assist in enhancing the provision of employment opportunities within sectors currently located in the area and in attracting a wider range of employment opportunities.

Infrastructure Requirements

2.425 There is a need for the locational requirements of business to be met on employment sites within the plan area such as the provision of the right types of premises to meet business requirements. Transport infrastructure improvements are required to bring forward new development at the Airport and this is explored within the Bournemouth Airport Pre-Submission background paper. Infrastructure improvements will also be required in relation to options for bringing forward further employment development in East Dorset which is discussed above.

Conclusions

2.426 This approach is supported by the consultation and no adverse impacts have been identified through the sustainability appraisal, habitats regulations assessment, equalities impact assessment or health impact assessment.

2.427 There is an overlap between the policy approach in PC1 and PC2 in terms of setting out how employment land requirements will be met on established and allocated sites in Christchurch and East Dorset. It is considered that PC12 can be assimilated within Policy PC1 (employment land hierarchy) to avoid duplication.

Issue and Options Identified in 'Options for Consideration' Core Strategy

2.428 Which measures should be adopted to support the rural economy?

Preferred Option PC 13

Criteria-based rural economy

Although economic development will be strictly controlled in open countryside away from existing settlements, in order to promote sustainable economic growth in the rural area, farm diversification will be encouraged where development is located in or on the edge of existing settlements where employment, housing, services and other facilities can be provided close together. This includes the settlements of Alderholt, Colehill, Corfe Mullen, Cranborne, Ferndown, St Leonards & St Ives, Sixpenny Handley, Sturminster Marshall, Verwood, West Moors, Wimborne, Burton, Winkton and Hurn and the main urban area of Christchurch.

Proposals for rural diversification will be supported which meet the criteria set out in national policy PPS4, policy EC6 and also:

- Are consistent in scale and environmental impact with their rural location avoiding adverse impacts are the Cranborne Chase and West Wiltshire Downs AONB, sensitive habitats and landscapes identified through landscape character assessments and the openness of the Green Belt.
- Do not harm amenity and enjoyment of the countryside through increased noise and traffic generation.
- That minimise additional trips on the highway network and are accessible by sustainable modes other than the car.

Criteria specifically for the re-use of buildings in the countryside are set out in PPS4, policy EC12.

Acceptable uses for rural diversification include:

- Tourism
- Leisure and related activities
- Equestrian
- Light Manufacturing
- Storage/haulage and offices
- Renewable energy
- Retail (farm shops and pick your own)

Support will be given to new forms of working practises, which include the creation of live/work spaces in rural areas of East Dorset. The assessment of these proposals will be made in accordance with rural housing need and potential affordable housing exception sites as well as access to services.

Alternative Preferred Option PC 14

Criteria-based rural economy, including Re-use of buildings to support the rural economy

As preferred option PC13, except that the re-use of rural buildings for the purposes and in accordance with the criteria set in preferred option PC13 must also ensure:

- The form, bulk and design are in keeping with their surroundings.
- Proposals meet specific local economic and social needs, and opportunities not met elsewhere.
- The building is suitable for the proposed use without major re-building and would not require any significant alteration which would damage its fabric and character, or detract from the local characteristics and landscape quality of the area. Any necessary car parking provision should also not have an adverse impact on the setting of the building in the open countryside.
- The preservation of buildings of historic or architectural importance/interest, or which otherwise contributes to local character.
- Proposals do not have a materially greater impact on the openness of the Green Belt and the purpose of including land within it.
- Any extensions to buildings and associated uses of land surrounding the building should not conflict with the purposes of including land within the Green Belt.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC13	5	4	0	9
Alternative Preferred Option PC14	4	1	0	5

Table 2.24

2.429 Cranborne Estate - PC13 - Support in part. This is considered to be a key policy consideration for this Estate’s objectives in sustaining a continuing and sustainable economic use of its buildings and assets. Concern that access to alternative transport is a genuine issue and support is conditional on a reduction in weight for the transport criteria. Fully support live/work units. Significant concern about the lack of any agricultural economy commentary, and recognition that agriculture is seen as increasingly important to the local economy, particularly as food and fuel security become more important.

2.430 Sixpenny Handley Parish Council - Consider that not enough emphasis has been given to the need of the rural area in the Core Strategy. Agriculture may only comprise 2% of the business sector, but it embraces the major share of the area and almost certainly the largest single activity in financial terms. The countryside is the core asset that makes East Dorset what it is and it requires nurturing and resourcing if it is to develop in a healthy and sustainable way over the next 15 years.

2.431 RSPB - We note the environmental safeguards contained in option PC13. The HRA identifies that there may be a potential impact on European sites. As with renewable energy developments, it is important to give clear guidance on the constraints so that they can be built into the consideration of development at an early stage. Object to PC14 pending resolution of outstanding issues identified in the HRA in relation to the European sites.

2.432 Highways Agency - We welcome the requirement that rural diversification does not result in increased traffic, minimises additional trips on the highway network and should be accessible by sustainable modes of transport.

2.433 Landscape and Planning Advisor Cranborne Chase and West Wiltshire Downs AONB - Support the criteria set out in PC13 about the scope of acceptable uses for rural diversification, however concern about acceptability of storage and haulage activities as these have been resisted in other parts of the AONB. Also concerned about the scale of renewable energy proposals to ensure they do not conflict with the AONB Management Plan. Concerns about the acceptability of light manufacturing in the rural area as this is open to interpretation and could lead to inappropriate activities and associated transport movements. Same concerns apply to PC14

2.434 Food and Farming Adviser NFU - comment on PC 13 and PC 14 - PPS7 recognises that diversification into non-agricultural activities is vital to the continuing viability of many farm enterprises and suggests that Local Planning Authorities should be supportive of well-conceived farm diversification schemes for business purposes that help to sustain the agricultural enterprise.

2.435 Response

2.436 A number of the above comments relate to the lack of reference to the importance of the agricultural economy in the rural area. It is acknowledged that the agricultural sector represents the majority land use within the rural area and is of importance to the rural economy, but as most of the agricultural activity is outside of the control of the planning process, it is felt that no specific reference needs to be made here. The policy makes reference to rural diversification, which will include agriculture and farm diversification and it is considered that this policy does not need to be any more specific on this issue.

2.437 The concerns of the AONB officer are noted and a change will be made to the policy in the Pre-submission document to delete reference to storage/haulage being appropriate in the rural area.

Consideration of Evidence and Policy

2.438 Criteria for rural diversification are set out in policy EC6 contained in Planning Policy Statement 4. Criteria specifically for the re-use of buildings in the countryside are set out in PPS4, policy EC12.

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Preferred Option PC13	Alternative Preferred Option PC14
1, Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain Impact	Uncertain Impact
2, Sustainable use of Resources	Positive Impact	Positive Impact
3, Minimise pollution (including air, water, soil, noise, vibration and light)	Positive Impact	Positive Impact
4, Minimise factors contributing to climate change	Uncertain Impact	Uncertain Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive	Positive Impact	Positive Impact

Relevant Sustainability Appraisal Objectives	Preferred Option PC13		Alternative Preferred Option PC14
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture	Positive Impact		Positive Impact
10, Protect and enhance historic buildings, archaeological sites and other culturally important features	Uncertain Impact		Uncertain Impact
11, Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well	Uncertain Impact		Uncertain Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres	Strong Positive Impact		Strong Positive Impact

Table 2.25

'Options for Consideration' Habitats Regulations Assessment

2.439 This option is assessed as having uncertain effects as it would lead to to employment development although the location, size and nature is still to be determined. Tourism and leisure related activities in particular may lead to increased recreational pressures at European sites. An appropriate assessment would be needed to consider whether adverse effects on the integrity of the international sites can be avoided or mitigation achieved.

'Options for Consideration' Health Impact Assessment

2.440 Access to food could be met by this policy should the site include local food preparation and distribution uses. The policy should look to include opportunities for active travel.

'Options for Consideration' Equalities Impact Assessment

2.441 A policy which increases the availability of employment in the rural areas would support those living in the rural area as well as offering additional opportunities to those in other groups. Those who don't have access to cars would in particular stand to benefit by this policy.

Infrastructure Requirements

2.442 This option does not have any infrastructure requirements.

Conclusions

2.443 These options are expanding the criteria for development in the rural area set out in PPS4 and have been supported in general by the responses to the Options for Consideration Consultation. It is considered that there is an advantage in combining both options for inclusion in the Pre-submission document to clarify the type of development appropriate to support the rural economy.

Local shops and facilities in urban and rural areas

Issue and Options Identified in 'Options for Consideration' Core Strategy

Preferred Option PC 15

Retail uses should be safeguarded in local shopping areas. The loss of all A1 (Shop) units to non-retail uses would be resisted to ensure the area remains viable as a neighbourhood parade.

Proposals for the change of use of existing retail premises to non-retail uses would only be permitted in exceptional circumstances where as a result of no proposed alternative land use, the business would not be likely to continue to operate and the loss would not result in a substantial decline in the range and quality of services for local people.

The emerging Core Strategy should maintain the thrust of the current Local Plan policies, restricting the loss of A1 units in shopping parades and residential areas within the urban areas. Retention of local shopping facilities will help reduce the need for travel, promote a sense of community identity, and are convenient for the less mobile members of the community.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC15	4	0	0	4

Table 2.26

Consideration of Evidence and Policy

2.444 Option PC15 remains consistent with Planning Policy Statement 4 and the draft National Planning Policy Framework (2011).

'Options for Consideration' Sustainability Appraisal

2.445 This option has an overall positive impact in terms of maintaining local shopping facilities where they are required to meet local needs. This also has a positive environmental impact in reducing the need to travel to shopping facilities further a field.

Relevant SA Objectives	Preferred Option PC15
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Strong Positive Impact
4, Minimise factors contributing to climate change.	Strong Positive Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive.	Strong Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Strong Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.27

'Options for Consideration' Habitats Regulations Assessment

2.446 This option in itself would not lead to development and is therefore not likely to have a significant effect on the integrity of any European site in Christchurch or East Dorset (+15km).

'Options for Consideration' Health Impact Assessment

2.447 No significant impacts were identified in relation to this option.

'Options for Consideration' Equalities Impact Assessment

2.448 Maintaining local shopping facilities has a positive impact in helping to ensure access to facilities for local communities.

Infrastructure Requirements

2.449 This option does not involve the provision of infrastructure that needs to be addressed by the Core Strategy.

Conclusions

2.450 This approach is supported by the consultation and no adverse impacts have been identified through the sustainability appraisal, habitats regulations assessment, equalities impact assessment or health impact assessment. It is considered that the policy approach towards community facilities addressed by Policy PC16 could be assimilated into this policy as there is correlation in the issues being addressed by the policies which are currently separate.

Issue and Options Identified in 'Options for Consideration' Core Strategy

2.451 How can we retain important local community facilities in settlements, such as village shops and pubs, which may be economically unviable?

2.452 Preferred Option PC16

Preferred Option PC 16

To support the continued provision of villages shops, pubs and services and prevent the loss of premises to other changes of use.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC16	8	1	0	9

Table 2.28

2.453 Hurn Parish Council - The Parish Council support this option and note that Hurn Parish Plan has recognised the need to retain the Hurn post office and local shop.

2.454 Cranborne Estate - Support, however the ongoing provision of rural rate relief, including the discretionary element, is key to ensuring such shops continue.

2.455 Sixpenny Handley with Pentridge Parish Council - Concern that there is a contradiction between the requirement to maintain and expand existing services and employment in rural areas to reduce car journeys to the nearest towns, which can also be achieved by internet shopping. Too much of the latter will undermine the former and result in the closure of local services as has happened in Wiltshire. The Parish is also concerned that Central Government believe, wrongly, that there is an army of people willing to volunteer who will be able to help retain rural services. They feel that those who will volunteer are doing it already.

2.456 Landscape and Planning Adviser Cranborne Chase and West Wiltshire Downs AONB - The AONB team seek to support local facilities and therefore support this policy.

2.457 General issues raised through the consultation

2.458 Flexibility in approach

2.459 Through the consultation it was raised that a blanket approach to the retention of local facilities is not appropriate. Where a facility is insufficiently used it may not be sustainable for it to be retained.

2.460 Response

2.461 The Pre-Submission draft policy will be amended to state that the loss of existing facilities will be refused unless it is clearly demonstrated that there is insufficient demand and it is not feasible and viable to support their continued existence.

Consideration of Evidence and Policy

2.462 The general policy approach remains consistent with national policy and the evidence base.

'Options for Consideration' Sustainability Appraisal

2.463 Seeking to prevent the loss of local community facilities has a positive impact by helping to reduce the need to travel to facilities further a field, maintaining essential local facilities and helping to sustain the local economy.

Relevant SA Objectives	Preferred Option PC16
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Strong Positive Impact
4, Minimise factors contributing to climate change.	Strong Positive Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive.	Strong Positive Impact
9, Help communities to support social cohesion and to enable easy, safe and affordable access to basic services and facilities, learning, training, skills, knowledge and culture.	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.29

'Options for Consideration' Habitats Regulations Assessment

2.464 This option in itself would not lead to development and is therefore not likely to have a significant effect on the integrity of any European site in Christchurch or East Dorset (+15km).

'Options for Consideration' Health Impact Assessment

2.465 This option will help to ensure that local facilities are maintained which contribute to health and wellbeing.

'Options for Consideration' Equalities Impact Assessment

2.466 This option has an overall positive benefit for local communities in terms of maintaining local services and facilities.

Infrastructure Requirements

2.467 This option in itself does not have any infrastructure requirements which need to be addressed by the Core Strategy.

Conclusions

2.468 This approach is supported by the consultation and no adverse impacts have been identified through the sustainability appraisal, habitats regulations assessment, equalities impact assessment or health impact assessment. It is considered that the policy approach towards community facilities addressed by Policy PC16 could be merged with Policy PC15 as there is correlation in the issue being addressed by the policies which are currently separate. The Pre-Submission draft policy will be amended to state that the loss of existing facilities will be refused unless it is clearly demonstrated that there is insufficient demand and it is not feasible and viable to support their continued existence.

Tourism

Issue and Options Identified in 'Options for Consideration' Core Strategy

2.469 How can the Core Strategy ensure that Christchurch and East Dorset remain vibrant and attractive destinations for visitors ensuring that tourism in both areas promotes and meets sustainable tourism objectives?

Preferred Option PC 17

The Core Strategy will protect and enhance the unique features of Christchurch and East Dorset that attract visitors to the area whilst encouraging investment. This will be achieved through the following measures:

- Protection of the beaches, river front and Christchurch Harbour and supporting appropriate sustainable tourist related development at these key locations and in the town centres of Christchurch and Wimborne.
- Tourist related development will avoid increasing visitor pressure on the Dorset Heaths. Appropriate mitigation measures will be identified through the Heathlands Interim Planning Framework (2010 - 2011) and subsequently by the Joint Heathlands Development Plan Document.
- By protecting visitor attraction sites and visitor accommodation from change of use, unless it can be proved the use is no longer economically viable, and promoting new visitor attractions and accommodation in sustainable locations.
- By encouraging sustainable transport to tourist and cultural sites.

Tourism and culture in Christchurch and East Dorset will develop in the context of the wider sub regional strategy (Towards 2015 – Shaping Tomorrow's Tourism), by improving planning and use of resources through collaboration across Dorset, Bournemouth and Poole, which values local distinctiveness and diversity.

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option PC17	4	0	0	4

Table 2.30

2.470 Highways Agency

2.471 The Highways Agency encourages sustainable transport to tourist and cultural sites. Major new tourist attractions should be located in locations well served by public transport.

2.472 Response

2.473 This approach is supported by the draft policy and the strategic approach toward the location of development identified in the Key Strategy.

2.474 RSPB

2.475 The importance of natural features underpinning tourism and inward investment needs to be reflected in the Core Strategy vision.

2.476 Growth in tourism may threaten environmental assets and tourist related development should not increase recreational pressure on European designated sites. The Core Strategy needs to set out more detail concerning how this will be achieved.

2.477 Response

2.478 The first point in relation to the Core Strategy vision is discussed in the Vision and Strategic Objectives Pre-Submission background paper.

2.479 The policy is clear that mitigation measures to avoid adverse impacts on the heathlands are set out in the Heathlands Interim Planning framework which will be replaced by the Joint Heathlands Development Plan Document. Core Strategy policy measures to avoid adverse impacts on European Designated Sites are addressed in the Managing the Natural Environment Pre-Submission background paper.

2.480 Cranborne Chase and West Wiltshire Downs

2.481 The policy should be amended to recognise the need to support the aims and objectives of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty.

2.482 Response

2.483 The Pre submission policy will be amended in this respect.

Consideration of Evidence and Policy

2.484 Since the Preferred Options consultation the Heathlands Interim Planning Framework will now be replaced by a Heathlands Supplementary Planning Document which will be in place until superseded by the Joint Heathlands Development Plan Document. PC17 will be updated in the Pre-Submission Core strategy to refer to these documents and the mitigation measures they identify.

'Options for Consideration' Sustainability Appraisal

2.485 This option assists in enhancing Christchurch and East Dorset as vibrant and attractive destinations. This will help to ensure that tourism in both areas promotes and meets sustainable tourism objectives, and supports the local tourist economies.

Relevant SA Objectives	Preferred Option PC17
1) Protect, enhance and expand habitats and protected species (taking account of climate change), avoiding damage to designated wildlife and geological sites and protected species on which they depend.	Uncertain Impact
3, Minimise pollution (including air, water, soil, noise, vibration and light).	Strong Positive Impact
4, Minimise factors contributing to climate change.	Strong Positive Impact
5, Reduce the need / desire to travel by car, lorry, or air by making public transport, cycling and walking easier and more attractive.	Positive Impact
10, Protect and enhance historic buildings, archaeological sites and other culturally important features.	Positive Impact
11, Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	Positive Impact
12, Facilitate a sustainable and growing economy for the District that creates economic and employment opportunity, as well as providing for vital and viable town centres.	Strong Positive Impact

Table 2.31

'Options for Consideration' Habitats Regulations Assessment

2.486 Implementation of this option is likely to involve the development of sites and associated infrastructure which can result in increased recreational activities and increased vehicle movements too and from sites. Precise impacts are uncertain as the option does not set out specific plans for development. However, potential impacts could include physical disturbance / damage, recreational pressure, non physical disturbance such as noise and light pollution, erosion / trampling, air pollution and interruption to hydrological regimes. Although specific developments are not identified there is potential for impacts on the Dorset heathlands, River Avon, Avon Valley protected habitats.

2.487 The Core Strategy sets out heathland mitigation measures such as the provision of SANGs (Objective 1, ME1 and ME2) in conjunction with other forms of mitigation identified through the emerging Joint Heathlands DPD will seek to relieve pressure on the heathlands and other sensitive habitats. This option also seeks to direct tourism to the beaches, river front and Christchurch Harbour which will help to relieve pressure on the heaths. Core Strategy policies including Objective 3; Objective 6; KS19, KS20 and ME7 seek to restrict emissions from transport and energy generation which help to minimise environmental impacts.

2.488 An appropriate assessment has been undertaken for this option which concludes that measures identified in the Core Strategy policy options listed above in combination with the Joint Heathlands DPD can provide effective mitigation. Therefore, as a result of the assessment changes do not need to be made to this option.

'Options for Consideration' Health Impact Assessment

2.489 This option provides the opportunity to create new employment and recreation opportunities for the local community which have positive impacts for health and wellbeing.

'Options for Consideration' Equalities Impact Assessment

2.490 This option is likely to create employment opportunities for members of the local community.

Infrastructure Requirements

2.491 This option in itself does not involve the implementation of infrastructure.

Conclusions

2.492 Support for this option has been received from the consultation and no significant adverse impacts have been identified as a result of the sustainability appraisal, habitats regulations assessment, equalities impact assessment and health impact assessment.

2.493 As noted above amendments will be made to the Pre submission policy to refer to the Heathlands Supplementary Planning Document which will be superseded by the Joint Heathlands Development Plan Document in 2012.

2.494 The policy will also be amended to reflect the aims and objectives of the Cranborne Chase and West Wiltshire Downs AONB.

2.495 It is considered that the loss of visitor accommodation may be considered in view of the pressing need for competing land uses such as residential development whilst ensuring that sufficient accommodation remains to meet local needs. In this respect the Pre-Submission policy will be amended to provide this added flexibility.

3 Pre Submission Options

3.1 The following policies concerning the local economy for inclusion in the Pre Submission Core Strategy have been established following consideration of consultation responses, the evidence base and assessments including sustainability appraisal and habitats regulations assessment.

Christchurch and East Dorset Employment Land Hierarchy

Policy PC1

Christchurch and East Dorset employment land hierarchy

The following site hierarchy is proposed to influence the location of employment uses across sites in Christchurch and East Dorset. 'Higher order' uses that are economically productive offering highly skilled and well paid employment will be located on 'higher quality' sites which offer the necessary locational attributes. A more flexible approach toward employment uses will be adopted towards other employment sites in the Christchurch and East Dorset hierarchy.

The following sites are considered to be 'higher quality' and offer the necessary locational attributes to attract 'higher order' uses. These sites will be the focus for meeting projected requirements for B1 (Office and Light Industrial uses), B2 (General Industry) and B8 (Warehousing and Distribution) uses as set out in Key Strategy policy KS5. Strategic and higher quality sites set out below will be protected for employment uses within B1, B2 and B8. On these sites employment activity within non B use class (other employment generating uses) will only be considered where it makes a significant contribution to raising levels of productivity and offers skilled employment opportunities. Non employment uses ancillary to core employment functions will be considered on 'Strategic Higher Quality' Sites where such facilities are required to meet the needs of workers.

Strategic Higher Quality Sites

- Bournemouth Airport Northern Business Park (North West and North East Sectors), Christchurch

Other Higher Quality Sites

- The former BAE site, Grange Road
- Sites located directly off Airfield Way, Airfield Road, and Wilverley Road including:
 - Silver Business Park
 - Airfield Industrial Estate
 - Ambassador Industrial Estate
 - Beaver Industrial Estate

- Sea Vixen Industrial Estate
- Somerford Business Park
- Hughes Business Centre

A more flexible approach will be adopted for the following sites where B1, B2 and B8 uses will be accommodated in addition to a more diverse range of non B employment uses, as well as non employment uses ancillary to core employment functions:

- Avon Trading Park, Christchurch
- Stony Lane South including the Gasworks Site, Christchurch
- Groveley Road, Christchurch
- Somerford Road, Christchurch
- Brook Road Industrial Estate, Wimborne, East Dorset
- Gundrymoor Industrial Estate, West Moors, East Dorset
- Riverside Park Industrial Estate, Wimborne, East Dorset
- Uddens Industrial Estate, Ferndown, East Dorset
- Ferndown Industrial Estate, East Dorset
- Woolsbridge Industrial Estate, Three Legged Cross, East Dorset
- Ebblake Industrial Estate, Verwood, East Dorset
- Bailie Gate Industrial Estate, Sturminster Marshall, East Dorset

The following sites have been identified for upgrading:

- Bournemouth Airport Northern Business Park (North West and North East Sectors), Christchurch
 - In order to realise its potential for attracting business activity this site will require 'upgrading' to ensure it offers the necessary locational site attributes. This will include improvements in transport infrastructure, flood risk management infrastructure, on site environmental improvements and the delivery of new employment units to meet market requirements.
- Sites located directly off Airfield Way, Airfield Road, and Wilverley Road as set out above.

The upgrading of these sites will involve the provision of an enhanced range of higher quality employment premises to meet market requirements and to attract a more diverse range of business activity to the Borough. This may also include business park environmental enhancements and improvements to broadband infrastructure. Transport infrastructure improvements will be delivered on Stony Lane as identified in the Key Strategy.

Existing Employment Land

Policy PC2

Alternative uses for employment land where justified by market evidence

Where there is strong evidence of the lack of market demand over the plan period (2013 – 2028) employment land may be considered for non B use classes. High quality mixed use schemes may also be considered to ensure a site can be brought forward for development.

Blunt's Farm

Policy FWP8

Blunts Farm Employment Allocation, Ferndown

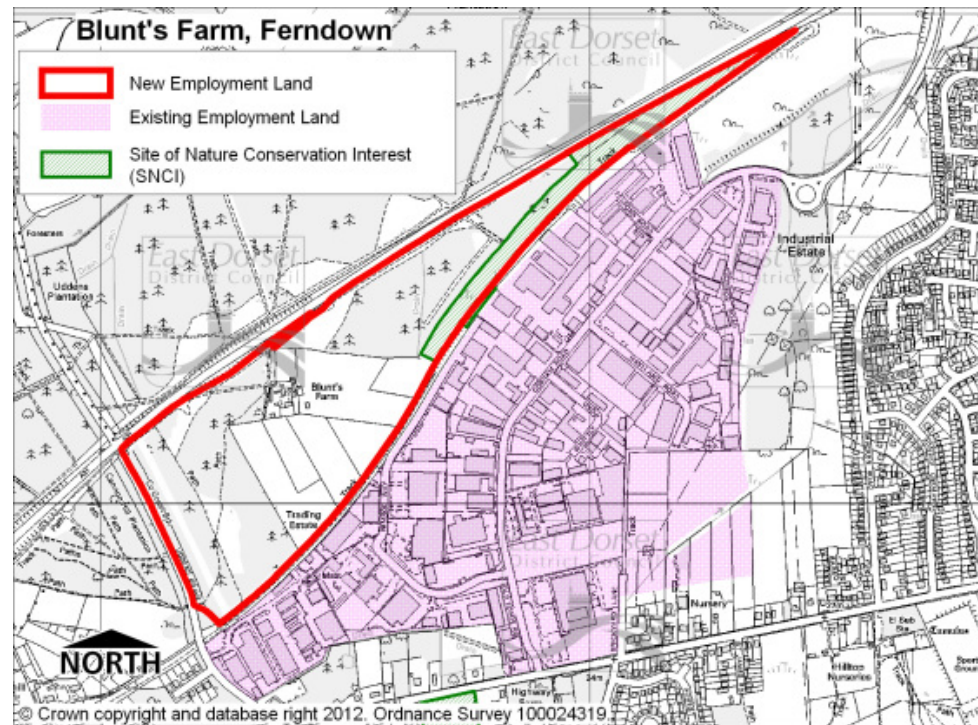
30 hectares of land to the west of Ferndown and Uddens Industrial Estates is removed from the Green Belt and allocated for employment development.

This should involve:

- The provision of B1(Office and Light Industrial), B2 (General Industrial) and B8 (Warehousing and Distribution) employment uses.
- Ancillary support services, such as cafés.

Prerequisites for development include:

- Approval of a detailed development brief, subject to public consultation.
- Agreement of a comprehensive travel plan including the provision of regular bus services and cycle links towards Wimborne and Ferndown Centres.
- A strategy to be agreed with the Council that ensures no harm to the nearby designated nature conservation sites including Uddens Heath SSSI and the Moors River System SSSI will derive from the estate. Particular regard to the water environment will be needed and in this respect the use of Sustainable Drainage Systems to mitigate any potential impacts will be expected to form part of the strategy.
- Protection of the Site of Nature Conservation Interest.
- Retention of significant landscape buffers within the northern and western parts of the site. This buffer should include heathland habitat which will go towards protecting, enhancing and expanding the habitats of European protected species of which there is a known presence nearby.



Picture 3.1

Woolsbridge Industrial Estate

Policy VTSW6

Woolsbridge Employment Allocation, Three Legged Cross

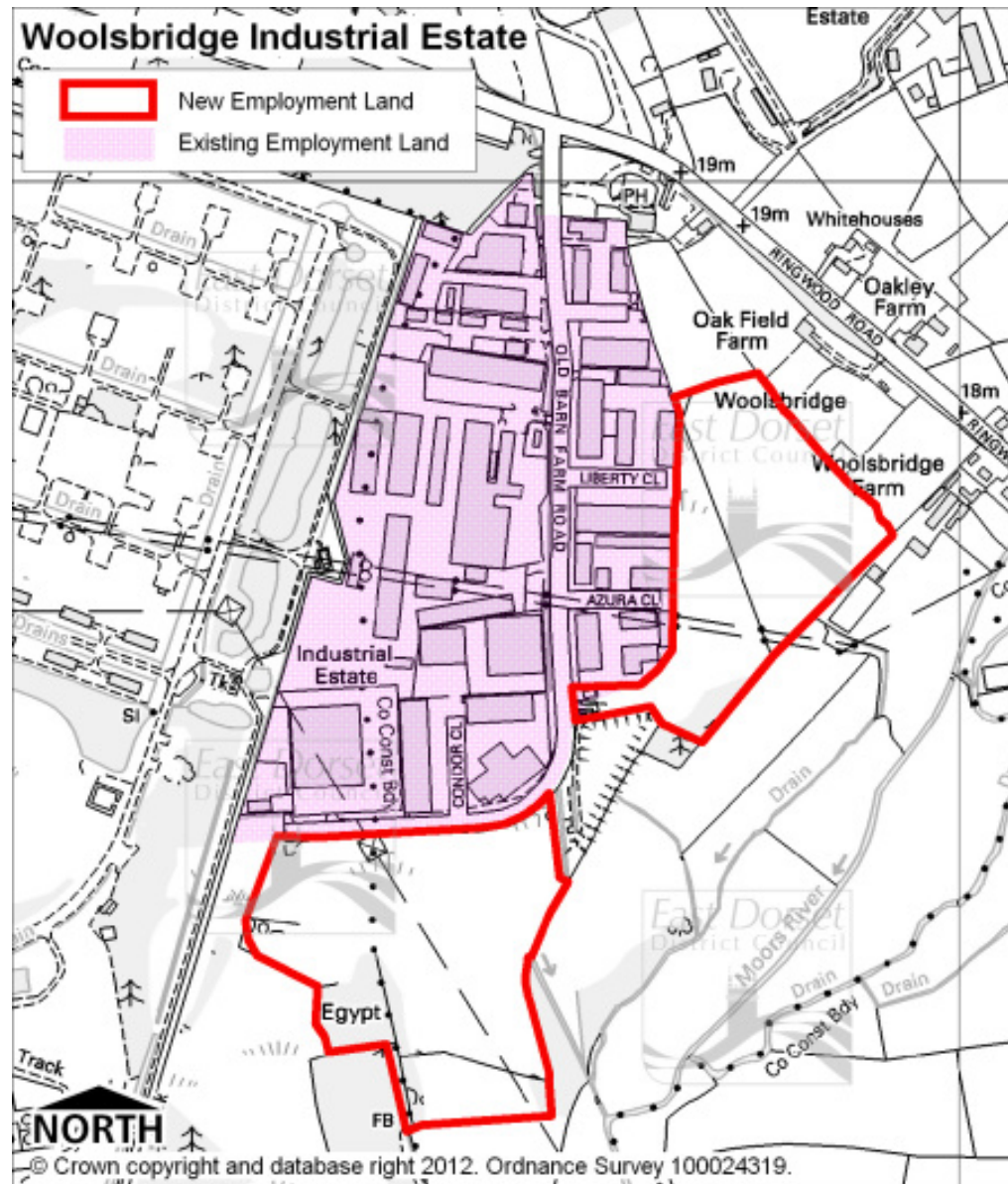
9.7 hectares of land at Woolsbridge Industrial Estate is removed from the Green Belt and developed for new employment.

This should involve:

- The provision of B1 (Office and Light Industry), B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for development include:

- Approval of a development brief by the Council.
- Agreement of a comprehensive travel plan including the support of regular bus services.
- Provision of significant landscape buffers alongside the countryside edges of the site.
- A wildlife strategy to be agreed with the Council that ensures that no harm to the Moors River SSSI will derive from the Estate. Particular regard to the water environment will be needed and in this respect the use of Sustainable Drainage Systems to mitigate any potential impacts will be expected to form part of the strategy.



Picture 3.2

Baillie Gate

Policy RA1

Baillie Gate Employment Allocation, Sturminster Marshall

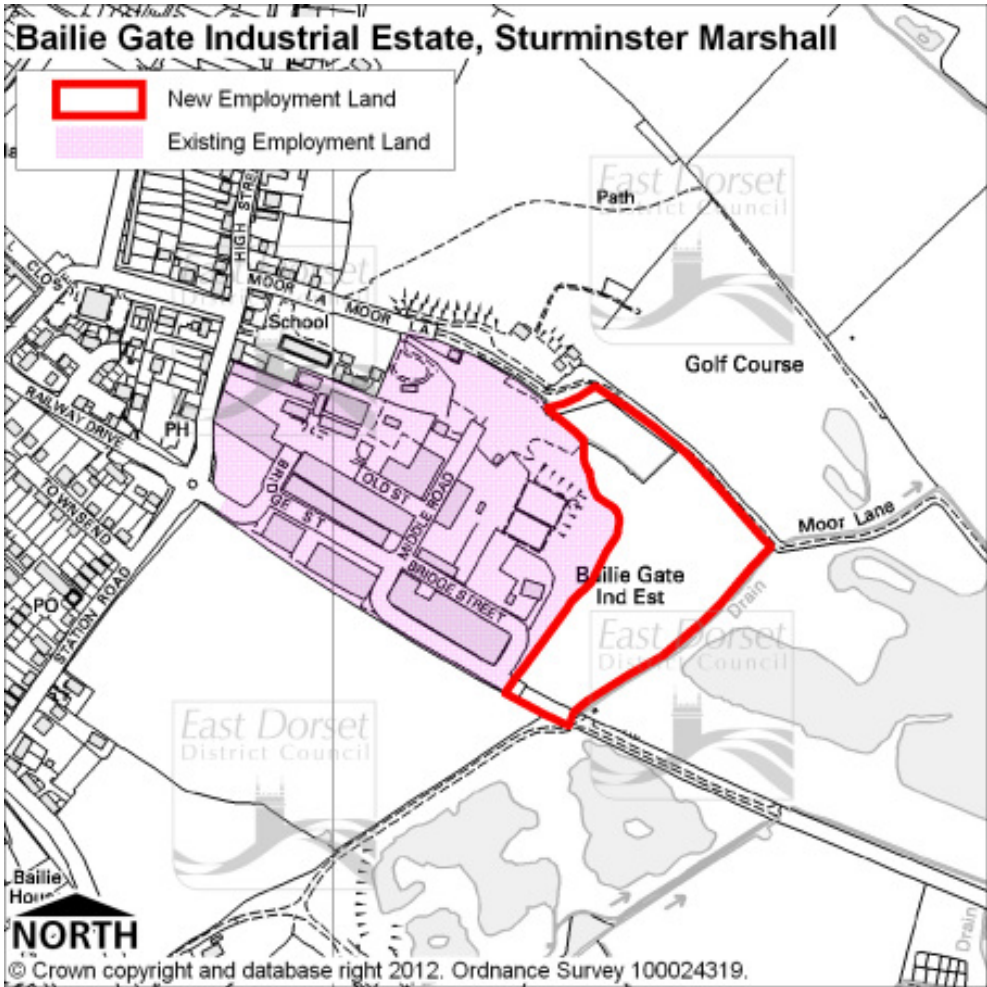
3.3 hectares of land at Baillie Gate, Sturminster Marshall should be removed from the Green Belt and developed for new employment.

This should involve:

- The provision of B1 (Office and Light Industry) , B2 (General Industry) and B8 (Warehousing and Distribution) employment uses.

Prerequisites for development would include:

- Approval of a detailed development brief, subject to public consultation.
- Agreement of a comprehensive travel plan including the support of regular bus services and scope to provide footway/cycleway links towards village facilities.
- Provision of significant landscape buffers alongside the countryside edges of the site.
- A Sustainable Drainage System to mitigate any potential impacts.



The Rural Economy

Policy PC 3

The Rural Economy

Although economic development will be strictly controlled in open countryside away from existing settlements, in order to promote sustainable economic growth in the rural area, applications for economic development will be encouraged where development is located in or on the edge of existing settlements where employment, housing, services and other facilities can be provided close together. Such proposals should be small scale to reflect the rural character. This includes the settlements of Alderholt, Cranborne, Sixpenny Handley, and Sturminster Marshall.

Proposals for the conversion and re-use of appropriately located and suitably constructed existing buildings in the countryside (particularly those adjacent to the villages set out above) for economic development must ensure:

- The proposal supports the vitality and viability of market towns and other rural service centres.
- Proposals must not adversely impact the supply of employment sites and premises and the economic, social and environmental sustainability of the area, when considering proposals which involve the loss of economic activity.
- Proposals do not have a materially greater impact on the openness of the Green Belt and the purpose of including land within it.
- The benefits outweigh the harm in terms of:
 1. The potential impact on countryside, landscapes and wildlife.
 2. Local economic and social needs and opportunities not met elsewhere.
 3. Settlement patterns and the level of accessibility to service centres, markets and housing.
 4. The building is suitable for the proposed use without major re-building and would not require any significant alteration which would damage its fabric and character, or detract from the local characteristics and landscape quality of the area. Any necessary car parking provision should also not have an adverse impact on the setting of the building in the open countryside.
 5. The preservation of buildings of historic or architectural importance/interest, or which otherwise contributes to local character.

Proposals for rural diversification will be supported which meet the criteria set out in the National Planning Policy Framework and also that:

- Are consistent in scale and environmental impact with their rural location avoiding adverse impacts on the Cranborne Chase and West Wiltshire Downs AONB, sensitive habitats, Areas of Great Landscape Value and landscapes identified through landscape character assessments and the openness of the Green Belt.
- Do not harm amenity and enjoyment of the countryside through the impact of noise and traffic generation.
- That minimise additional trips on the highway network and are accessible by sustainable modes other than the car.

Subject to compliance with criteria set out above acceptable uses for rural diversification include:

- Tourism
- Leisure and related activities

- Equestrian
- Small offices
- Light Manufacturing
- Renewable energy
- Retail (farm shops and pick your own)

Support will be given to new forms of working practises, which include the creation of live/work spaces in rural areas. The assessment of these proposals will be made in accordance with rural housing need and potential affordable housing exception sites as well as access to services.

Shops and Community Facilities in Local Centres and Villages

Policy PC 4

Shops and community facilities in local centres and villages

In local shopping areas and villages planning applications which propose improvements to the provision of shops which provide for people's day to day needs, leisure uses including public houses and facilities for local communities will be supported in principle.

The loss of existing retail premises, leisure and other local facilities will be refused unless it is clearly demonstrated there is insufficient demand and it is not feasible and viable to support their continued existence and the loss would not result in a substantial decline in the range and quality of services for local people.

Supporting the tourist economy

Policy PC 5

Tourism

The Core Strategy will protect and enhance the unique features of Christchurch and East Dorset that attract visitors to the area whilst encouraging investment. This will be achieved through the following measures:

- Protection of the beaches, river front and Christchurch Harbour and supporting appropriate sustainable tourist related development.

- Tourist related development must avoid increasing visitor pressure on the Dorset Heaths. Appropriate mitigation measures will be identified through the Heathlands Supplementary Planning Document (2012 - 2014) and subsequently by the Joint Heathlands Development Plan Document.
- By protecting visitor attraction sites unless it can be proved the use is no longer economically viable, and promoting new visitor attractions and accommodation in sustainable locations.
- By encouraging sustainable transport to tourist and cultural sites.
- By supporting the aims and objectives of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty.

Tourism and culture in Christchurch and East Dorset will develop in the context of the wider sub regional strategy (Towards 2015 – Shaping Tomorrow's Tourism), by improving planning and use of resources through collaboration across Dorset, Bournemouth and Poole, which values local distinctiveness and diversity.