

# Core Strategy

## 10 Sustainable Economic Growth Key Issues Paper

Options for Consideration Consultation  
4th October – 24th December 2010



Prepared by Christchurch Borough Council and  
East Dorset District Council as part of the Local Development Framework

October 2010



<b>1 Introduction</b> .....	<b>2</b>
<b>2 Baseline</b> .....	<b>3</b>
<b>3 Identification of Issues</b> .....	<b>34</b>
<b>4 Formation of Options</b> .....	<b>61</b>
<b>5 Options</b> .....	<b>100</b>
<b>6 Implementation</b> .....	<b>106</b>

## 1 Introduction

**1.1** The Sustainable Economic Growth key issue paper has been prepared as part of the Local Development Framework (LDF) to inform the development of an employment strategy for Christchurch and East Dorset. The employment strategy will be established through the Core Strategy and accompanying employment land review. This paper is one of a number of thematic background papers which address distinct spatial issues affecting Christchurch and East Dorset. These issues have been identified from National, regional and local policy documents, stakeholder and local community engagement, local development framework evidence base and the community plans of Christchurch and East Dorset. This document sets out the process of how an employment strategy for Christchurch and East Dorset has been refined toward the development of a preferred strategy following Issues and Options work undertaken for the Core Strategy in spring 2008. This paper sets out the critical issues, problems and challenges to be considered in establishing an employment strategy for the plan area. The development of a preferred strategy to address these issues has been informed by the following:

- National, regional and local policy
- Objectives of other relevant plans and programmes (National to local)
- Sustainability Appraisal
- Core Strategy Issues and Options Stakeholder Engagement
- Evidence studies undertaken by the Council and key stakeholders.

**1.2** The formulation of a preferred strategy provides the context for the preparation of specific policies to inform decisions about the future of the Christchurch and East Dorset employment land portfolio. There is also a very significant 'action planning' element to the strategy which includes an implementation framework for the delivery of infrastructure and realisation of strategic objectives. Detail of the proposed implementation framework for employment is included within this paper.

## 2 Baseline

**2.1** This baseline section sets the context through the identification of critical spatial planning issues relating to the economy that will be addressed through the Core Strategy and Airport Supplementary Planning Document (SPD). Issues are identified from the Sustainability Appraisal Scoping Report, and the local development framework evidence base.

### **Sustainability Appraisal Baseline Information**

**2.2** The Christchurch and East Dorset Sustainability Appraisal (SA) Scoping Report assesses broad environmental, social and economic characteristics of the plan area and how these are changing. This baseline information forms a part of the identification of key issues to be addressed by the Local Development Framework. Key sustainability issues of relevance to this background paper are as follows:

### **Climate Change / Biodiversity**

**2.3** Climate change will increase hazards from fluvial and coastal flooding which will have an impact upon future employment development and the specific sites affected are discussed below. Increases in harmful emissions as a result of new commercial development also have implications for the integrity of priority habitats and protected species.

### **Air Quality**

**2.4** Future development of existing and new employment sites will need to consider the impact on air quality from any increase in road traffic. The airport business park is a particular focus for employment development in Christchurch Borough and makes a significant contribution to employment land supply for the South East Dorset sub region. Future development of the business park and the operational airport will increase vehicular and aircraft movements which have implications for air quality and sensitive habitats in proximity to the airport.

**2.5** The following sites in the plan area are constrained by sensitive habitats:

### **Christchurch Sites**

#### **Bournemouth Airport Business Park:**

**2.6** Sensitive designations within proximity to the airport which may be affected by future development include:

### **International Nature Conservation Sites**

- Dorset heathlands SAC, SPA Ramsar site

- Avon Valley SAC, SPA
- The New Forest Ramsar, SAC, SPA

### **National and Local Nature Conservation Sites**

- Town Common SSSI
- St Leonard's and St Ives SSSI
- Parley Common SSSI
- Moors River System SSSI
- Hurn Common SSSI

### **2.7 Sites of Nature Conservation Importance**

- Avon Common Plantation
- Fillybrook Plantation
- Fillybrook-crabs Field
- Fir Grove Copse
- Hurn Airport- NE Industrial Area
- HurnForest
- Sopley Common Plantation

### **Rossiters Boat Yard**

- River Avon SPA, SAC, Ramsar
- Stanpit Marsh SSSI

### **Gasworks Site**

- River Avon SPA, SAC, Ramsar
- Stanpit Marsh SSSI

### **Stony Lane**

- Purewell Meadows SSSI
- Local Nature Reserve.

**Qinetiq**

- Green Belt

**Avon Trading Park**

- River Avon SPA, SAC, Ramsar

**Somerford Road Industrial Estate**

- Mude Valley Nature Reserve SNCI

**Grange Road Sites**

- Mude Valley Nature Reserve SNCI

**Coastguard and Marine Training Centre**

- Highcliffe to Milford SSSI

**East Dorset Sites****Ebblake**

- within 250m of internationally designated heathland boundary

**Ferndown**

- Adjacent to internationally designated heathland and SNCI boundary

**Gundrymor**

- Adjacent to internationally designated heathland

**Uddens Trading Estate**

- Within 800 metres of internationally designated heathland boundary

**Woolsbridge**

- Adjacent to internationally designated heathland and Moors River SSSI boundary

**Floodrisk**

**2.8** The Strategic Flood Risk Assessment (SFRA) Level 2 assessment identifies a very large percentage of Bournemouth Airport North West sector within flood zone 3a when considering the impact of climate change. The North East sector is largely unaffected by flood risk but is constrained by access issues and priority habitats. The following sites within the employment portfolio are affected by floodrisk:

Employment Site	Extent of Flood Risk
<p><b>Bournemouth Business Parks (Christchurch)</b></p>	<p>The strategic flood risk assessment level 2 identifies a significant proportion of the North West Sector in flood zone 3a. Further work needs to be undertaken to determine the extent to which flood alleviation measures such as the creation of additional flood storage can reduce risk, and the subsequent level of development that can come forward.</p> <p>The North East sector is largely unaffected by flood risk but infrastructure and habitats constraints currently prevent development coming forward in this area.</p>
<p><b>Employment land located off Somerford Road (Christchurch)</b></p>	<p>The entire length of Somerford Road itself is subject to flood zone 2, affecting frontages along this road. Small parts of the southern fringe of the employment area near the River Mude are subject to flood zone 3a but these do not project far into the site.</p>
<p><b>GroveleyRoadBusinessPark</b></p>	<p>Almost the entire business park falls within zone 2, although the zone does not extend far beyond the park and access into the site is not severely affected.</p>
<p><b>Grange Road Industrial Centre (Christchurch)</b></p>	<p>This industrial area is located within Flood zone 2 but access is not affected.</p>
<p><b>BAE (Christchurch)</b></p>	<p>The site is unaffected by flood risk</p>
<p><b>Rossiters Quay / Boatyard (Christchurch)</b></p>	<p>The entirety of this site is subject to Flood zone 3a which would only enable like for like replacement of existing commercial premises and or very limited expansion of commercial premises.</p>
<p><b>Bournemouth &amp; West Hants Water (Christchurch)</b></p>	<p>The eastern part of the site along the River Avon is affected by flood zones 3a and 2.</p>



<b>DRA Site (Christchurch)</b>	Approximately 50% of the site is affected by Flood zone 3a while the remainder is within zone 2 (River Stour). A small part of the south fringe adjacent to the River Stour is affected by flood zone 3a.
<b>Gasworks Site (Christchurch)</b>	The entirety of the site is affected by flood zone 3a.
<b>Stony Lane / Beagle Aircraft (Christchurch)</b>	The entirety of this site is affected by flood zone 3a.
<b>Woolsbridge Industrial Estate (East Dorset)</b>	The main and only access route through and into the site is covered by flood zones 2 and 3, although the majority of the units are outside the zones.
<b>Ebblake Industrial Estate (East Dorset)</b>	A very small area along the site's eastern fringe is affected by flood zone 2.
<b>Brook Road (East Dorset)</b>	A small area of the flight refuelling site along the southern fringe is affected by flood zone 2.

Table 2.1

## Renewable Energy and Green House Gas Emissions

**2.9** Close consideration must be given to the polluting nature of specific forms of economic activity and the effect this has on levels of greenhouse gas emissions. Growth in employment will need to consider measures to reduce the use of non-renewable sources of energy and increase in the use of renewables.

## Countryside

**2.10** The Scoping Report identifies key sustainability issues concerning the impact of urban influences on the countryside and maintaining the separate identity of settlements. In promoting sustainable development the priority is toward accommodating new employment development on Brownfield sites to minimise the impact on the countryside and encroachment into the Green Belt. The consideration of sites in the Green Belt is undertaken through the Core Strategy. In East Dorset options are being considered for new employment sites which include consideration of land currently in the Green Belt. These options are considered in detail within the East Dorset employment land key issue paper.

## Landscape

**2.11** There are significant areas of landscape importance within the plan area which include Cranborne Chase and West Wiltshire Downs AONB, River Avon SSSI, Areas of Great Landscape Value, Special Character Areas and areas of historic value.

**2.12** The Core Strategy must address the need to maintain and enhance the local character and environment of the area while meeting changing needs and demands. In this respect new employment development should seek to avoid adverse impacts on landscape character.

**2.13** The scale of employment development within the plan area must consider the impact on the landscape character of the New Forest National Park. This is particularly in consideration of potential impact of any increase in road traffic from new employment development. In East Dorset employment development at Stone Lane, Wimborne has potential implications for the Cranborne and West Wiltshire Downs AONB which is within 250 metres of this employment site.

### **Historic Environment**

**2.14** In Christchurch employment areas such as the Gasworks site and employment premises in Purewell are located within or in the setting of a conservation area. In this respect employment development should make a positive contribution to conservation areas, Special Character Areas and areas of historic value.

**2.15** In East Dorset the following sites are in close proximity to a conservation area:

- Riverside Park (within 50m of Rowlands Hill / St Johns Hill conservation area boundary).
- Stone Lane – Within 200m of Wimborne Minster Conservation Area Boundary.

### **Water**

**2.16** A significant amount of employment land in Christchurch is located within areas of floodrisk. The sites affected by flood risk are set out above.

### **Energy**

**2.17** In reducing non – renewable energy consumption and green house gas emissions the core strategy will consider the requirement for renewable energy for new commercial development. This issue is further addressed within the climate change key issue paper.

### **Pollution**

**2.18** The core strategy must consider the range of business activity permitted on employment sites in terms of their polluting nature. This considers pollutants created from on site activity and off site in respect of traffic generation.

### **Air, noise and light pollution**

**2.19** This issue concerns how new employment development should minimise harm in relation to air, noise and light pollution. (Levels of air pollutants are particularly affected by increased traffic generation. The economic strategy will need to consider likely traffic generation for different employment uses and the accessibility of employment sites.

### **Water pollution**

**2.20** Future employment development will need to ensure that water pollution levels do not cause harm to natural systems.

## Economic Baseline and Considerations

### Existing Employment Land Supply

**2.21** Current employment land supply for Bournemouth, Christchurch and East Dorset combined is 65.6ha. The Bournemouth, Dorset and Poole Workspace Strategy (2008) identifies a shortfall in employment land supply of 11.5ha for the Bournemouth Travel to Work Area (TTWA) to 2011 and a 4.9ha shortfall to 2016. This is due to the shortage of employment land available in the short to medium term.

**2.22** Employment land supply for Christchurch is 20.6ha. From emerging transport assessment work undertaken by Peter Brett Associates (on behalf of Manchester Airports and Dorset County Council), and further work undertaken by Dorset County Council it is envisaged that 15 - 30ha is the maximum level of development which could come forward at the Airport subject to transport infrastructure improvements. The implementation of these improvements is dependant upon the availability of public sector funding. Without this package of improvements in place it is likely that very limited further development can come forward at the airport.

**2.23** In East Dorset existing employment land supply totals approximately 9ha. The East Dorset employment land key issue paper considers a range of options for new employment sites to be considered in the Core Strategy which would significantly increase employment land supply in East Dorset. New employment development in East Dorset, particularly near Ferndown and Wimborne will need to consider the impact on the A31 (T). The impact on the highway network will be determined by the outputs of the South East Dorset Multi Modal Study currently being undertaken by Atkins which can be translated into the level of development that can come forward during the plan period.

**2.24** Employment land supply in Bournemouth totals 16ha. However, the Workspace Strategy identifies Riverside Avenue (6ha) in Bournemouth as highly constrained due to uncertainty in the delivery of a grade separated junction to the A338 (para, 6.18).

**2.25** In Poole's adopted Core Strategy they have identified the strategic function of employment land located at Bournemouth Airport for the sub region. In this respect the airport business park forms part of employment land supply for the wider sub region which places additional demand on top of the projected requirement for the Bournemouth TTWA identified in the Workspace Strategy. Within Poole there is a projected demand for 36.9ha and supply of 41ha.

### Market Segment Analysis

**2.26** Employment sites examined within this review have been classified under specific market segments as set out in Government guidance<sup>0</sup>. These market segments embody specific site characteristics which appeal to particular forms of business activity. A detailed description of these market segments is set out in Appendix A.

**2.27** The market segment assessment examines the Christchurch and East Dorset employment land portfolio and determines the proportion of employment land falling within each market segment. This analysis determines the locational characteristics of different market segments and the range of business activity it is possible to attract to sites falling within these segments. This allows an assessment of how the existing portfolio of sites meets the needs of local business and those that may be attracted from outside the plan area.

### Employment Land Portfolio by Market Segment

Business Segment	Christchurch	East Dorset
Established or Potential Office Locations	0ha	0ha
High Quality Business Parks	0ha	3.67ha
Research & Technology / Science Parks	9.75ha	0ha
Warehouse / Distribution Parks	0ha	0ha
General Industrial / Business Areas	147.11ha	104.2ha
Heavy / Specialist Industrial Sites	0ha	0ha
Incubator / SME Cluster Sites	0ha	0ha
Specialised Freight Terminals	25.8ha	0ha
Sites for Specific Occupiers	0ha	0ha
Recycling / Environmental Industrial Sites	0ha	0ha
Education / Training	1.34ha	0ha

Table 2.2

### Market Segment Overview

**2.28** The vast majority of allocated employment land supply within the plan area falls within the 'General Industrial / Business Area' segment. These sites generally comprise older, more established land and buildings in industrial use. Premises are a mix of ages and qualities and site / building size.

**2.29** The locational characteristics of these sites falling within the general industrial / business area category are attractive to a particular range of economic activity. The most prevalent business sectors located on allocated sites and significant non allocated sites in this market segment include general manufacturing / engineering, storage and distribution, transport and communications, and construction. Most commercial premises on sites within this market segment are established light industrial and general industrial units combining elements of B1 and B2. The majority of employment premises are small units between 93 – 486sqm and predominantly leasehold. The greatest proportion of businesses operating in the plan area do so on sites of less than 0.25ha. The exception to this is a small number of larger employers located in the airport business parks.

### Gaps in Market Segment Provision and Implications

**2.30** Significant gaps in the employment portfolio include:

- High Quality Business Parks,
- Research and Technology / Science Parks
- Incubator / SME Cluster Sites
- Recycling / Environmental Industrial Sites
- Warehouse / Distribution Parks

### Employment Structure

**2.31** The Christchurch economy is centred on distribution, hotels and restaurants and public administration, education and health. Together these account for half of all employment in the Borough. Christchurch has an above average proportion of employment in transport and communications; higher than the county average by 4%. Manufacturing and distribution and hotels and restaurants are also just above average.

Main Employment Sectors	Employees	% of Total Employment	
		Christchurch	DCC
<b>Total Employment</b>	<b>17,600</b>		
Distribution, hotels and restaurants	5,100	28.8%	26.6%
Public administration, education and health	3,700	21.1%	28.5%
Banking finance and insurance	2,600	14.7%	15.7%
Manufacturing	2,300	13.3%	12.3%
Transport and communications	1,800	10.5%	4.1%

Construction	1,100	6.5%	5.3%
Other Services	900	4.8%	4.6%
Agriculture and fishing	C	C	2.3%
Energy and water	C	C	0.5%

Table 2.3

### 2.32 (Annual Business Inquiry 2006 (ONS))

**2.33** The East Dorset economy is centred around the service sector, although the proportion employed in manufacturing is above average. A quarter of employment is based in the distribution, hotels and restaurants sector. Close to another quarter work in the banking, finance and insurance sector. Nearly a quarter of employees work proportionately in the manufacturing and public admin, education and health sectors. East Dorset has a particular strength in Banking, finance and insurance with above average employment in this sector.

Main Employment Sectors	Employees	% of Total Employment	
		East Dorset	DCC
<b>Total Employment</b>	<b>29,800</b>		
Distribution, hotels and restaurants	7,400	25%	26.6%
Banking, finance and insurance	7,200	24%	15.7%
Public administration, education and health	5,200	17.6%	28.5%
Manufacturing	4,800	16%	12.3%
Construction	2,200	7.4%	5.3%
Other Services	1,500	5.1%	4.6%
Transport and Communications	900	3%	4.1%
Agriculture and fishing	500	1.8%	2.3%

Energy and water	C	C	0.5%
------------------	---	---	------

Table 2.4

### 2.34 (Annual Business Inquiry 2006 (ONS))

#### Business Sector Spatial Requirements

**2.35** The locational / site requirements need to be met for those businesses currently located in the Christchurch and East Dorset and for those that can be attracted to the plan area to 2027. In promoting sustainable economic growth consideration needs to be given to accommodating growth sectors that provide high quality employment opportunities and make a significant contribution to raising productivity (increased GVA output). Relevant policy interventions include providing the appropriate mix of employment sites in the right locations with the types of premises and locational attributes that meet the needs of business sectors which can be attracted to the plan area.

#### Availability of Skilled Labour

**2.36** There is scope for the local economy to grow significantly over the next 15 - 20 years but this is limited by access to appropriately skilled labour. Policy interventions to attract specific forms of business activity must consider the availability of appropriately skilled individuals. Planning policy intervention through the Core Strategy to attract skilled labour would involve the provision of sufficient employment land in the right locations with necessary locational attributes to attract a range of business activity offering skilled employment opportunities. Other policy interventions attract skilled workers to the area relate to the provision of housing to meet need, provision of high quality community / essential facilities and maintaining a high quality built and natural environment.

#### Rural Diversification

**2.37** A high proportion of those living in rural areas commute to urban areas which creates unsustainable commuting patterns. The Core Strategy must consider the appropriate growth of employment in rural areas and the nature of rural diversification which may help to reduce the level of commuting from rural to urban areas alongside increasing opportunities for home working.

#### Employment Land at Bournemouth Airport

**2.38** Employment land at Bournemouth Airport stands out as a key strategic site for the plan area and the south east Dorset sub region. There is significant scope for employment growth at the airport with potential to influence a 'step change' in the economy. The Core Strategy considers the infrastructure and ecological constraints involved in bringing forward sufficient land and premises to meet projected demand over the plan period. This is explored further within the Bournemouth Airport key issue paper.

### Town Centre Vitality

**2.39** The Core Strategy considers an appropriate mix of employment activity to be accommodated on allocated and established employment sites in the plan area. In determining the range of uses to be accommodated it is necessary to assess the impact on the vitality and viability of town centres within the plan area and Bournemouth and Poole. This is particularly in respect of the level of office and retail uses to be accommodated on employment land over the plan period.

### Transport

**2.40** Improvements to transport infrastructure required to support employment development are considered in conjunction with demand management measures which aim to reduce the need to travel and encourage the use of more sustainable modes of transport. In supporting projected employment growth there are specific highways improvements that are necessary to enable development to come forward.

**2.41** Capacity issues are identified in the following areas:

- In the vicinity of the airport the existing capacity of the B3073 (and associated junctions) acts as a restraint on significant development coming forward.
- The capacity of the A338 is affected by anticipated housing growth across South East Dorset and in combination with growth of the operational airport and associated employment land.
- The A31 (T) runs east – west across East Dorset and suffers significant amounts of congestion. New employment development within East Dorset is significantly constrained by the capacity of the A31 (T) particularly sites in Wimborne and Ferndown.
- Christchurch is well served by public transport within the urban area providing reasonable access to employment sites but there are currently no services operating to the Airport Northern Business Park. East Dorset is poorly served by public transport and has no rail infrastructure which raises issues for accessibility to employment sites in the district.

### Core Strategic Messages

- Employment sites such as Bournemouth Airport Northern Business Park are affected by increased floodrisk due to the effects of climate change. Appropriate measures need to be put in place to alleviate this risk.
- Future employment development will result in increased road traffic which can have potentially adverse impacts on sensitive habitats in the area such as Special Protection Areas (SPA), Special Areas of Conservation (SAC) and RAMSAR sites.
- Transport infrastructure improvements required to support employment growth will need to consider potential impacts on sensitive habitats.
- New commercial development must adopt sustainable standards of construction and maximise use of renewable sources of energy
- Employment should maximise the use of existing Brownfield employment sites with some consideration of new employment sites located on green field sites in East Dorset
- Future employment development should avoid adverse impacts on landscape character, particularly the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty and the New Forest National Park.
- Employment development should not have an adverse impact on conservation areas and special character areas.



- Some forms of business activity emit pollutants which can contribute to climate change and have adverse impacts on sensitive habitats. The Core Strategy needs to consider this in terms of the range of business activity to be accommodated on sites within the plan area.
- The Core Strategy must consider potential impacts upon the National Park and the Area of Outstanding Natural Beauty through increases in road traffic from employment related development.
- The current employment structure is predominantly within traditional industries. It is important that other growth industries are attracted to the area to promote sustainable economic growth.
- The spatial / locational requirements of businesses within the area and those that can be attracted to the plan area need to be met on the portfolio of sites in Christchurch and East Dorset.
- There is a shortage of skilled labour to meet the needs of existing businesses and those that can be attracted to the plan area.
- The nature of rural diversification needs to be considered in particular for the East Dorset rural economy.
- Strategic employment sites such as the Bournemouth Airport Northern Business Park are of sub regional importance for employment land supply and economic growth.
- Employment development outside of town centres and office development in particular must consider the impact on town centre vitality for town centres within and outside of the plan area.
- New employment development must be accompanied by necessary improvements in transport infrastructure and public transport.

### Policy Background

**2.42** The following section sets out the current planning policy context from a national to local level which provides the context for the formulation of policies in the Core Strategy and other LDDs related to the economy.

### Policy Documents Reviewed

**Planning Policy Statement 1: Delivering Sustainable Development (January 2005) /**

**Planning and Climate Change (Supplement to Planning Policy Statement 1(Dec 2007)**

#### Analysis

**PPS1** Sets out the Government's overarching vision for planning and the key policies and principles that underpin the planning system. The Core strategy must be consistent with the principles of sustainable development set out in this PPS

- The Core Strategy must consider the promotion of sustainable patterns of employment development, which protect the natural and historic environment and ensure high quality development through good design and the efficient use of land.
- Key considerations for the Core Strategy and the development of the airport relate to achieving outcomes in which environmental, social and economic objectives are achieved together over time.

- Employment development must consider climate change in reducing energy use, reducing emissions, promoting renewable energy and the location and design of development.
- The role of the airport must be maximised in promoting a strong, productive and sustainable local economy (in the context of the South East Dorset sub region). This is in respect of maximising the potential of the business park and the operational airport.
- Appropriate infrastructure and services must be provided to support new and existing economic development.
- The Core Strategy should contribute to achieving zero carbon development, reducing emissions and stabilising climate change and take into account unavoidable consequences
- New development should secure the fullest possible use of sustainable transport which reduce the need to travel by car
- Biodiversity should be conserved and enhanced, recognising the distribution of habitats and species and how they will be affected by climate change.
- The proposed provision for new development, and its spatial distribution, location and design should be planned to limit carbon dioxide emissions.
- Targets should be set for the percentage of energy used in new development to come from decentralised and renewable or low carbon energy sources where it is viable.

**Core Strategic Messages**

Key considerations for the Core Strategy are to achieve a sustainable pattern of employment development which works to fulfil environmental and economic objectives. Future employment development has potential impacts for climate change and suitable measures need to be put in place to minimise / reduce adverse impacts such as standards of sustainable construction, provision of renewable energy, provision of public transport services and avoiding direct adverse impacts on sensitive habitats and species.

Table 2.5

**Planning Policy Statement 3 Housing (November 2006)**

**Analysis**

This statement requires local authorities to consider ‘whether sites that are currently allocated for industrial or commercial use could be more appropriately re-allocated for housing development’ (Para 44.) Decisions made on this issue will consider the outputs of the Strategic Housing Land Availability Assessment and the Employment Land Review for the plan area.

**Core Strategic Messages**

The Core Strategy must determine that sufficient employment land and premises can come forward to meet the needs of business during the plan period. The provision of sufficient land to meet employment land requirements must also be balanced against the land requirements for meeting housing needs. The outputs of the Strategic Housing Land Availability Assessment will determine the precise implications for sites within the existing employment land portfolio.

Table 2.6

### ***PPS4 Planning for Sustainable Economic Growth (December 2009)***

#### **Analysis**

PPS4 places emphasis on the role of 'economic development' in the plan making process which includes development within B use classes, public and community uses and main town centre uses. PPS4 also applies to other forms of development which achieves one of the following objectives:

1. provides employment opportunities
2. generates wealth or
3. produces or generates an economic output or product

The policies for economic development also apply to rural areas.

The Government's overarching objective is sustainable economic growth. To achieve sustainable economic growth the Government's objectives are to:

- Build prosperous communities by improving the economic performance of cities, towns, regions, sub regions and local areas, both urban and rural
- Reduce the gap in economic growth rates between regions, promoting regeneration and tackling deprivation
- Deliver more sustainable patterns of development , reduce the need to travel, especially by car and respond to climate change
- Promote the vitality and viability of town and other centres as important places for communities
- Raise the quality of life and environment in rural areas by promoting thriving, inclusive and locally distinctive rural communities whilst protecting the open countryside for the benefit of all.

PPS4 promotes the vitality and viability of town and other centres as important places for communities.

Local Authorities should:

1. Assess the overall need for land and floorspace for 'economic development' over the plan period.
2. The existing and future supply of land available for economic development should be assessed, ensuring that existing site allocations are reassessed against the policies in PPS4.

Local authorities should ensure that the development plan:

1. Sets out a clear economic vision and strategy for the area which positively and proactively encourages sustainable economic growth identifying priority areas with high level of deprivation that should be prioritised for regeneration investment.
2. Support existing business sectors and new or emerging sectors likely to locate in the area
3. Promotes the expansion of clusters or networks of knowledge driven or high technology industries.
4. Makes the most efficient and effective use of land, prioritising previously developed land and which reflects the locational requirements of businesses.
5. Identifies, protects and promotes key distribution networks, and locates or co-locates developments which generate substantial traffic movements in sustainable locations.
6. Plans for the delivery of the sustainable transport and other infrastructure needed to support their planned economic development and, where necessary provides advice on phasing and programming of development
7. Identify a range of sites to facilitate a broad range of economic development, including mixed use. Existing site allocations should not be carried forward from one version of the development plan to the next without evidence of need and reasonable prospect of a site being used for the allocated economic use.
8. Encourage new uses for vacant or derelict buildings, including historic buildings
9. Consider how sites for different business types can be delivered.

### **Planning for Economic Development in Rural Areas**

Local planning authorities should ensure that the countryside is protected for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and to ensure that it may be enjoyed by all.

In rural areas, local planning authorities should:

1. Strictly control economic development in open countryside away from existing settlements, or outside areas allocated for development in development plans.
2. Identify local service centres and locate most new development in or on the edge of existing settlements where employment, housing (including affordable housing), services and other facilities can be provided close together
3. Support the conversion and re-use of appropriately located and suitably constructed existing buildings in the countryside (particularly those adjacent or closely related to towns and villages) for economic development
4. Set out the permissible scale of replacement buildings and circumstances where replacement of buildings would not be acceptable
5. Seek to remedy any identified deficiencies in local shopping and other facilities to serve people's day to day needs and to help address social exclusion

6. Set out criteria to be applied to planning applications for farm diversification, and support diversification for business purposes that are consistent in their scale and environmental impact with their rural location
7. Where appropriate, support equine enterprises , providing a range of suitably located recreational and leisure facilities and the needs of training and breeding businesses that maintain environmental quality and countryside character.

### **Planning for Tourism in Rural Areas**

Local authorities should

1. Support sustainable rural tourism and leisure developments that benefit rural businesses and communities and visitors.
2. Support the provision and expansion of tourist and visitor facilities in appropriate locations where needs are not met by existing facilities in rural service centres
3. Locate tourist and visitor facilities in existing or replacement buildings, particularly when they are located outside existing settlements.
4. Recognise that in areas statutorily designated for their natural or cultural heritage qualities, there will be scope for tourist or leisure related developments

### **Core Strategic Messages**

In order to achieve the Government's main objective of sustainable economic growth the Core Strategy must plan for the needs of 'economic development' which includes B use classes and non B employment uses. .

PPS4 also sets out the requirements for local authorities in achieving the vitality and viability of town centres. The town centres key issue paper examines the key considerations for the Core Strategy in relation to town centre vitality and viability.

With regards to employment the Core Strategy should plan effectively for the needs of 'economic development' which takes into consideration projected land and premises requirements for B use classes and non B uses. In this respect suitable land should be made available in sustainable locations to meet this need. In meeting land and floorspace requirements suitable, sustainable sites should be provided to meet the needs of businesses in the plan area and for those that can be attracted during the plan period. A range of sites should be provided to facilitate a broad range of economic development which will include B and non B use classes.

In addition to identifying land supply the Core Strategy will need to ensure that sufficient land is delivered during the plan period to meet the needs of economic development. In relation to strategic sites such as Bournemouth Airport Business Park and Ferndown Industrial Estate a suitable package of transport infrastructure must be identified which includes facilitating access by sustainable modes other than the car. Additionally, future employment development should be achieved within environmental limits which avoids or minimises factors which contribute to climate change and adverse impacts on sensitive habitats.

The vision for the Core Strategy should reflect an economic vision for the area which promotes sustainable economic growth and encourages investment, particularly for areas of deprivation.

The Core Strategy also needs to establish a vision for the rural economy which protects its intrinsic character, diversity of landscapes, heritage, wildlife and natural resources. In this respect the Core Strategy should direct development to existing centres or on the edge of existing settlements where employment, housing, services and facilities can be provided close together. It is also important to determine the scale of replacement buildings and circumstances where replacement buildings will not be acceptable.

The Core Strategy will also need to address the issue of rural diversification in terms of the criteria to be applied to planning applications for farm diversification.

The Core Strategy will also need to address rural tourism in terms of supporting sustainable tourism and leisure developments that benefit rural communities and visitors and ensures that tourist and visitor facilities are located in appropriate locations where needs are not met by existing facilities. Within the Core Strategy area there are areas that are statutorily designated for natural and cultural heritage qualities which will need to consider the scope for tourist and leisure related development. This issue is explored in detail within the Tourism key issue paper.

Table 2.7

<b>PPG13 Transport (2001)</b>
<p><b>Analysis</b></p> <p>PPG13 Promotes sustainable transport choices for both people and for moving freight, and improved accessibility to; jobs, shopping, leisure facilities and services by public transport, walking and cycling, and reducing the need to travel, especially by car.</p>
<p><b>Core Strategic Messages</b></p> <p>The Core Strategy should seek to ensure that employment sites are well connected by public transport and can, where possible, be accessed by walking and cycling.</p> <p>The development of strategic employment sites such as Ferndown and the Airport has implications for the Strategic Road Network (A31) and the A338 / B3073. These must be carefully considered as a part of a sustainable spatial strategy. In order to bring forward further development at strategic sites such as the airport and Ferndown business parks improvements in transport infrastructure are required.</p>

Table 2.8

<b>PPS22 Renewable Energy (2004)</b>
--------------------------------------

<p><b>Analysis</b></p> <p>PPS22 promotes the use of renewable energy in new housing and industrial developments in accordance with the Government's Energy White Paper.</p>
<p><b>Core Strategic Messages</b></p> <p>The Core Strategy should consider appropriate policies for the provision of renewable energy and sustainable forms of construction on employment sites. The key consideration for the Core Strategy is the development of a policy approach in relation to renewable energy requirements for commercial development. This approach is further developed within the climate change background paper.</p>

Table 2.9

<p><b>PPS23 Planning and Pollution Control (2004)</b></p>
<p><b>Analysis</b></p> <p>PPS23 states that any consideration of the quality of land, air and water and potential impacts arising from development, possibly leading to impacts on health, is capable of being a material planning consideration. This is a key issue in terms of sensitive habitats in close proximity to sites in the plan area and for the promotion of sustainable commuting patterns and any issues of public amenity for employment sites located in urban areas.</p>
<p><b>Core Strategic Messages</b></p> <p>The Core Strategy must consider the potential polluting nature of employment development which has implications for sensitive habitats and the health and amenity considerations of sites in urban areas close to residential development.</p>

Table 2.10

<p><b>PPG24 Planning and Noise (1994)</b></p>
<p><b>Analysis</b></p> <p>PPG24 sets out the considerations to be taken into account in determining planning applications both for noise sensitive developments and for those activities that generate noise.</p>

**Core Strategic Messages**

The Core Strategy should consider the range of business activities appropriate for sites within the Christchurch and East Dorset employment land portfolio. The policy planning process and the consideration of individual planning applications will assess the potential adverse impacts of different forms of business activity on noise pollution.

Table 2.11

**PPS25 Development and Flood Risk (2006)**

**Analysis**

PPS25 requires the flood risk implications of economic development proposals to be assessed through the development plan process. A sequential approach must be adopted for new employment development within the plan area. Where possible effective flood risk mitigation packages should be assembled to help to ensure key sites are brought forward for development.

**Core Strategic Messages**

A strategic flood risk assessment has been undertaken for the plan area (Level 2 in Christchurch) which determines the implications of flood risk for existing employment sites in the plan area. There are significant flood risk implications for development in the Airport North West Business Park which need to be addressed where possible through the design of appropriate flood defences.

Woolsbridge Industrial Estate in East Dorset is also affected by flood risk with the only access through and into the site affected by flood zones 2 and 3. The implications of this will need to be assessed to minimise flood risk and to enable further development that may come forward within the estate.

Table 2.12

**Raising the Game: Economic Development Strategy 2005 – 2016.**

**Bournemouth, Dorset and Poole Multi Area Agreement July 2008**

**Analysis**

The Bournemouth, Dorset and Poole Economic Partnership produced an economic strategy for the sub region entitled *‘Raising the Game: Economic Development Strategy 2005 – 2016’*.



The strategy sets out a vision for the sub region:

*'to develop a thriving, competitive business environment that delivers better quality employment opportunities and a better quality of life for local people in Bournemouth, Dorset and Poole'*. 'Raising the Game' identifies a number of issues affecting the sub region which should be addressed through the local development frameworks of the respective authorities which include:

- Not sufficiently recognised by regional agencies as a driver for economic growth
- Not as productive as we should be
- A relatively low wage economy
- Experiencing significant skills gaps and shortages what may be made worse by a rapidly ageing population and out migration of young people.
- One of the least affordable sub-regions in terms of the ratio of house prices to incomes
- Coming under increasing pressure from the business community to enhance the region's infrastructure, facilities and services so that it remains an attractive location for investment;
- Striving to tackle the causes of multiple deprivation in both urban and rural areas.

Raising the Game identifies key priorities to address the issues set out above which require co-ordinated action on a sub regional level.

- To improve physical infrastructure and transport connectivity
- To increase the provision of affordable housing for key workers
- To raise skills and workforce development
- To improve business competitiveness, enterprise and innovation
- To improve effective partnership working

In July 2008 the Bournemouth, Dorset and Poole authorities signed a Multi Area Agreement which takes forward the aspirations of the Bournemouth, Dorset and Poole Economic Partnership strategy. The Multi Area Agreement sets out a successful transition to a more strongly performing economy within environmental means including; a high value engineering sector; a nationally and internationally significant concentration of financial and business sectors; a world class higher education presence; attractive environment for young people; more efficient use of land in urban areas; cluster of newly emerging environmental technologies; sustainable, reliable and efficient transport systems; widespread broad band; business driven airport capable of sustaining a green technology business park; competitive sea ports; an Olympic legacy; and greater inter-regional co-operation and international links.

### **Core Strategic Messages**

The Core Strategy can assist in identifying sufficient employment land on sites with the necessary locational attributes to attract business activity which contributes to raising levels of productivity and the creation of high quality employment opportunities. This should be undertaken in partnership with other South East Dorset authorities that will collectively meet requirements for employment land and premises.

A key element of attracting and retaining skilled workers will be through the provision of suitable and sufficient and affordable housing in high quality environments with the provision of a range of community facilities.

The Multi Area Agreement process is providing more detail regarding the range of business activity to be attracted to the sub region which needs to be considered in relation to the plan area.

Table 2.13

**Christchurch Local Plan 2001**

**Analysis**

Local Plan policy E11 relates to the protection of existing industrial employment sites and states that:

*'In order to preserve the availability of employment-generating land and buildings, planning permission involving the loss of existing industrial and commercial uses, including those within use classes B1, B2 and B8, will not be permitted unless they are situated in residential areas causing environmental and amenity problems to the locality'.*

**Airport Policies**

Policy E15 states that land within the boundaries of the airport is identified for a comprehensive or redevelopment scheme for employment uses (B1, B2 or B8). The policy allows development subject to the approval of a comprehensive brief to guide future development which will include:

1. A programme for the phased release of development land
2. The sequence of on-site/off-site infrastructure improvements
3. The timing of highway/transport improvements which shall include improvements to the B3073 county distributor road between Parley Cross Roads and Blackwater Junction, The provision of a link road to the A338 Bournemouth/ Ringwood spur road, the closure of the existing access onto Matchams Lane and provision for cyclists and public transport.
4. Where appropriate measures to protect neighbouring sites of special scientific interest.

Land with airside access shall predominantly be used for aviation-related activities requiring such a facility.

Upon the adoption of the Local Plan in 2001 it was considered that prior to the implementation of EI5 limited development could come forward in the short term with improvements to the existing highway network. Prior to the approval of any further development the council will therefore need to be satisfied that the existing highway network has the capacity to cater for the increase in traffic flows with the provision of any necessary highway improvements and that no unacceptable pressure is placed on the local environment.

***‘Limited development for either employment uses, use classes B1, B2 and B8, or operational airport activities shall be permitted at Bournemouth International Airport providing that the development does not prejudice the implementation of policy EI5’.***

Policy EI5 will be satisfied through the preparation of the Core Strategy and Airport Supplementary Planning Document.

### **Core Strategic Messages**

The Core Strategy will need to ensure that sufficient employment land is provided in the plan area to meet projected requirements for traditional B use class employment and anticipated demand for employment uses within Non B use classes.

The Core Strategy will also establish an employment vision for the Airport Northern Development Zone which will be accompanied by a package of transport infrastructure improvements. Further detail will be established through the Airport Supplementary Planning Document dealing with issues such as design and the phasing of development.

Table 2.14

### **East Dorset Local Plan (2002)**

#### **Analysis**

Policy INDEV1 of the East Dorset Local Plan (adopted Jan 2002) relates to industrial development and states:

*‘industrial development will be permitted within the limits of the established industrial estates at Ebblake; Brook Road (Wimborne); Ferndown; Riverside (Wimborne); Stone Lane (Wimborne); Baillie Gate (Sturminster Marshall); Uddens; Gundrymoor and Woolsbridge, as defined on the proposals map, development and redevelopment for the same uses within established sites for business (Use class B1), general industry (B2), and warehousing (B8) will likewise be permitted.’*

The relocation of existing industrial uses will be sought under policy INDEV2 where they generate amenity impacts inappropriate to the character or amenity of the local area.

Policy FWP2 allocates 8.48 Ha of land to the east of Cobham Road at Ferndown Industrial Estate to be developed for B1, B2 and B8 uses, subject to the creation of a water drainage system (policy FWP3) to avoid accidental pollution of Uddens Water.

**Core Strategic Messages**

The Core Strategy will need to determine the broad location of future employment development within the East Dorset employment land portfolio. This will also need to consider the range of employment uses which will be permitted on these sites and whether this will extend to Non B employment uses.

Table 2.15

**Community Strategy for Dorset ‘Shaping Our Future’ (2007-2016)**

**Analysis**

The Dorset strategy sets the following objectives:

- Improve the perception of Dorset as a place to do business
- Improve infrastructure to support sustainable development including promotion of live/work opportunities
- Reduce the number of people not engaged in employment, education or training.
- Seek the release of land for employment in locations that will encourage shorter journeys to work and help reduce carbon emissions
- Develop a skilled workforce which can respond to the needs of employers and take into account the changing demographics of Dorset
- Enhance the performance of key business sectors including advanced engineering, marine, aerospace, care, food and drink, tourism, and creative industries
- Ensure local benefits are achieved from European and regional development programmes
- Support the innovation and development of low carbon sectors, including environmental technologies such as renewables.

**Core Strategic Messages**

The Core Strategy can assist in identifying sufficient employment land on sites with the necessary locational attributes to attract business activity which contributes to raising levels of productivity and the creation of high quality employment opportunities. This should be undertaken in partnership with other South East Dorset authorities that will collectively meet requirements for employment land and premises. Reducing the need to travel and encouraging shorter journey will also need to be taken in to account

The Core Strategy will seek to ensure that future employment development is accompanied by the necessary improvements in transport infrastructure and public transport services and that standards of sustainable construction and renewable energy are adopted for commercial development to minimise the impact of new development upon climate change.

A key element of attracting and retaining skilled workers will be through the provision of suitable and sufficient affordable housing in high quality environments with the provision of a range of community facilities..

Table 2.16

### East Dorset Community Strategy (2008)

#### Analysis

The East Dorset Community Strategy sets out a vision for 2015 in which the district will be:

- A healthy place to live and work;
- **A place where enterprise is valued and encouraged where we invest in the future through skills and training;**
- A safe community where residents do not fear crime;
- **A strong community with a thriving and well supported voluntary sector;**
- An enjoyable place to live and visit where culture and leisure is valued;
- **A district that supports and enhances its environment, and;**
- **A community in which all development is sustainable and carbon emissions are reduced.**

The strategy identifies 10 strategic objectives to deliver the vision. The following objectives are relevant to sustainable economic development:

- Support to sustain and grow the economy
- Promote learning for all
- Protect and enhance the environment
- Develop sustainable communities and decent homes.

The following overarching strategic issue relevant to the economy has been identified as part of a package of measures to address the strategic objectives.

- **Poor access to urban areas and large settlements**

The decline in local facilities in rural areas increases the need for good transport links to access larger settlements where services, employment, cultural, learning and leisure opportunities are available.

#### **Support to sustain and grow the economy –**

Under this objective the following issues have been identified:

- The East Dorset economy is characterised by low productivity
- Household income is above average but those of the local workforce are much lower.
- Most jobs are in very small firms with an under representation in knowledge based businesses
- A lack of a suitably skilled workforce to meet the economic challenges faced by East Dorset.
- A lack of adult education and lifelong learning opportunities in rural parts of East Dorset.
- The capacity of the A31, particularly at Canford Bottom roundabout is a very significant constraint on journey times.
- The development of Bournemouth Airport may enhance the transport connections and open up further international possibilities.
- Local community concerns about any increased noise, pollution and congestion that may arise from airport development.

The community strategy identifies the Multi Area Agreement for Bournemouth, Dorset and Poole as a key mechanism for delivering the economic aspirations of the community plan.

### **Traffic and Transport**

Under this objective the following issues relevant to the economy have been identified:

- Concerns about the volumes of traffic increasing across the District.
- A lack of cycle ways and routes, along with improved footpaths and pavements.
- The need to cut carbon emissions and reduce the number of car journeys.
- The need for further improvements to public transport services.

### **Promoting learning for all**

The following issues are relevant to the economy:

- The strategy identifies a lack of learning opportunities in rural areas and the need to provide local learning opportunities for all sections of the community.
- There is a need to support the development of training opportunities to provide work based skills to meet the changing needs of the economy.

### **Protecting and enhancing the environment**

The following issues are relevant to the economy –

- The need to protect the Cranborne Chase and West Wiltshire Downs AONB, Sites of Special Scientific Interest (SSSI), Nature Reserves, Heathland and Woodland.
- The Strategy identifies a concern about climate change and the need to act locally to reduce factors which contribute to climate change.

- The need to increase the use of renewable energy and the promotion of energy efficiency.
- The Parish Plans have identified a need to improve recycling facilities in the district and reduce waste.

### Housing

The following key issues are relevant to the economy:

- Skilled workers needed to fill key positions but often cannot afford to move to the area
- Difficulty in retaining skilled young people due to housing affordability.
- To ensure that sufficient affordable and social housing is planned for in the Local Development Framework.

### Core Strategic Messages

The Core Strategy can assist in identifying sufficient employment land on sites with the necessary locational attributes to attract business activity which contributes to raising levels of productivity and the creation of high quality employment opportunities. This should be undertaken in partnership with other South East Dorset authorities that will collectively meet requirements for employment land and premises.

The Core Strategy will seek to ensure that future employment development is accompanied by the necessary improvements in transport infrastructure and public transport services and that standards of sustainable construction and renewable energy are adopted for commercial development to minimise the impact of new development upon climate change.

There are a number of sensitive habitats in East Dorset and areas of landscape value such as the Cranborne Chase and West Wiltshire Downs AONB which should not be adversely affected by further employment development in the district.

A key element of attracting and retaining skilled workers will be through the provision of suitable and sufficient affordable housing in high quality environments with the provision of a range of community facilities.

Table 2.17

### Christchurch Community Plan 2007

#### Analysis

The Christchurch Community Partnership has 7 themed action groups which identify priority issues for the Borough for consideration through the community planning process. The most recent Borough wide consultation to identify issues was undertaken in 2006. The following action groups address issues of relevance to economic development.

- Culture, Learning and Lifestyles
- High Quality Environment
- Increased Prosperity
- Travel and Access

### **Culture Learning and Lifestyle;**

***Vision - A Christchurch valued for its range of cultural and educational opportunities and where the quality of life is high.***

### **Relevant Issues from 2006 consultation**

- Town centre vitality
- Encouraging tourism

### **High Quality Environment**

***Vision – A Christchurch where the high quality natural and built environment is protected and enhanced.***

### **Relevant Issues from 2006 consultation**

- The need to provide sufficient open spaces and parks.
- Noise and light pollution
- Pollution from road traffic in the town centre and Parley Lane
- The need to protect and preserve wildlife and natural habitats
- The need to provide adequate flood defences to address floodrisk

### **Increased Prosperity**

***Vision: A Christchurch which is economically vibrant and where people want to live, study, work, bring up children, be supported through unemployment and retire.***

### **Relevant Issues from 2006 consultation**

- Insufficient range of shops in the town centre and dominance of charity shops.
- Empty shops in the town centre
- The need to promote tourism
- The need to regenerate Saxon Square
- Run down appearance of the town centre



- The need to encourage new businesses / skills to the town
- High commercial rents for retail premises

### **Travel and Access**

**Vision – A Christchurch where travel is efficient, affordable and sustainable**

### **Relevant Issues from 2006 consultation**

- Car parking charges and the effect on local business
- The need for fully accessible demand responsive transport services to the town centre.
- Traffic congestion (Town centre, Fairmile and Barrack Road, A35, Parley Lane
- Concern over increased traffic generation from the development of Bournemouth Airport
- The lack of a bypass or solution to Fountain Roundabout.
- The need to pedestrianise the High Street
- Lack of cycle routes

### **Core Strategic Messages**

Priority issues identified through the community planning process relevant to employment place an emphasis on the need for the Core Strategy to assist in bringing new business into the area and improving the skills base in the Borough. Growth in employment should be achieved within environmental limits and not adversely affect sensitive habitats. The Community Plan also identifies congestion hotspots within the Borough which include Parley Lane and Fountain Roundabout. The Core Strategy informed by the South East Dorset Multi Modal Study will identify highways infrastructure improvements required to accommodate future growth anticipated during the plan period.

Table 2.18

### **Christchurch Borough Council Corporate Plan 2008 - 2012**

#### **Analysis**

The Corporate Plan sets out the following objectives for transport which will assist sustainable economic growth:

TR1 Encourage the use of a variety of sustainable and fuel efficient modes of transport to reduce congestion

TR2 Implement Local Transport Plan schemes on time and on budget

<p>BT1 Develop robust plans to support the creation of business and employment opportunities</p> <p>BT2 Increase the level of business activity in the Borough</p> <p>BT4 Support expansion at the Airport which promotes economic growth and mitigates environmental impacts.</p>
<p><b>Core Strategic Messages</b></p> <p>The Core Strategy will need to address requirements for strategic transport infrastructure improvements across the plan area to enable anticipated growth to come forward during the plan period. BT1 and BT2 relate to the provision of suitable land and premises to meet the needs of local business. The Core Strategy will also establish the employment vision for the airport and infrastructure requirements that can be delivered within environmental limits.</p>

Table 2.19

<p><b>East Dorset Interim one-year Corporate Plan 2009/2010</b></p>
<p><b>Analysis</b></p> <p>The Interim plan contains corporate objective ENV3 to deliver increased prosperity and better employment opportunities, a priority outcome being to provide a thriving business community.</p>
<p><b>Core Strategic Messages</b></p> <p>Factors the Core Strategy will need to take in to account when addressing this objective include the fact that 20% of the workforce is employed in the manufacturing sector. There are the weaknesses to consider of national earnings being below regional and national averages, and earnings to house price ratio of 1:6. Much of the economy also relies on small and medium enterprises, which can be at greater risk in periods of economic recession.</p>

Table 2.20

**2.43 Core Strategic Messages**

- The Core Strategy should ensure a sustainable pattern of employment development which fulfils environmental and economic objectives.
- Employment development should avoid / minimise its impact upon climate change through sustainable construction, provision of renewable energy and increased accessibility to employment sites by sustainable modes other than the car.

- Employment sites should be well connected by public transport and where possible be accessed by walking and cycling in order to provide a range of transport choices.
- There are number of sensitive habitats in Christchurch and East Dorset and future employment development should avoid / minimise any adverse impacts.
- The Core Strategy must consider the potential polluting nature of economic development and associated impact on sensitive habitats and health for development in areas close to housing.
- In relation to flood risk a sequential approach must be applied to development proposals for 'economic development'. Where possible flood risk mitigation packages should be assembled to help ensure key sites such as the Airport Business Park are brought forward for development. This is examined further in the Climate Change key issue paper.
- The Core Strategy must plan for the needs of economic development which includes B use classes, and employment uses within Non B use class.
- Sufficient land should be provided in sustainable locations with the appropriate locational attributes to meet the needs of businesses in the plan area and those that can be attracted during the plan period.
- Employment land supply in Christchurch and East Dorset will contribute to projected requirements for South East Dorset.
- Land requirements for 'economic development' should be balanced against providing sufficient land to meet housing needs.
- The Core Strategy should promote innovative and economically productive forms of business activity that contribute to sustainable economic growth.
- Factors that contribute to the attraction of skilled workers include the provision of suitable housing in high quality environments well served by a range of community facilities
- The Core Strategy needs to ensure that the necessary infrastructure is put in place to ensure that land can come forward for economic development development. This is particularly significant for strategic employment sites such as Bournemouth Airport Business Park
- The development of these strategic sites has implications for the capacity of the A31 and the A338 / B3073 and suitable transport infrastructure needs to be put in place to mitigate this impact.
- The connectivity of strategic employment sites needs be improved to provide good trade links outside the plan area.
- Employment development outside of town centres should not have an adverse impact on their vitality and viability, in particular Poole and Bournemouth town centres.
- The Core Strategy should reflect an economic vision for the area which includes a vision for the rural economy that promotes sustainable economic growth and encourages investment, particularly for areas of deprivation.
- Employment development in rural areas must protect its intrinsic character, diversity of landscapes, heritage, wildlife and natural resources.
- Employment development in rural areas should be directed to existing centres or the edge of existing settlements where employment, housing and services and facilities can be provided close together.
- The Core Strategy needs to address the issue of rural diversification in terms of the criteria to be applied to planning applications for farm diversification.
- The Core Strategy should support rural tourism and leisure developments that benefit rural communities and visitors and ensure that tourist and leisure facilities are located where needs are not met by existing facilities
- Maximum parking standards should be set for non residential development.

### 3 Identification of Issues

**3.1** This section considers the validity of the issues raised in the Issues and Options consultation, and how appropriate they were, based on responses received and other issues identified by stakeholders and members of the public. In addition, this section will set out any issues that have been identified from new evidence arising since the Issues and Options engagement. This will then form a consolidated list of issues for the development of preferred options in Section 4.

#### **3.2 Issues and Options Engagement**

**3.3** The following issues were identified in the Core Strategy Issues and Options paper published in March 2008:

#### **3.4 EG1) How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?**

**3.5** The validity of this issue was not questioned by respondents to Issues and Options. PPS4 requires local authorities to address this issue.

#### **3.6 Preferred Options to address this issue are set out under the following issues:**

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

#### **3.7 EG2) How important is it to protect employment sites, given the competing uses for the land?**

**3.8** The validity of this issue was not questioned by respondents to Issues and Options. PPS3 and PPS4 require local authorities to balance projected land requirements between residential, employment and commercial uses.

#### **3.9 Preferred Options to address this issue are set out under the following issues:**

- Issue: How important is it to protect employment sites, given the competing uses for the land? (Core Strategy - Creating Prosperous Communities Chapter)

#### **3.10 EG3) Apart from the area ‘West of Ferndown’, are there any places where you think employment land should be provided in East Dorset?**

**3.11** The validity of this issue was not questioned by respondents to Issues and Options. The south west regional spatial strategy has now been revoked in which this employment extension area of search was identified. There is still a need to provide additional employment land in East Dorset and options for new employment sites are now examined in the East Dorset Employment Land Key Issue Paper.

**3.12 Preferred Options to address this issue are set out under issues:**

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)

**3.13 EG4) What sort of new employment premises do you think are required in Christchurch and where?**

**3.14** The validity of this issue was not questioned by respondents to Issues and Options. This is a sub issue of EG1 which local authorities must address in accordance with PPS4 in providing sufficient employment land and premises.

**3.15 Preferred Options to address this issue are set out under issue:**

- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.16 EG5) What range of uses should be accommodated on established and allocated employment sites?**

**3.17** The validity of this issue was not questioned by respondents to Issues and Options. This is a sub issue of EG1 which local authorities must address in accordance with PPS4 in providing sufficient employment land and premises.

**3.18 Preferred Options to address this issue are set out under issue:**

- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)

**3.19 EG6) Which non-B class uses should be permitted on established and allocated employment sites in order to promote sustainable economic development?**

**3.20** The validity of this issue was not questioned by respondents to Issues and Options. The Core Strategy needs to examine land and premises requirements for non B class uses on established / allocated employment sites and town centre locations.

**3.21 Preferred Options to address this issue are set out under issue:**

- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)

**3.22 EG7) How can we influence the availability of skilled labour to meet the needs of local business and inward investment?**

**3.23** The validity of this issue was not questioned by respondents to Issues and Options. The Core Strategy Preferred Options will address this issue through the provision of sufficient land with the necessary locational attributes which can attract a range of business activity capable of offering skilled employment opportunities. The Core Strategy will also address the provision of housing to meet need alongside the provision of a high quality community services / essential facilities and the establishment of a high quality built and natural environment which serve to attract skilled workers to the area.

**3.24 Preferred Options to address this issue are set out under issue:**

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.25 EG8) How can we promote development which offers high quality employment opportunities?**

**3.26** The validity of this issue was not questioned by respondents to Issues and Options.

**3.27 Preferred Options to address this issue are set out under issues:**

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: Which measures should be adopted to support the rural economy? (Core Strategy - Creating Prosperous Communities Chapter)

**3.28 EG9) Which measures should be adopted to support the rural economy?**

**3.29** The validity of this issue was not questioned by respondents to Issues and Options. PPS4 requires local authorities to formulate policy approaches to the rural economy.

**3.30 Preferred Options to address this issue are set out under issues:**

- Issue: which measures should be adopted to support the rural economy? (Core Strategy - Creating Prosperous Communities Chapter)

**3.31 Additional Issues raised through the ‘Issues and Options’ engagement include:**

**3.32 A) In planning for the urban extensions proposed in the Regional Spatial Strategy what scale of employment provision is required?**

**3.33** The regional spatial strategy has now been revoked but master planning work for the new neighbourhoods in Christchurch and East Dorset is examining the potential for employment development within the areas being considered.

**3.34 B) What measures can we adopt to protect local business?**

**3.35** The Core Strategy can influence the protection of employment sites for employment use and the provision of suitable sites and premises to meet local business requirements which is addressed under the following issues:

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)
- How can we ensure that there is a sufficient amount and range of employment land and premises meeting locational requirements of businesses?
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: How important is it to protect employment sites, given the competing uses for the land? (Core Strategy - Creating Prosperous Communities Chapter)

**3.36 C) How can we provide sufficient employment land when taking into account existing employment land located in areas of high flood risk?**

**3.37** Within the employment land portfolio the North West business park at Bournemouth Airport is significantly affected by flood risk. This site specific issue is addressed through the Airport background paper and through the production of the Airport Supplementary Planning Document which is supported by the Airport's own master planning work and work to address appropriate flood defences. Additionally, Woolsbridge Industrial Estate in East Dorset is a site affected by flood risk, which would need to be fully assessed should any future development take place within the estate

**3.38 D) How can we establish a hierarchy of employment sites with a range of on site uses appropriate to the location (i.e. office uses in town centre locations)?**

**3.39** Preferred options to address this issue are set out under issue:

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting locational requirements of businesses? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.40 Sustainable Community Strategies**

**3.41 (Christchurch Community Plan 2007)**

**3.42 (East Dorset Sustainable Community Strategy 2008)**

**3.43** Issues raised through the community planning processes in Christchurch and East Dorset of relevance to employment are as follows:

**3.44 How can we support the voluntary sector?**

- The Core Strategy can influence this issue in terms of provision of suitable premises which is addressed by Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter) This is also addressed in the town centre and community issues papers in respect of determining requirements for community facilities.

**3.45 How can we ensure that all development is sustainable and carbon emissions are reduced?**

**3.46** Policy approaches toward standards of sustainable construction and renewable energy for commercial development are set out in the climate change background paper.

**3.47 How can we improve access to urban areas and large settlements?**

**3.48** The transport element of the Core Strategy identifies specific highways improvements required to facilitate growth anticipated during the plan period. Detail is set out in the transport background paper. The Airport paper sets out transport infrastructure improvements required to improve access to this strategic site.

**3.49 How can we raise levels of productivity?**

**3.50** The Core Strategy can influence levels of productivity through the provision of sites with appropriate premises and the necessary infrastructure to attract more economically productive forms of business activity. This issue is addressed by options set out under the following issues:

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)

**3.51 How can we support knowledge based industries?**

**3.52** The Core Strategy can influence the knowledge economy through the same mechanisms as set out above for raising levels of productivity and economic output and is addressed by Core Strategy issues:

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)



**3.53 How can we improve provision of adult education and lifelong learning opportunities? / How can we improve learning opportunities in rural areas?**

**3.54** The provision of education facilities supports improvements in skills levels which benefits the local economy. The requirement for educational facilities is addressed in the community issues background paper.

**3.55 How can we avoid / mitigate against any increased noise, pollution and congestion that may arise from airport development?**

**3.56** This issue is addressed in the Airport background paper.

**3.57 How can we avoid adverse impacts on the Cranborne Chase AONB, SSSIs, nature reserves, heathland and woodland?**

**3.58** Mitigation measures to address any adverse impacts as a result of future employment development in East Dorset will be determined from the outputs of the Core Strategy Habitats Regulations Assessment (HRA) and Sustainability Appraisal (SA) assessments.

**3.59 How can we address the need to provide key worker housing for key workers?**

**3.60** This issue is addressed in the Housing background paper.

**3.61 How can we provide adequate flood defences to deal with the issue of floodrisk?**

**3.62** This is a site specific issue which affects selected sites in the Christchurch and East Dorset employment land portfolio. The Airport North West Business Park is significantly affected by floodrisk and this issue is addressed in the Airport background paper.

**3.63 How can we address issues of town centre congestion and congestion around Bournemouth Airport?**

**3.64** Transport infrastructure improvements required in response to growth anticipated during the plan period are addressed in the transport and Airport background papers.

**3.65 Further Engagement with Key Stakeholders**

**3.66 South East Dorset Stakeholder Event Autumn 2006**

**3.67** A stakeholder event was run in the autumn of 2006 involving planning officers, commercial agents and representatives of the development industry. The purpose of this event was to explore the following issue:

**3.68** *'What types of sites and premises will be required to meet the future needs of business in the conurbation?' 'Where, and how can these needs be met?'*

**3.69** The study identified the need to provide a range of sites to meet the needs of business activity currently located in the sub region and that can be attracted to the area. Additionally sufficient sites need to be provided to meet the needs for B1, B2 and B8 uses. In particular this requires significant office development (in appropriate locations), affordable workspace and warehousing.

**3.70** The current range of sites located across the sub region is considered as not meeting the requirements of the range of growth sectors which can be attracted to area. A key site constraint is the need for the provision of appropriate transport infrastructure.

### **3.71 Key constraints to sub regional sites include**

- Lack of necessary infrastructure
- Green Belt
- Sensitive environmental designations
- Permitted scale of development

### **3.72 Incentives for businesses locating to the area**

- The flexibility of lease arrangements and competitive rental levels act as incentives for businesses locating at the airport.
- Quality of life, ability to retain skilled staff, flexibility in tenure, proximity to customer base, access to the strategic road network, access to broadband infrastructure, availability of car parking and proximity to Bournemouth International Airport.

### **3.73 Disincentives to Businesses Locating in the Area**

- On and offsite infrastructure deficiencies for the airport northern business park form a constraint on the range and scale of business activity that can be attracted to the park. In particular this relates to the capacity of the B3073 and associated junctions, the need for a link road to the A338 and the capacity of the A338 itself. (and lack of public transport services)
- The airport is not an attractive location for office workers due to the lack of facilities that would be accessible in an urban location.
- Availability of public transport (particularly for businesses located at the airport,
- Availability of skilled workforce locally,
- Limited capabilities for future expansion (limited by land availability and ability to secure finance to acquire land and premises, quality of land and premises (lack of modern office and industrial units),
- Availability of affordable open market housing,
- Lack of links to higher education institutions,
- Lack of proximity to suppliers,
- Environmental constraints (proximity to sites of nature conservation, residential, highway capacity, proposed MBT plant in Aviation Park West.)

### **3.74 Summary of Key Issues Raised**

#### **3.75 A) What type of sites and premises will be required to meet the future needs of business in the conurbation?**

**3.76 This issue is addressed by Core Strategy issues:**

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.77 B) Where and how can these needs be met?****3.78 This issue is addressed by Core Strategy issues:**

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.79** The site specific allocations Development Plan Document will address this issue in greater depth.

**3.80 C) How appropriate is the current supply of sites across the sub region to meet the locational requirements of businesses which could be attracted to the area?**

**3.81** This is addressed in the Core Strategy by preferred options set out under the following issues:

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)

**3.82 D) How can we overcome infrastructure constraints to ensure that sufficient land comes forward to meet projected demand? (Strategic sites such as the airport require large scale infrastructure improvements to bring land forward that is required to meet the needs of South East Dorset as a whole.)**

**3.83** The infrastructure constraints affecting the Airport are addressed in the Airport key issue paper. The South East Dorset multi modal study will identify transport infrastructure improvements required across the plan area to accommodate projected growth. The transport key issue paper examines this in further detail.

**3.84 E) How can we bring sufficient employment land forward and not adversely affect sensitive habitats?**

**3.85** This issue is assessed through the Habitats Regulations Assessment of development options in the Core Strategy.

**3.86 F) How can we influence the image of sites to attract a greater diversity of employment uses and growth sectors in particular?**

- This issue is partly addressed in Christchurch through Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter) which examines the need for ‘upgrading’ of specific sites within the portfolio. An employment vision for the airport is established through the airport background paper and will be expanded within the airport Supplementary Planning Document.

**3.87 Evidence Studies**

**3.88** This section provides a summary of the key facts and issues arising from evidence studies relevant to the employment issue. The following evidence studies have been reviewed:

- *Christchurch and East Dorset Employment Land Review (2007 – 2010)*
- *Bournemouth, Dorset and Poole Workspace Strategy and Delivery Plan October 2008*
- *Economic Study of Development Land At Bournemouth Airport March 2008*
- *Bournemouth Airport, Ecological Study to Support Appropriate Assessment October 2008*
- *Bournemouth International Airport Business Park Spatial Strategy to Guide Development (2007)*
- *Bournemouth Airport Aviation Park Planning Framework September 2007*
- *Christchurch Level 2 Strategic Flood Risk Assessment (Halcrow) (2009)*
- *Christchurch and East Dorset Strategic Housing Land Availability Assessment (2009)*
- *Christchurch Housing Needs Survey 2008 (Fordham)*

**3.89 Christchurch and East Dorset Employment Land Review 2007 - 2010**

**3.90 Employment Land Character**

**3.91** Most of the supply of employment land and premises in the plan area falls within the general industrial / business area market segment. There is a shortage of high quality business parks, research and technology / science parks. These market segments are associated with higher order uses that offer high quality employment opportunities and make a significant contribution to raising productivity.

**3.92 Business Sector Representation**

**3.93** The most prevalent business sectors in the plan area include: general manufacturing / engineering, distribution, transport & communications and construction. Most commercial premises on employment sites are light industrial B1 or General Industrial B2.

**3.94** The following key sectors are particularly underrepresented in Christchurch: R&D, ICT, Business Aviation, Aircraft maintenance / repair and overhaul, Air freight, Environmental technologies, Biotechnology and medical related services, cultural / creative industries, Leisure / hospitality, and food & drink.

**3.95 Market Segment Representation**

**3.96** The vast majority of employment land within the existing portfolio for Christchurch and East Dorset falls within the general industrial / business area market segment. A small proportion falls within the research & technology / science park and high quality business park segments. This acts as a constraint on the range of business activity that can be attracted to the plan area.

**3.97** The following businesses are seeking to expand on a business park location:

- General manufacturing / engineering
- Advanced engineering
- High tech industries

**3.98** The following assessment has been made in relation to the scope for growth in business activity:

<b>Business Sector</b>	<b>Scope for Growth in Christchurch</b>	<b>Scope for Growth in East Dorset</b>
Business Aviation	Limited scope for growth	Limited scope for growth
Aircraft Maintenance / Repair and Overhaul	Low level growth possible	Limited scope for growth
Air Freight	Limited scope for growth	Limited scope for growth
General Manufacturing / Engineering	Good prospects for growth	Good prospects for growth
Advanced Engineering	Good prospects for growth	Limited scope for growth
Environmental Technologies	Low level growth possible	Low level growth possible
General Office / Financial and Business Services	Reasonable prospects for growth	Low level growth possible
ICT	Low level growth possible	Low level growth possible
Biotechnology and Medical Related Services	Limited scope for growth	Limited scope for growth
Marine Technologies	Reasonable scope for growth	Limited scope for growth
Cultural / Creative Industries	Limited scope for growth	Limited scope for growth
Leisure / Hospitality	Low level growth possible	Low level growth possible

Distribution and Logistics	Reasonable prospects for growth	Reasonable prospects for growth
Food and Drink	Limited scope for growth	Limited scope for growth

Table 3.1

#### 3.99 Employment Land Supply

**3.100** Employment land supply is sufficient to meet the needs of projected demand for B1, B2 and B8 uses over the plan period 2012 – 2027. However, according to the projections set out in the Workspace Strategy there is an undersupply of employment land in the short to medium term. For Christchurch employment land supply is concentrated at Bournemouth Airport business parks. Employment land requirements for non B uses have not been quantified and will require a proportion of land on established employment sites and town centre locations. 31% of businesses located in the urban area have stated that the existing supply of land and premises is sufficient to meet future requirements. 25% of businesses stated that land and premises requirements will not be met by existing supply. Of the businesses located at the airport 21% of businesses have stated that existing supply is unlikely to meet their requirements and 47% are satisfied with existing supply.

**3.101** In East Dorset existing employment land supply totals approximately 9ha. The East Dorset employment land key issue paper considers a range of options for new employment sites to be considered in the Core Strategy which would significantly increase employment land supply in East Dorset.

#### 3.102 Employment Land Demand

**3.103** The Bournemouth, Dorset and Poole Workspace Strategy 2008 has informed the employment land requirements for the employment land review process and has calculated requirements on a travel to work area basis (TTWA) and for individual districts. For the Bournemouth Travel to Work Area there is a requirement for 66.8ha of land for B1, B2 and B8 uses to 2026. The employment land requirement for the Poole Travel to Work Area is 45.9ha. This provides a combined requirement for the Poole and Bournemouth TTWAs of 112.7ha.

**3.104** On a district level basis the combined requirement for Bournemouth, East Dorset and Christchurch is 65.3ha to 2027. For the Borough of Poole the Workspace Strategy concludes that there is a demand for 36.9ha to 2026.

**3.105** For the purpose of strategic planning in the LDF the emerging Christchurch and East Dorset Core Strategy is planning toward providing sufficient employment land to enable the combined district level requirement for Bournemouth, Christchurch and East Dorset to be met. There are issues in using the Bournemouth Travel to Work Area projection as a significant proportion of the Bournemouth Travel To Work Area falls within a different Regional Spatial Strategy area which causes difficulties regarding certainty in the delivery of employment land.

**3.106** In meeting the combined district requirement for Bournemouth, Christchurch and East Dorset there are issues with sufficient employment land availability in the short and medium term and a sufficient level of employment land supply overall. Should the South West Regional Spatial Strategy be adopted with a figure of 152ha for the Bournemouth and Poole TTWA shortages in employment land supply will be even more significant.

**3.107** In Christchurch the airport is currently the main location where there is some level of demand for larger employment units in the region of 9,000 – 10,000sq ft. However demand is mainly for smaller units of approximately 1000sqft. Most demand in the Borough as a whole is for premises in the region of 800 – 1200sq ft. / 100 – 1000sq ft.

**3.108** Demand for larger premises comes from the following sectors:

- General manufacturing / engineering
- Health
- Construction
- Distribution

### **3.109 Demand for Office**

**3.110** Demand for office accommodation in Christchurch is for smaller premises around 800 – 1400 sqft with larger units more difficult to let. The demand is for modern, purpose built premises built to a high specification. Demand has been noted by local agents for modern premises to accommodate small and medium sized enterprises (SMEs). For East Dorset, there is a long term demand forecast for approximately 3.6ha of office accommodation up until 2026. Responses from the business survey conducted in 2007, identified demand for modern office accommodation primarily from the Banking, Construction, High Tech Industry and Other employment sectors, although there were no clear results for the size of premises demand. Property pilot analysis for East Dorset indicates the greatest demand for offices is within the size band 0-999 sqft and to a lesser extent, 2,000-4,999 sqft.

**3.111** General use requirements – The provision of new premises should consider providing for elements of B1, B2 and B8 to enable flexibility which is attractive to the market.

### **3.112 Freehold / leasehold**

**3.113** Historically demand has been for freehold premises for investment purposes. However, in the current economic climate limited access to finance has reduced the level of demand for freehold premises.

### **3.114 Bournemouth Airport Demand**

**3.115** The highest demand for premises is for B1/B8 illustrating the requirement for flexibility of use. There is also a very strong demand for pure B8 premises and B2 reflecting the current industrial character of the northern development zone.

### **3.116 Ferndown Industrial Estate Demand**

**3.117** Analysis of Property Pilot data for the area suggests demand for B1 and B2 uses including small studio workshops, industrial and light industrial (both 0-999sqft and 2,000-4,999sqft size categories), as well as small office units. Officers have also received enquiries that suggest demand for certain types of open storage.

### 3.118 Locational Requirements

3.119 The key locational requirements influencing business movement in Christchurch include:

- Good access to the highway network
- Access to local amenities for employees
- Optimum size / quality of premises
- ICT provision.

3.120 For East Dorset they include:

- Availability of land or premises
- Good access to the strategic highway network
- Availability of car parking
- Ability to retain existing workforce
- Proximity to customers

### 3.121 Summary of Key Issues

**3.122 How can we provide sufficient land / premises and the right type of sites to meet the needs of business activity that can be attracted to the plan area?**

3.123 Preferred options to address this issue are set out in the Core Strategy under the following issues:

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.124 How can we facilitate greater diversity of business activity in the plan area?**

3.125 Preferred options to address this issue are set out in the Core Strategy under the following issues:

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.126 What range of business activity can be attracted to the plan area?**



**3.127** This is an issue examined in the evidence base (employment land review, Airport Economic Study) to inform Core Strategy and Site Specific Allocations policies relating to site and infrastructure provision. Preferred options to address this issue are set out in the Core Strategy under the following issue:

- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.128 How can we meet the needs of non B class employment?**

**3.129** The specific land requirements for non B sectors have not been determined through the Regional Spatial Strategy or through the evidence base. There is currently no established methodology for determining the land requirements for non B sectors that will require a physical presence on employment sites. Preferred options to address this issue are set out in the Core Strategy under the following issues:

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

**3.130 What should the employment vision be for the airport northern business park?**

**3.131** This issue is addressed in the Airport background paper.

**3.132 Bournemouth Dorset and Poole Workspace Strategy and Delivery Plan October 2008 / Bournemouth Airport Economic Study (October 2008)**

**3.133** The Workspace Strategy was undertaken to ensure there is delivery of sufficient, appropriate employment land and quality of employment premises to meet business requirements and ensure the sustainable growth of the sub regional economy.

**3.134** The strategy comprises two parts:

- The strategy provides a baseline review and assessment of the sub region and establishes demand and supply patterns and provides strategic recommendations.
- The Delivery Plan identifies in general terms possible interventions to improve the employment land supply situation in the sub region and assesses key sites and makes site specific recommendations.

**3.135 The following issues were identified in relation to achieving a strong and sustainable economy:**

- The sub regional economy is not as productive as it should be and is a relatively low wage economy.
- There is a need to provide a flexible and responsive supply of employment land, sites and premises to meet the needs of businesses at the market rate.
- There is a strong competition for land, particularly from housing which enjoys significant policy support.
- There is a need to develop regional strategic sites to help meet the region's employment and housing needs.

### 3.136 Commercial Property Market Review:

- There is concern about the sub region's infrastructure capacity as a deterrent to inward investment (compared to Southampton and Portsmouth).
- A lack of employment land supply that is readily available.
- A perceived shortage of large sites capable of accommodating large inward investment enquiries or major local expansions.
- Current market slowdown in rental and capital growth.
- A longer term view over the plan period predicts a steady property return growth.
- Christchurch contains the lowest number of warehouses, and second lowest number of factories. In terms of floorspace area the Borough has slightly higher than average unit sizes. The Borough contains the third lowest number of offices by district.
- East Dorset is characterised by a high level of factory floorspace, largely attributed to Ferndown Industrial Estate.

### 3.137 Office Market

- The office market is focused on Bournemouth and Poole Town Centres
- There is a lack of large scale investment in the South East Dorset sub region as its detached from the London market in comparison to Southampton and Portsmouth.
- Concern that inward investment that has been attracted to the sub region is particularly susceptible to the global economic crisis with the weighting toward financial companies.
- Demand for office stock in Christchurch and East Dorset is mainly from local companies. However changes to the image of the airport business park can attract a significant office cluster.

### 3.138 Industrial Market

- The Airport and Ferndown provide significant pockets of industrial premises with Poole as the main focus of industrial development.
- Most enquires are for industrial / light industrial.
- Employment land at Bournemouth Airport has between 93 – 100% occupancy.
- Issues of deliverable land coming forward were identified, with problems of allocations versus land ownership aspirations highlighted. An example at Ebblake Industrial Estate, Verwood showed this problem where land was retained for a possible future expansion of a local company.
- There is a shortage of available stock.
- There is a shortage of large sites capable of accommodating large inward investment or major local expansions.
- A lack of suitable sites suitable for expansion in terms of location, flexibility of size, tenure and design.

### 3.139 Industrial Availability

- Christchurch has low levels of stock choice.
- A lack of deliverable land coming forward (A reasonable supply of land but not readily available.)

### 3.140 Non B Demand / flexibility in employment uses –

- Education, health and hotel operators seeking to locate on industrial / warehouse sites.
- The need for premises not to be limited to single employment uses. Purchasers want sites / premises with at least B1 and B8 use.

### 3.141 Socio – Economic Context:

- The sub region has a lower proportion of working age residents (20 to 64) than the region as a whole.
- Christchurch and East Dorset have the least favourable age distribution with a high proportion of over 65 year olds and a relatively low proportion of 20 – 34 year olds.
- Christchurch has an economic activity rate above the sub regional average. East Dorset's economic activity rate is below the sub regional average.
- Earnings within the sub-region are below the national average.
- The proportion of those of working age population who are economically active and the percentage in employment are above the national average (for the sub-region).
- The workforce has a generally low proportion of higher level skills and an occupational structure with a small proportion of professional workers.
- Levels of GVA per resident head within the sub region are below those of other significant urban areas within the South West.
- Labour market indicators – working age population growth, economic activity rate, higher level occupation and skills. East Dorset's performance in 2 indicators is below the sub regional average. Christchurch performs similar to the sub regional average with one indicator performing below the sub regional average.

### 3.142 Economic Projections / Business Sector Activity

- Employment growth within the Bournemouth Travel To Work Areas is projected to be 0.7% per annum according to a 3.2% increase in GVA.
- Low projected labour market growth of working age between 2006 – 2026. Indicates that economic growth (in GVA terms) has to be driven by an increase in value added rather than pure employment growth.
- Sub regional economy dominated by the service sector with decline in manufacturing, primary & utilities sectors and an increase in health & education, financial and business services and distribution (1981 – 2006) Trend projected to continue to 2026.
- A significant part of employment growth will come from non B class uses such as health and education, retail and hotel catering.
- There has been a re-structuring of the South East Dorset economy over the past twenty-five years. Traditional sectors, such as those associated with tourism, have declined whilst employment levels have grown substantially in new sectors. By 2001 a combined Bournemouth and Poole area had a lower proportion of its employment in the manufacturing and 'other' production, than both the South West region and the UK.

### 3.143 Skills

- The percentage of the working age population with qualifications equivalent to NVQ4 or above (i.e. degree level) is lower than the average rate in both the South West and South East region.
- Christchurch and East Dorset have fewer residents with no or other qualifications compared to the sub regional average and similar proportions of residents with NVQ3+ as the sub region.

### 3.144 Unemployment

- Christchurch has an unemployment rate of 2.7%<sup>0</sup> compared to the Dorset sub regional average of 3.0%. East Dorset has an unemployment rate of 2.0% which is significantly below the sub regional average.

### 3.145 Bournemouth Airport

- Road infrastructure constraints on significant land coming forward at the Airport.
- Developer contributions alone will not fund the cost of a link road.
- Important ecological considerations for the delivery of a link road

### 3.146 Employment Land Demand

- Demand for 184ha of employment land for B class uses in Dorset.
- Demand in the Bournemouth Travel To Work Area 66.8ha
- Demand in Christchurch 20+ha
- Demand in East Dorset 21.5ha
- Demand mainly for office and warehousing accommodation.
- Office demand is concentrated in the Poole and Bournemouth Travel To Work Areas.
- Aviation related demand in East Dorset and Christchurch

### 3.147 Employment Land Supply

- Employment land supply in Bournemouth Travel To Work Area: Bournemouth 16ha, Christchurch 20.6ha, East Dorset 8.9ha (the report does not include the proposed 20ha from the draft RSS Area of Search 7G – west of Ferndown, which is only considered as deliverable in the long term).
- There is a shortage of employment land supply in the short to medium term but adequate supply in the long term.
- Significant infrastructure investment required to bring forward 58ha at the Airport.
- Limited amount of land available for development in the short term without Bournemouth Airport.

### 3.148 Long term planning for regional infrastructure –

---

Unemployment Claimant Counts and Rates (Feb 2010) Office of National Statistics

- A holistic / cross border approach is required in planning for infrastructure to support projected housing and employment growth.

### **3.149 Summary of Key Issues**

- **How can we ensure the delivery of sufficient, appropriate employment land and quality of employment premises to meet business requirements and ensure the sustainable growth of the sub regional economy?**

### **3.150 Preferred options to address this issue are set out in the Core Strategy under the following issues:**

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)
- Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy - Creating Prosperous Communities Chapter)

### **3.151 Economic Study of Development Land at Bournemouth Airport March 2008 (Prepared by Nathaniel Lichfield and Partners on behalf of Christchurch Borough Council)**

### **3.152 Bournemouth Airport in the South East Dorset Economy**

- The South East Dorset sub region lacks a strong image as a business location
- The area lies over 15km away from the M27 motorway. The A31 and A35 offer the only direct routes from Bournemouth to Weymouth and there is no direct motorway access to Bristol. There is relatively poor strategic motorway access and limited public transport infrastructure, especially west of Bournemouth.
- Only 56% of the sub region's population are of working age (Above average proportions of retired people, not contributing to economic growth or the local workforce.
- Low unemployment and high economic activity rates which potentially limit labour supply, although there is scope to claw back some residents working outside the area.
- Local skill levels are below average. The proportion of working age residents with no qualifications (24%) is much higher than regional levels (10%) and approaching twice the national average.
- There is a net out-migration of younger skilled graduates and lower than average skills in the local labour force.
- Housing affordability – For 20 – 39 year olds the ratio of house prices to incomes is 5.6 in Christchurch and 5.3 in East Dorset. (This is exacerbated by below average wage levels, which may hinder staff recruitment and retention.
- In recent years the area has attracted low levels of inward investment reflecting greater competition from locations in the South East (lack of sizable 'available' employment sites.)
- Strategic employment sites in the sub region include Ferndown and Bournemouth Airport.

- The sub region's economy is dominated by the service sector. Most employment in public administration, education and health.
- Across the sub region there is a shortage of sites available for development in the short term.

### 3.153 Commercial Property Market Assessment:

#### 3.154 Office

- Demand for office space is locally generated and focused in Bmth and Poole.
- Major new office occupiers tend to go to the M3/M27 corridor near Southampton.

#### 3.155 Industrial

- Strong demand for industrial space across the sub region (B1c), B2 and B8. Prime locations include Ferndown and Bournemouth Airport

### 3.156 Issues facing the Airport business park

- The potential of the airport northern business park is limited by poor strategic and local road access, lack of public transport access, traffic congestion, adjoining nature conservation and floodplain areas and distance from range of services usually found in town centres.
- Demand is constrained by the quality of premises currently available.
- Relatively few business activities require close proximity to an airport
- Proposals for an Mechanical Biological Treatment plant in the North West business park.
- A lack of business destinations for the Airport. (There is a service to Amsterdam, a hub airport from where connections to other airports are possible.)

### 3.157 Infrastructure Constraints

- Cost constraints of road infrastructure improvements to bring land forward at the airport:
- Full development of the entire Northern Development Zone for a range of employment uses requires a link road from the north east sector to the A338 and is likely to be delivered in the longer term post 2016 (cost 40 – 50 million)
- £65 million – additional lane on the A338.
- Improvements to the B3073 – In the region of £11 million.
- Total cost of infrastructure improvements - £115 million.

### 3.158 Potential for Economic Growth

- The potential demand for higher value, knowledge based uses does not appear likely to require a large proportion of the site.
- With the provision of high quality premises there is scope to attract a reasonable amount of small/medium financial, business services and ICT firms.
- Site not attractive to biotechnology or creative industries to any great extent.

### 3.159 The potential of the following sectors has been assessed at Bournemouth Airport.

Business Sector	Scope for Growth in Christchurch
Business Aviation	Limited scope for growth
Aircraft Maintenance / Repair and Overhaul	Low level growth possible
Air Freight	Limited scope for growth
General Manufacturing / Engineering	Good prospects for growth
Advanced Engineering	Good prospects for growth
Environmental Technologies	Low level growth possible
General Office / Financial and Business Services	Reasonable prospects for growth
ICT	Low level growth possible
Biotechnology and Medical Related Services	Limited scope for growth
Marine Technologies	Reasonable scope for growth
Cultural / Creative Industries	Limited scope for growth
Leisure / Hospitality	Low level growth possible
Distribution and Logistics	Reasonable prospects for growth
Food and Drink	Limited scope for growth

Table 3.2

### 3.160 Interventions to influence a step change in the economy

**3.161** The strategic significance of the airport northern business parks within the South East Dorset sub region provides some opportunity for influencing a step change in the economy. The following interventions at the airport could help to influence such a change in the economy:

- Major improvements to the road infrastructure to the airport northern business parks.
- More scheduled flights/frequencies and business destinations at Bournemouth Airport.
- Provision of high quality serviced employment sites and speculative premises that could stimulate demand.

- Greater local economic activity from significant expansion of Bournemouth University's scientific, engineering or ICT specialisms and level of spin off activity.
- Development of a greater entrepreneurial culture in the area and a more active promotion of the area as an investment location.

### 3.162 Associated Development

- Provision of service uses on site to be attractive to high quality occupiers.
- Facilities include: convenience retail, restaurant, banking, amenity space, conference and leisure facilities, dental, medical and legal services.
- Hotel could support the growing airport but not the business park alone.

### 3.163 Conclusions

- There is a shortage of employment land available in the short and medium term across the sub region.
- Most demand in the sub region is for industrial floorspace but there are aspirations for the airport site to drive forward knowledge based sectors in the area.
- The airport land offers the only substantial site in the sub region that offers any realistic potential to attract significant economic investment.
- Development of the entire airport site is likely to be constrained by the capacity of access roads; in particular, any major office development will require a new link road to the A338. (public sector funding unlikely to come forward before 2016.)
- The scale of infrastructure development needed is dependent on how much of the employment land is needed and the nature of the proposed uses, and some level of development is possible by improvements to the B3073 with an A338 link road.
- Large amounts of office development is likely to require an A338 link road, while some low trip generating uses such as distribution and aviation related uses could be accommodated by improvements to the B3073.
- The cost of a link road cannot be supported by developer contributions alone.
- Proposed Mechanical Biological Treatment plant may act as a constraint for the uses that can be accommodated at Aviation Park West.
- There is concern amongst local authorities that major out of town office development will have an adverse impact on town centres in the sub region. However the sub region lacks any sizable business park for mainly office uses and most town centres only have limited capacity for new office space.

### 3.164 Summary of Critical Issues

- **What should the overall vision / context be for future development at the Airport site?**
- **What range of business activity can be attracted to the airport?**
- **How can the business park best be promoted to achieve its potential?**
- **What infrastructure improvements are required for further development to come forward at the Airport?**

**3.165** The above employment issues relating to the airport are addressed within the Airport background paper.

**3.166** **Bournemouth Airport, Ecological Study to Support Appropriate Assessment October 2008 (Prepared by Land Use Consultants for Christchurch Borough Council)**



**3.167** Land use consultants were appointed by Christchurch Borough Council in January 2008 to examine the potential ecological impacts and mitigation options associated with the expansion of Bournemouth Airport. The following development options were assessed by the study:

- Expansion of terminal and airport facilities to meet projected growth in air passenger numbers
- Development of employment land in the northern business park within the existing airport boundary
- Associated transport infrastructure improvements associated with the above proposals
- Associated drainage and sewerage infrastructure

**3.168** The study has assessed the likely ecological impacts and mitigation options of airport expansion proposals on the following habitats and species:

- Internationally designated sites (Natura 2000 sites comprising Special Areas of Conservation and Special Protection Areas and Ramsar Sites);
- Nationally designated Sites of Special Scientific Interest
- County-level Sites of Nature Conservation Importance
- European Protected Species
- Habitats and species of principal importance for biodiversity (UK and Regional / Local Biodiversity Action Plan Priorities).

**3.169** The main purpose of the study is to provide a sufficient evidence base to fulfil requirements for appropriate assessment under the Habitats Regulations 1994 of the Christchurch Core Strategy. The study also informs other policy requirements of the Council in relation to the expansion of the airport which include:

- The duty to conserve and enhance SSSIs and the contribution this makes to achieving national targets of maintaining 95% of SSSI in favourable or recovering condition by 2010.
- The conservation of species protected by law either within or adjoining statutory sites in the vicinity of the airport;
- National policy that local authorities should take steps to further the conservation of habitats and species of principal importance (e.g. priority Biodiversity Action Plan habitats and species), which are within or adjoining the Airport.

### **3.170 Airport Terminal and Facilities Expansion**

**3.171** A Masterplan was developed for the airport in May 2007 on behalf of Manchester Airport Developments Ltd. This sets out the future scale and direction of growth for the operational airport. Key development proposals required to meet the projected growth in air passenger numbers include:

- Provision of additional terminal space with a proposed gradual expansion to meet projected growth up to 2030 (from 5430sqm to 12700 sqm). Planning permission is currently held for a new terminal building to the south west of the existing building. However, instead of constructing a new facility it is currently proposed to gradually improve and extend the existing facilities to match growth;
- Provision of additional, and rationalisation of existing aircraft parking stands (passenger and cargo) to enable higher aircraft numbers, with associated surface water drainage systems;

- From 2006 – 2030 the provision of approximately 6404 additional car parking spaces with a proposed new car park in the south by 2015 as well as in the northern business park in later years. Enhancements will also be undertaken of the surface access routes and coach and bus facilities. However, it is proposed that the private car will remain the preferred mode of transport.
- Associated infrastructure works, including upgrading of the existing sewerage and treatment works. A preliminary option would include provision of a new sewer from the southern sector to the Holdenhurst Wastewater treatment works which is some 2.5km south east of the airport. New facilities and accommodation will also be required for crew and ground staff, rationalisation of fuelling operations, and upgraded fire station facilities.

**3.172** In 2007 a planning application was submitted and full planning permission granted for works including surface access and parking facilities, a new terminal building, and associated infrastructure (waste water) and landscape works. Planning permission was accompanied by a section 106 agreement in part to prevent and monitor environmental impacts of the scheme.

### **3.173 Summary of Key Issues**

- **What are the ecological impacts and mitigation options associated with the expansion of Bournemouth Airport?**
- **What is the impact of the expansion of terminal and Airport facilities to meet projected growth in air passenger**
- **What is the impact of the development of employment land in the northern business park within the airport boundary?**
- **What is the impact of associated transport infrastructure improvements associated with the above proposals?**
- **What is the impact of the provision of associated drainage and sewerage infrastructure?**

**3.174** The above issues associated with the development of the airport business park are addressed within the Airport background paper.

### **3.175 Manchester Airports Development Limited Bournemouth Airport Aviation Park Planning Framework (September 2007)**

**3.176** In 2006 MADL instructed Drivers Jonas, working alongside Peter Bretts Associates and EKOS consulting to review the commercial and planning strategy for the business park, and to update the key findings of the master plan led by EDAW in 2003.

**3.177** The current review has provided a clear and deliverable strategy for bringing forward the next stages of employment development at the business park, prioritising new development and redevelopment within the western sector. This planning framework estimates that between 20,000sqm and 75,000 sqm of net additional floorspace, supporting a range of aviation and non aviation occupiers across the full range of employment use classes, can be accommodated with local access improvements.

**3.178** This document seeks to provide a planning framework for bringing forward phased redevelopment at the business park in the short to medium term, in parallel with improvements to the airport and local highway infrastructure.

**3.179** The Peter Brett transport study undertaken separately provides detailed assessment of the level of development that can come forward at the business park and operational airport with deliverable highways improvements.

### **3.180 Summary of Key Issues**

- **What should the development vision be for the North West Business Park?**
- **How can development be brought forward sustainably in view of ecological and infrastructure constraints?**

**3.181** The above issues associated with the growth of the airport business park are addressed in the Airport background paper.

**3.182 RPS Burks Green Bournemouth International Airport Business Park (2007) (Spatial Strategy to Guide Redevelopment)**

**3.183** In 2007 Manchester Airport Developments commissioned RPS Burks Green to produce a spatial planning framework for the north west business park.

**3.184** The 2007 Planning Framework suggests that a more deliverable strategy, requiring only minor access improvements, would be to progress development / redevelopment of the northern business park western sector to offer 'between 20,000sqm and 75,000sqm of net additional floorspace supporting a range of aviation and non aviation occupiers across a full range of employment classes'. The 2007 Planning Framework presents a number of principles to ensure development in the Northern Business Park is progressed

**3.185 Summary of Critical Issues**

- **What should the development vision be for the North West Business Park?**
- **How can development be brought forward sustainably in view of ecological and infrastructure constraints?**

**3.186** The above issues associated with the growth of the airport are addressed within the Airport background paper.

**3.187 Christchurch Borough Council Strategic Flood Risk Assessment (Level 2 SFRA Jan 2009) Halcrow Group Limited**

**3.188** Halcrow were commissioned to produce a level 2 strategic flood risk assessment for all populated areas at risk of flooding and locations being considered for future development. This includes an assessment of employment sites subject to flood risk. The level 2 assessment refines and builds upon the level 1 SFRA conducted in 2008 providing more detailed information on all forms of floodrisk: fluvial, tidal, surface water, groundwater, sewer and from impounded water bodies (reservoirs), both now and in the future given the likely impacts of climate change.

**3.189 Summary of Critical Issues**

- **How can we ensure the delivery of projected requirements for employment land and premises across the plan area to 2026 in view of sites affected by high floodrisk?**

**3.190** This issue is considered within pEG1 and the Airport background paper.

- **What floodrisk management policies should be adopted to ensure the delivery of employment sites in an appropriate timescale to meet market demand?**

**3.191** This is a detailed site specific matter which will be addressed within the Airport background paper and Airport Supplementary Planning Document.

### 3.192 Cross Border Issues

**3.193** The process of planning for employment land and premises considers requirements across the functional planning area of South East Dorset. In this respect employment land requirements for Christchurch and East Dorset considers land availability / site deliverability across the sub region and the range of business activity that can be accommodated on the types of sites located across the sub region. Continuous cross border working is undertaken with South East Dorset authorities to ensure sufficient land and premises and the right type of sites are brought forward in Christchurch and East Dorset that complement land and premises provision and the balance of industries across the sub region.

**3.194** There is the potential for influence on south east Dorset from anticipated plans for significant employment growth in the south Hampshire area, and specifically the South Hampshire Strategic Employment Zone in Eastleigh. This could have the effect of drawing in companies looking to start up or relocate that may otherwise have chosen sites within SE Dorset, specifically Christchurch or East Dorset. Although policies in the Core Strategy cannot influence what happens in the south east, it is a significant factor that may influence the take up of employment land in Christchurch and East Dorset. However, the employment land projections set out in the Bournemouth, Dorset and Poole Workspace Strategy still stand as a robust assessment of future requirements for employment land in the sub region from which Core Strategy policies will be based. During the plan period employment land projections will be updated at appropriate intervals to reflect current requirements.

### 3.195 Summary Issue

**3.196** How can we ensure that sufficient land and premises come forward in Christchurch and East Dorset to sufficiently contribute to demand identified at a sub regional level?

**3.197** Preferred options to address this issue are set out in the Core Strategy under the following issues:

- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?(Core Strategy - Creating Prosperous Communities Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy - Creating Prosperous Communities Chapter)

### 3.198 Consolidated Critical Issues for the Core Strategy

**3.199** The following issues are the consolidated issues identified from the stakeholder engagement undertaken at ‘Issues and Options’ and from the baseline information, evidence, and other plans and strategies. Sub issues are set out below the highlighted consolidated issues.

**3.200** Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy Key Strategy Chapter)

**3.201** Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting the locational requirements of businesses? (Core Strategy, Creating Prosperous Communities Chapter)

### **3.202 Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy, Creating Prosperous Communities Chapter)**

- How can we provide sufficient land / premises and the right type of sites to meet the needs of business activity that can be attracted to the plan area?
- How can we promote development which offers high quality employment opportunities?
- How can we ensure the delivery of sufficient, appropriate employment land and quality of employment premises to meet business requirements and ensure sustainable growth of the sub regional economy?
- What types of sites and premises will be required to meet the future needs of business in the conurbation?
- How appropriate is the current supply of sites across the sub region to meet the locational requirements of businesses which could be attracted to the area?
- How can we facilitate greater diversity of business in the plan area?
- What measures can we adopt to protect local business?
- How can we establish a hierarchy of employment sites with a range of on site uses appropriate to the location (i.e. office uses in town centre locations)?
- How can we support the voluntary sector?
- How can we raise levels of productivity?
- How can we support knowledge based industries?
- How can we influence the image of sites to attract a greater diversity of employment uses and growth sectors in particular?
- How can we meet the needs of non B class employment
- How can we ensure the delivery of projected requirements for employment land and premises across the plan area to 2026 in view of sites affected by high floodrisk?
- How can we influence the availability of skilled labour to meet the needs of local business and inward investment?

### **3.203 Issue: How important is it to protect employment sites, given competing uses for the land? (Core Strategy, Creating Prosperous Communities Chapter)**

- What Measures can we adopt to protect local business
- How can we provide sufficient land / premises and the right type of sites to meet the needs of business activity that can be attracted to the plan area?
- How can we raise levels of productivity?
- How can we support knowledge based industries?
- How can we meet the needs of non B class employment
- How can we ensure the delivery of sufficient, appropriate employment land and quality of employment premises to meet business requirements and ensure sustainable growth of the sub regional economy?
- How can we influence the availability of skilled labour to meet the needs of local business and inward investment?
- How can we promote development which offers high quality employment opportunities?

### **3.204 Issue: What sort of employment premises are required in Christchurch and where? (Core Strategy, Creating Prosperous Communities Chapter)**

- What measures can we adopt to protect local business
- How can we raise levels of productivity?
- How can we support knowledge based industries?
- What types of sites and premises will be required to meet the future needs of business in the conurbation?
- How can we provide sufficient land / premises and the right type of sites to meet the needs of business activity that can be attracted to the plan area?
- How can we facilitate greater diversity of business in the plan area?
- How can we meet the needs of non B class employment
- How can we ensure the delivery of sufficient, appropriate employment land and quality of employment premises to meet business requirements and ensure sustainable growth of the sub regional economy?
- How can we influence the availability of skilled labour to meet the needs of local business and inward investment?
- How can we promote development which offers high quality employment opportunities?

### **3.205 Issue: What sort of uses should be promoted on established and allocated sites? Core Strategy, Creating Prosperous Communities Chapter)**

- What measures can we adopt to protect local business
- How can we raise levels of productivity?
- How can we support knowledge based industries?
- What types of sites and premises will be required to meet the future needs of business in the conurbation?
- How can we provide sufficient land / premises and the right type of sites to meet the needs of business activity that can be attracted to the plan area?
- How can we meet the needs of non B class employment
- How can we influence the availability of skilled labour to meet the needs of local business and inward investment?
- How can we promote development which offers high quality employment opportunities?

### **3.206 Issue: What measures should be adopted to support the rural economy? Core Strategy, Creating Prosperous Communities Chapter)**

- What Measures can we adopt to protect local business
- How can we raise levels of productivity?
- How can we influence the availability of skilled labour to meet the needs of local business and inward investment?
- How can we promote development which offers high quality employment opportunities?

# 4 Formation of Options

The formulation of preferred options set out within this section considers the outcomes of the Core Strategy Issues and Options engagement process, relevant evidence documents, Sustainability Appraisal and Habitats Regulations Assessment. The process includes a critical assessment of the options put forward to address issues identified in the Core Strategy Issues and Options paper. In some instances additional issues have been identified as a result of the evidence gathering process which is also examined here.

### Issue Identified at Issues and Options

**Issue EG1: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?**

### Issues and Options Consultation Response

Goadsby has stated that in order to provide sufficient flexibility and market choice employment land provision should be made for 50% in excess of projected market demand. In this respect the Core Strategy and Site Specific Allocations Development Plan Document will endeavour to provide sufficient sites to meet market demand and provide sufficient supply to provide suitable market choice and to allow for any uncertainty of particular sites coming forward in the short term.

Specific reference was made concerning the need to extend Ferndown Industrial Estate. In this respect the East Dorset Employment Land Key Issue Paper examines options for new employment development in East Dorset.

Comments were made regarding the mix of uses to be accommodated within the proposed urban extensions. Master planning work to be undertaken for the urban extensions will determine the appropriate level of employment development to meet projected land requirements and to provide sufficient market choice, ensuring that we are able to meet housing requirements within the urban extensions.

The Environment Agency has stated specifically that plans for employment development should consider the outputs of the Strategic Flood Risk Assessment and development should be located accordingly.

### Option A - Protect established and allocated employment land and premises for employment use

### Issues and Options Consultation Response

Option	Agree	Disagree	No Opinion
--------	-------	----------	------------



A	97	13	9
---	----	----	---

Table 4.1

Respondees stated that a mix of employment land should be provided as part of a balanced strategy.

### Consideration of Evidence and Policy

#### Bournemouth, Dorset and Poole Workspace Strategy (2008)

Employment projections established through the 2008 Bournemouth, Dorset and Poole Workspace Strategy quantify employment land and premises requirements for Bournemouth Christchurch and East Dorset authority areas. The projections indicate that the vast majority of employment land supply that is considered available and deliverable will be required to accommodate projected demand for B1, B2 and B8 uses to 2027. In order to provide sufficient flexibility and market choice it is likely that land identified for employment uses will need to exceed the projected demand set out in the Workspace Strategy. The adequacy of site supply is dependant upon the locational attributes of sites in the portfolio and how this meets the needs of businesses in the plan area and those that can be attracted. Sites such as the northern business park located at Bournemouth Airport and Ferndown Industrial Estate perform a strategic function for South East Dorset as a whole in terms of employment land supply.

#### Christchurch and East Dorset Employment Land Review 2007

The Christchurch and East Dorset employment land review assesses the fitness for purpose of the employment sites in Christchurch and East Dorset and determines the future requirements for employment land and premises. From a market facing assessment the vast majority of sites in the area are required to meet projected demand to 2027. The formal process for releasing sites which are not attractive to the market is undertaken in Stage 3 of the Employment Land Review process to be undertaken in parallel to the production of the Site Specific Allocations Development Plan Document.

#### Strategic Housing Land Availability Assessment 2009

The Strategic Housing Land Availability Assessment includes an assessment of established and allocated employment sites located within the urban area. Stage 3 of the Employment Land Review will consider the Strategic Housing Land Availability Assessment site assessment as part of the process in determining which sites may be considered for release to non employment uses.

#### Issues and Options Sustainability Appraisal

The Sustainability Appraisal does not highlight any clear significant adverse impacts on objectives. The protection of existing employment sites is important in establishing sustainable economic growth (objective 24)



**Conclusions and Implications for Preferred Options**

The issues and options response and evidence point to a need to protect allocated and established employment sites where they are required by the market to meet projected demand over the plan period. The Sustainability Appraisal at this stage supports this approach in pursuing sustainable economic growth.

**Option B - Favour higher quality employment uses (e.g. knowledge economy businesses)**

(Higher order / high quality uses are defined as businesses that offer high quality employment opportunities and that make a significant contribution to economic productivity (GVA output).

**Issues and Options Consultation Response**

Option	Agree	Disagree	No Opinion
<b>B</b>	<b>63</b>	<b>19</b>	<b>29</b>

Table 4.2

Respondees have indicated that it is inappropriate to adopt an overly prescriptive strategy towards acceptable employment activity.

**Consideration of Evidence and Policy**

**Christchurch and East Dorset Employment Land Review 2007**

The Employment Land Review process has identified the range of business activity that can be attracted to sites within the existing portfolio. Not all sites are capable of supporting significant levels of higher order uses due to locational limitations and or because of the existing range of on site employment uses.

Most of the employment land portfolio falls within the ‘general industrial / business area’ market segment which is a limitation on the range of higher order business activity that can be attracted to the plan area (subject to possibilities for the upgrading of these sites). Proportions of sites identified through stage 3 of the Employment Land Review for upgrading may be designated for higher order activity. The Employment Land Review stage 2 report sets out a detailed table of the range of business activity that can be attracted to the plan area given the locational characteristics of sites within the portfolio.

**2008 Bournemouth Airport Economic Study**

The Nathaniel Lichfield and Partners study identifies a range of business activity that can be attracted to the airport northern business park. This provides a market facing assessment of the extent of higher order business activity that can be attracted / promoted. The study recognises that 'knowledge based' uses will only require a proportion of the site. In this respect for high quality strategic sites a zonal approach can reserve areas for higher order uses with other areas maintained for general business activity.

The Airport economic study has examined the range of business activity which can be attracted to Christchurch and East Dorset which includes the following:

- General Manufacturing / Engineering
- Advanced Engineering
- General Office / Financial and Business Services
- ICT
- Marine Technologies
- Leisure / Hospitality
- Distribution and Logistics

### **Planning Policy Statement 4**

PPS4 states that local planning authorities should plan for the land and floorspace requirements of 'economic development' including businesses currently located in the area and businesses that can be attracted to the area over the plan period. The statement also identifies the need to develop policies that promote innovation, assist knowledge based and high technology industries.

### **Issues and Options Sustainability Appraisal**

The Sustainability Appraisal does not identify any clear significant adverse impacts for this option and recognises that there is potential for a significant positive impact upon sustainable economic growth (Objective 24)

### **Conclusions and Implications for Preferred Options**

The issues and options response supports the promotion of higher order uses on appropriate sites in the portfolio where there is market demand. A market facing approach should be adopted in examining the potential of the range of business activity that can be attracted to sites in the portfolio given the existing prevailing market segment of general industrial / business areas. The employment land review and Airport Economic Study provide a clear view of the business opportunities for and differences between sites in Christchurch and East Dorset which suggests the need for a spatial approach in identifying sites with the potential for higher order uses. The Sustainability Appraisal process at this stage supports the promotion of higher order uses on suitable sites that offer or have the ability to offer the appropriate locational attributes.

**Option C - Allocate sites for specific types of employment use e.g. starter units, office, or warehousing, rather than letting the market decide.**

## Issues and Options Consultation Response

Option	Agree	Disagree	No Opinion
C	54	40	19

Table 4.3

The issues and options response was divided regarding the allocation of sites for specific uses with concern of a prescriptive approach which may overly constrain the market. A considered approach is required toward the appropriate mechanism to make provision for business activity that can be attracted to the plan area without overly constraining the market.

### Consideration of Evidence and Policy

#### Christchurch and East Dorset Employment Land Review 2007

The Employment Land Review identifies land and premises requirements for different forms of business activity that can be attracted to the plan area (findings of the business survey / discussions with agents). It has also identified that businesses require significant flexibility in employment use so that developments can accommodate elements of B1, B2 and B8. It may be possible to adopt a zonal approach to larger sites where specific uses are encouraged within these zones. The Employment Land Review identifies that the majority of employment land supply is within the general industrial / business area market segment which acts as a restraint upon the range of business activity that can be attracted to the plan area. In this respect an appropriate form of site allocation could diversify the range of business activity in the plan area and encourage economic growth. Site allocations for particular uses may be more appropriate on more strategic sites where a zonal approach is possible that will not stifle market flexibility.

#### Bournemouth, Dorset and Poole Workspace Strategy (2008)

The Workspace Strategy quantifies land and premises requirements for B1, B2 and B8 uses and projected demand requires the majority of land within the current portfolio across Christchurch and East Dorset. It is necessary that suitable sites are maintained in the portfolio with the right type, size of premises to meet business requirements. The implication is that appropriate allocations will be required to ensure that suitable sites and premises are provided in the right location to meet the needs of businesses that can be attracted to the area.

#### 2008 Bournemouth Airport Economic Study

On strategic sites of sufficient scale it is possible to adopt a zonal approach with areas broadly designated for particular uses such as for office or starter units. Sites in the plan area which could be subject to a zoning approach:

- **Bournemouth Airport Northern Business Park**

### Issues and Options Sustainability Appraisal

No clear direct adverse impacts were raised through the initial Sustainability Appraisal assessment. Positive benefits are identified for objective 2 (promote the conservation and wise use of land'), objective 14 ('give everyone access to learning, training, skills and knowledge) and objective 24 ('Facilitate a sustainable and growing economy for the district that creates economic and employment opportunity').

### Conclusions and Implications for Preferred Options

The employment strategy contained within the Core Strategy must plan effectively for the type of land and premises required to meet projected market demand over the plan period. It is most appropriate to adopt a zonal approach for larger sites where specific uses can be directed to particular areas to maximise the market potential of the site e.g. the airport northern business park and Ferndown Industrial estate. As the bulk of supply is within the general industrial / business area market segment there are opportunities to identify sites for upgrading which may involve an allocation for specific employment uses / types of premises. The Sustainability Appraisal process supports a market facing approach to allocating sites for specific uses whilst maintaining sufficient market flexibility in respect of promoting sustainable economic growth.

**Option D - Specific sites should be identified for 'upgrading' to meet the needs of inward investment. (Agree 67, Disagree 19, No Opinion 24)**

### Issues and Options Consultation Response

Option	Agree	Disagree	No Opinion
D	67	19	24

Table 4.4

### Consideration of Evidence and Policy

See evidence discussion set out above:

### Christchurch and East Dorset Employment Land Review Stage 2 / 3

The outputs of stage 2 and 3 will determine the locational requirements of a range of business activity. Most of the existing portfolio is contained within the general industrial / business area market segment which is mainly attractive to general / light industrial and warehousing. There is a lack of sites in the following market segments:

- Established or potential office locations
- High quality business parks
- Research and technology / business parks
- Warehouse / distribution parks

- Incubator / Small and Medium Sized cluster sites
- Recycling / environmental industrial sites

**Issues and Options Sustainability Appraisal**

No clear adverse impacts were identified for this option. Positive impacts are noted for objectives including objective 2 (promote the conservation and wise use of land’), objective 14 (‘give everyone access to learning, training, skills and knowledge) and objective 24 (‘Facilitate a sustainable and growing economy for the district that creates economic and employment opportunity’.)

**Conclusions and Implications for Preferred Options**

The issues and options response did not oppose this approach as the policy intervention does not adversely constrain the needs of the market. Across the plan area most of site supply is within the general industrial / business area segment which is a significant constraint in attracting business activity which require sites with different locational attributes. The Core Strategy can consider the potential upgrading of sites within the portfolio and the Site Specific Allocations will address the need to upgrade other sites. The Sustainability Appraisal process supports this approach in facilitating sustainable economic growth.

**Option E: Allow for employment within residential areas such as live-work accommodation (Agree 56, Disagree 38, No Opinion 19)**

**Issues and Options Consultation**

Option	Agree	Disagree	No Opinion
E	56	38	19

Table 4.5

Responses stated that the acceptability of employment uses would depend on their generation of noise, pollution or parking problems.

**Consideration of Evidence and Policy**

**Christchurch and East Dorset Employment Land Review 2007**

The Employment Land Review identifies a high proportion of businesses operating from a residential address (mainly within the category of professional services). This highlights the need for live / work units that are acceptable in terms of their environmental impact.

### Issues and Options Sustainability Appraisal

No clear adverse impacts were identified through the initial Sustainability Appraisal. Positive impacts were identified for (objective 2) 'promote the conservation and wise use of land', (objective 6) 'Limit air, noise and light pollution to levels that do not harm natural systems and (objective 24) 'Facilitate a sustainable and growing economy for the districts that creates economic and employment opportunity'.

### Conclusions and Implications for Preferred Options

The evidence base identifies significant demand for live / work units which can be acceptable in residential areas dependent upon generation of noise, pollution and parking problems. This is supported by the Sustainability Appraisal which identifies a positive impact for sustainable economic growth.

**Preferred options to address this issue are set out in the Core Strategy under the following issue:**

**Issue: How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment? (Core Strategy, Creating Prosperous Communities Chapter)**

**Issue: How important is it to protect employment sites, given the competing uses for the land? (Core Strategy, Creating Prosperous Communities Chapter)**

**Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy, Creating Prosperous Communities Chapter)**

### Issue Identified at Issues and Options

**EG2) How important is it to protect employment sites, given the competing uses for the land?**

### Issues and Options Consultation Response

**Option A: We should consider the loss of employment land where the site is a sustainable location for new housing**

Option	Agree	Disagree	No Opinion
A	52	34	13

Table 4.6

The 'Issues and Options' response stated that there should be clear evidence to justify the release of employment sites for alternative uses. In particular high quality sites and those that can be upgraded should be protected.

The release of employment land should be considered where it will not prejudice the ability of the local planning authority to meet projected requirements for employment land and premises. Where a site or portion of site is not required to meet market requirements the site should be considered for housing. Retail and leisure development should be considered for employment sites where it is appropriate to meet the needs of employees. Employment land in sustainable locations well served by public transport and in close proximity to amenities should be afforded protection against loss to alternative uses.

**Consideration of Evidence and Policy**

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

The Bournemouth, Dorset and Poole Workspace Strategy identifies a requirement for 66.8ha of land for B1, B2 and B8 in the Bournemouth Travel To Work Area. In the long term there is sufficient supply across this area to meet projected demand for B1, B2 and B8. However there is an undersupply in the short to medium term. Demand for land and premises for non – B uses has not yet been quantified and will require a proportion of land from the existing supply placing additional pressure on the existing portfolio. The extent of demand for employment land across the Travel To Work Area requires the retention of the majority of supply for employment use. Sites which are not attractive to the market will be considered for release in stage 3 of the Employment Land Review process.

**Strategic Housing Land Availability Assessment 2009**

Stage 3 of the Employment Land Review will need to consider the outputs of the Strategic Housing Land Availability Assessment to determine which employment sites may potentially be released for housing.

**Issues and Options Sustainability Appraisal**

The Issues and Options Sustainability Appraisal identifies adverse impacts for sustainable economic growth associated with a loss of employment land (objective 24). Positive impacts include reducing the need to travel (objective 7) (through provision of housing / affordable within the urban area).

**Conclusions and Implications for Preferred Options**

The issues and options response and the evidence have determined that sufficient sites in the right locations with the necessary locational attributes need to be provided to meet the demand of businesses currently located in the plan area and those that can be attracted to the area to 2026. However the provision of employment land will need to be carefully balanced against the ability to accommodate anticipated sub regional housing growth. The formal process for considering the potential loss of employment sites will follow the completion of the Strategic Housing Land Availability Assessment and stage 3 of the employment land review.

**Issues and Options Consultation Response**

**B - We should consider the loss of employment land where there is potential to deliver significant levels of affordable housing**

Option	Agree	Disagree	No Opinion
--------	-------	----------	------------

<b>B</b>	<b>48</b>	<b>35</b>	<b>11</b>
----------	-----------	-----------	-----------

Table 4.7

As set out above the loss of employment sites for market housing and affordable housing would be considered on employment sites not required by the market.

### **Consideration of Evidence and Policy**

#### **Christchurch and East Dorset Housing Needs Assessments 2008 (Fordham)**

The Housing Needs Assessment identifies an annual need for 243 affordable units in Christchurch and 440 affordable units in East Dorset. It is recognised that it is not possible to meet all the identified need for affordable housing due to the sheer scale of need and economic and environmental considerations. The Affordable Housing key issue paper is examining options for the annual delivery of affordable housing which includes a preferred option for a Borough wide target in Christchurch of 35% of all development which equates to 61 units a year and a total of 1207 units to be delivered during the plan period. In East Dorset a target of 112 units has been identified and a total of 2240 units to be delivered during the plan period to 2026.

#### **Christchurch and East Dorset Strategic Housing Land Availability Assessments 2009**

The outputs of the Strategic Housing Land Availability Assessment process will determine the pressure on existing employment sites located within the existing urban area and the extent to which poorer quality employment sites not required by the market may need to be released for housing and affordable housing. This will be considered alongside Stage 3 of the Employment Land Review to determine the future of existing employment sites.

### **Issues and Options Sustainability Appraisal**

No clear adverse impacts have been identified at this stage of the Sustainability Appraisal process. Clear positive impacts include the ability to provide affordable housing (objective 13).

### **Conclusions and Implications for Preferred Options**

The evidence and issues and options response suggest that the loss of employment sites for Market housing and affordable housing can be considered when the site is no longer required by the market during the plan period. The Sustainability Appraisal process supports this approach to facilitate the delivery of affordable housing. Stage 3 of the employment land review will determine if sites can be released for non employment uses in consideration of housing needs and the outputs of the Strategic Housing Land Availability Assessments.

### **Issues and Options Consultation Response**

**Option C - We should consider the loss of employment land where there is potential to deliver high quality mixed development**



Option	Agree	Disagree	No Opinion
C	60	34	8

Table 4.8

### Consideration of Evidence and Policy

#### Christchurch and East Dorset Employment Land Review 2007

The loss of employment land can be considered where it will not prejudice the ability to meet the demand for employment land and premises over the plan period. Mixed use schemes may need to be considered in some instances in order to ensure the viability of a development proposal.

#### Christchurch and East Dorset Strategic Housing Land Availability Assessments 2009

The process of identifying sufficient sites to meet the local housing requirements will determine the extent to which existing employment sites need to be considered for housing. Stage 3 of the Employment Land Review will coincide with the outputs of the Strategic Housing Land Availability Assessment to determine the level of housing that could be considered on employment sites within the existing portfolio.

### Issues and Options Sustainability Appraisal

No clear adverse impacts were identified against the sustainability objectives.

### Conclusions and Implications for Preferred Options

The loss of employment land can be considered where it will not prejudice the ability to meet projected requirements for employment land and premises. In some instances where there is insufficient market demand to bring a site forward for employment uses alone mixed use developments may be appropriate.

### Issues and Options Consultation Response

#### D - The need to protect employment land should take precedence over any other potential use

Option	Agree	Disagree	No Opinion
D	40	46	12

Table 4.9

Responses stated that employment sites should only be released where there is clear evidence they are no longer required by the market during the plan period.

### Issues and Options Sustainability Appraisal

The Sustainability Appraisal identifies an adverse impact of protecting employment land regardless of any other competing land uses. Potentially adverse impact on objectives (24) and (13), however sufficient employment land must be retained to meet the needs of business over the plan period to support sustainable economic growth. There is also potential to inhibit the provision of affordable housing and community facilities (objectives 13 and 16).

### Christchurch and East Dorset Employment Land Review 2007 / Strategic Housing Land Availability Assessment 2009

Sufficient land and premises must be protected to meet projected demand over the plan period. However, consideration must be made toward the ability to identify sufficient sites to meet locally established housing requirements which will have implications for some existing employment sites within the portfolio.

### Conclusions and Implications for Preferred Options

The accommodation of local housing requirements for Christchurch and East Dorset may place significant pressure on some employment sites, particularly those in urban areas. Across the plan area there is a significant challenge in providing sufficient land supply for housing and employment uses. Dovetailing of the Strategic Housing Land Availability Assessment and Employment Land Review process will determine where there is potential for sites to be released from the existing portfolio. This is likely to be a very limited number given shortfalls in employment land supply.

**Preferred options to address this issue are set out in the Core Strategy under the following issue:**

**Issue: How important is it to protect employment sites, given the competing uses for the land? (Core Strategy – Creating Prosperous Communities Chapter)**

### Issue Identified at Issues and Options

**EG3) Apart from the area ‘West of Ferndown’, are there any places where you think employment land should be provided in East Dorset?**

### Issues and Options Consultation Response

Responses to the issues and options engagement has set out the following areas of East Dorset for further employment development and for the uses set out in the table.

Area	Uses proposed
Ebblake	Starter and small workshop units

Woolsbridge	B1, B2 and B8, Potential residential mix
Longham	B1, B2 and B8 Potential residential mix
West Parley	Not specified
Verwood	Light industry, service industry
Wimborne	Full range of employment uses, light industrial
Gundrymoor	B1 and high tech
St Leonards Hospital	Not specified
Ferndown	High quality business / education campus.
3 Legged Cross	Not specified
West Moors	Starter units
Leigh Area	Not specified
Corfe Mullen	Small units and workshops

Table 4.10

### Consideration of Evidence and Policy

Several of the suggestions made refer to individual employment sites outside of currently allocated areas (Longham, Three Legged Cross, Verwood outside of Ebblake Industrial Estate, West Moors & Leigh Area), rather than representing larger strategic allocations for which the Core Strategy will look towards providing. However suggestions made for Corfe Mullen, West Parley and Wimborne could be considered as part of the proposed residential urban extensions.

Although infilling would be in principle allowable, any extension to the sites at Bailie Gate, Ebblake, Woolsbridge and Gundrymoor would involve Green Belt land, and therefore contravene policy set out in PPG2. There is also no allowance in the draft Regional Spatial Strategy (Proposed Changes) for reviews of the Green Belt boundary for purely employment land outside the area of search to the west of Ferndown.

1.5ha of land at St Leonard's Hospital is subject to a current approval for a CareHomeVillage, and so has the potential for care sector employments uses.

8.48ha of land east of Cobham Roadon Ferndown Industrial Estate is subject to a current outline approval, subject to the signing of legal agreements for a range of B uses.

The Christchurch and East Dorset Employment Land Review 2007 / Bournemouth Dorset and Poole Workspace Strategy 2008 identify across the Bournemouth Travel To Work Area a quantitative demand for 66.8ha of employment land which can be met by the existing employment land portfolio within this defined inclusive of the Ferndown employment extension.

### **Issues and Options Sustainability Appraisal**

The Sustainability Appraisal of issues and options for this question was not possible as locations and uses were identified though responses to the issues and options engagement process.

### **Conclusions and Implications for Preferred Options**

Across the Bournemouth Travel To Work Area the supply of employment land that is deliverable to 2027 totals 54.2ha. Projected employment land demand determined in the Bournemouth, Dorset and Poole Workspace Strategy is 66.8ha. Existing employment land supply in East Dorset is approximately 9 ha and additional sites need to be considered in order to meet projected employment land requirements for the area to 2027. Future employment development will also need to consider issues of accessibility and the need for travel planning and improvements to public transport to ensure no net increase in harmful emissions that can adversely affect sensitive habitats / species and contribute to climate change.

Opportunities for limited employment development on the proposed urban extension sites at Corfe Mullen, West Parley and Wimborne will be dependent on the outcomes of more detailed master planning work being undertaken.

**This issue of identifying a requirement for additional employment sites in East Dorset is examined in detail within the East Dorset Employment Land Key Issue Paper which sets out preferred options for inclusion within Core Strategy chapter 'Creating Prosperous Communities'.**

**Preferred options to address this issue are set out in the Core Strategy under the following issue:**

**Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy Chapter – Key Strategy)**

**Issue: Are there any places where new employment sites should be provided in East Dorset? (Core Strategy Chapter – Creating Prosperous Communities)**

## Issue Identified at Issues and Options

**EG4) What sort of new employment premises do you think are required in Christchurch and where? (This excludes consideration of Bournemouth Airport northern business park)**

	Small business units / industrial	Larger business units / industrial	Large purpose built office units	Small purpose built office units	Warehouses	Sites for expansion of businesses for specific occupiers	Start up / incubator premises	Recycling / environmental industries e.g. waste recycling plants
Airfield Way	7	4	2	2	1	5	5	1
Avon Trading Park	4	1	0	1	0	3	3	0
Bailey Drive Retail Park	6	1	1	2	2	3	2	1
Bridge Street	3	1	0	3	0	2	3	0
Sites off Grange Road	5	2	1	4	1	3	4	0
Groveley Road	6	1	0	1	0	3	2	0
Priory Industrial Park	4	2	0	2	0	3	2	0
Purewell	2	1	0	4	0	2	3	0
Sea Vixen	4	2	0	1	2	3	2	0
Somerford Road	6	4	1	2	1	3	2	0
Stony Lane	3	2	0	2	0	2	2	0
Wilverley Road	4	1	0	1	0	3	2	2

Table 4.11

## 4 Formation of Options

	Small business units / industrial	Larger business units / industrial	Large purpose built office units	Small purpose built office units	Warehouses	Sites for expansion of businesses for specific occupiers	Start up / incubator premises	Recycling / environmental industries e.g. waste recycling plants
Airfield Way	High	Low / Moderate	Low	Low / Moderate	High	N/A	High	Low
Avon Trading Park	High	Low	Low	Moderate	High	N/A	High	Low
Bailey Drive Retail Park	Low	Low	Low	Low	Low	N/A	Low	Low
Bridge Street	Low	Low	Low	Low / Moderate	Low	N/A	Low	Low
Former BAE site	High	Moderate	Low	Moderate	High	N/A	High	Low
Groveley Road	Moderate	Low	Low	Low	Moderate	N/A	Moderate	Low
Priory Industrial Park	High	Low / Moderate	Low	Low / Moderate	High	N/A	High	Low
Purewell	Low	Low	Low	Low	Low	N/A	Low	Low
Sea Vixen	High	Low	Low	Low	Moderate	N/A	High	Low / Moderate
Somerford Road	Moderate	Low	Low	Low	High	N/A	Moderate	Low
Stony Lane	Moderate / High	Low	Low	Low / Moderate	Moderate	N/A	Moderate	Low
Wilverley Road	High	Low / Moderate	Low	Low / Moderate	High	N/A	High	Moderate

Table 4.12

## Consideration of Evidence and Policy

### Christchurch Employment Land Review 2007 - 2010

Premises highlighted in blue are considered to be a priority to be provided through the employment land review process. Those highlighted in yellow can be considered should they be required by the market.

<b>Airfield Way</b>	<b>Small business units / industrial</b>	<b>Warehouses</b>	<b>Start up / incubator premises</b>	Small purpose built office units	Larger business units / industrial
<b>Avon Trading Park</b>	<b>Small business units / industrial</b>	<b>Warehouses</b>	<b>Start up / incubator premises</b>	Small purpose built office units	
<b>Bailey Drive Retail Park</b>	Promoted for retail uses.				
<b>Bridge Street</b>	Small purpose built office units				
<b>Former BAE site</b>	<b>Small business units / industrial</b>	<b>Start up / incubator premises</b>	<b>Warehouses</b>	Small purpose built office units	
<b>Groveley Road</b>	<b>Small business units / industrial</b>	<b>Warehouses</b>	<b>Start up / incubator premises</b>		
<b>Priory Industrial Park</b>	<b>Small business units / industrial</b>	<b>Warehouse</b>	<b>Start up / incubator premises</b>	Larger business units / industrial	Small purpose built office units
<b>Purewell</b>	No further planned employment dev.				
<b>Sea Vixen</b>	<b>Small business units / industrial</b>	<b>High</b>	<b>Warehouses</b>	<b>Start up / incubator premises</b>	Recycling / environmental industries e.g. waste recycling plants
<b>Somerford Road</b>	<b>Small business units / industrial</b>	<b>Warehouses</b>	<b>Start up / incubator premises</b>		

Stony Lane	Small business units / industrial	Warehouses	Start up / incubator premises	Small purpose built office units	
Wilverley Road	Small business units / industrial	Warehouses	Start up / incubator premises	Small purpose built office units	Recycling / environmental industries e.g. waste recycling plants

Table 4.13

### Issues and Options Sustainability Appraisal

**4.1** This issue seeks to determine the necessary premises to be promoted on specific sites in Christchurch. Sustainability Appraisal analysis of this issue is only possible following the outputs of the issues and options engagement and therefore a detailed SA analysis will be undertaken for the preferred options and alternatives. Different employment sites across the plan area have different locational characteristics and represent different segments of market activity. In this respect it will be appropriate to determine specifically which type of employment premises are required on a site by site basis.

### Conclusions and Implications for Preferred Options

**4.2** Evidence of need for premises for different locations in Christchurch in the employment land review has been derived from responses to a business survey, views of local agents and detailed evidence studies such as Bournemouth, Dorset and Poole Workspace Strategy 2008. In this respect greatest weight has been attributed to the evidence assembled through the employment land review process which has formed the basis of the preferred option. This option considers only Christchurch employment sites, as those in East Dorset, represent a more similar character in terms of their general location (both within East Dorset and their relationship to the wider conurbation of south east Dorset), type of premises and mix of uses, and so are less easy to differentiate in the same way the Christchurch sites are.

**4.3** Preferred options to address this issue are set out in the Core Strategy under the following issue:

**4.4** Issue: What sort of employment premises are required in Christchurch and where?(Core Strategy Chapter – Creating Prosperous Communities)



## Issue Identified at Issues and Options

### EG5) What range of uses should be accommodated on established and allocated employment sites?

#### Issues and Options Consultation Response

**4.5** The issues and options response is inconclusive as there is strong support for maintaining employment sites for B class uses and for accommodating non B class employment. It is pragmatic to plan for traditional B class employment and those sectors within non B that are likely to seek to locate on established and allocated sites in the plan area.

**4.6 A - New development on established and allocated sites should be restricted to traditional employment uses falling within B1, B2 and B8.**

Option	Agree	Disagree	No Opinion
A	39	14	16

Table 4.14

**4.7** The majority of responses are in favour of restricting development to B1 – B8. A significant number disagree which reinforces the need to plan for non B uses that make a contribution to achieving sustainable economic growth.

#### Consideration of Evidence and Policy

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

**4.9** The requirement for B class employment has been quantified for Christchurch, East Dorset and Bournemouth in the Bournemouth, Dorset and Poole Workspace Strategy (December 2008). Projected demand for land and premises for B class uses in Christchurch and East Dorset during the plan period will require the majority of land supply which can be delivered during this period. However, very significant growth is projected in non – B employment which will require a presence on established and allocated sites in the existing portfolio. Specific land and premises requirements for non – B uses have not yet been quantified.

#### Issues and Options Sustainability Appraisal

**4.10** There are no clear adverse impacts identified for this option. The impact for sustainable economic growth (Objective 24) was not clear at this stage of the Sustainability Appraisal process. However, a very significant element of employment growth will be within Non B sectors. Careful assessment is required of the locational requirements of non B sectors and how growth sectors within non B can be accommodated on sites in the plan area to promote sustainable economic growth.

### Conclusions and Implications for Preferred Options

**4.11** It is clear from employment projections contained in the 2008 Bournemouth Dorset and Poole Workspace Strategy that a very significant element of employment growth over the plan period will be within Non B employment uses. A proportion of this growth will include businesses seeking to locate on established and allocated employment sites in the plan area. Employment land projections for Non B uses have not been undertaken for the plan area as no established methodology exists for this type of assessment. The Councils conclude that the needs of Non B uses can be met (albeit imprecisely) through employment land provision over and above projected requirements for traditional B class uses.

### Issues and Options Consultation Response

**4.12 B - New development on established and allocated sites should accommodate non B class employment uses.**

Option	Agree	Disagree	No Opinion
B	35	22	14

Table 4.15

**4.13** It is essential that we are able to meet the land and premises requirements of traditional B class uses and anticipate non B requirements to be accommodated on employment sites in the plan area.

### Consideration of Evidence and Policy

**4.14 Bournemouth Airport Economic Study (2008)**

**4.15** The Bournemouth Airport Economic Study identifies a range of ancillary uses which could be accommodated within the airport northern development zone to meet the needs of office workers. These uses include a hotel, leisure facilities, crèche, catering and retail facilities.

**4.16 Planning Policy Statement 4**

**4.17** PPS4 states that local planning authorities should plan for the floorspace and land requirements of 'economic development' which includes employment uses within B use class and Non B use class.

### Issues and Options Sustainability Appraisal

**4.18** There are no clear adverse impacts identified for this option. The impact of this option on sustainable economic growth was not clear at this stage (Objective 24). A very significant element of employment growth for the plan period will be within Non B sectors. Careful assessment is required of the locational requirements of non B sectors and how growth sectors within non B can be accommodated on sites in the plan area to promote sustainable economic growth.

**Conclusions and Implications for Preferred Options**

**4.19** It is clear that a large element of projected employment growth will be within Non B sectors and a proportion of which will require land and premises on established and allocated sites within the Christchurch and East Dorset employment land portfolio. The need to meet the land and premises requirements of Non B employment uses is also recognised in the Issues and Options Sustainability Appraisal. On large strategic sites with a significant office element a range of non B uses are required, ancillary to main employment development to meet the amenity needs of office workers.

**4.20 Preferred options to address this issue are set out in the Core Strategy under the following issue:**

**4.21 Issue: What sort of uses should be promoted on established and allocated sites (Core Strategy Chapter – Creating Prosperous Communities)**

**Issue Identified at Issues and Options**

**EG6) Which non-B class uses should be permitted on established and allocated employment sites in order to promote sustainable economic development?**

**Issues and Options Consultation Response**

**4.22 Option A – Financial and Professional Services**

Option	Agree	Disagree	No Opinion
A	46	16	11

Table 4.16

**4.23** The issues and options response is predominantly in favour of supporting financial and professional services, however a significant number have disagreed as financial and professional uses are more associated with town centre locations.

**Consideration of Evidence and Policy**

**4.24 Bournemouth Airport Economic Study (2008)**

**4.25** The financial services sector is mainly concentrated in Bournemouth. Continuing demand within this sector is mainly from existing firms expanding or upgrading premises. Larger companies are more likely to relocate to Poole and Bournemouth town centres and business park locations on the M3/M27. Small and medium sized firms could be attracted to sites in the plan area with the provision of high quality offices improved facilities and easy parking. Nathaniel Lichfield and Partners have determined that there is a moderate / high demand for office development.

### Issues and Options Sustainability Appraisal

**4.26** Large scale office development can generate a significant amount of road traffic which increases air / noise pollution (Objective 6). No other clear adverse impacts were identified against the issues and options Sustainability Appraisal objectives.

### Conclusions and Implications for Preferred Options

**4.27** Land requirements for this sector are not projected to be significant and estimates have decreased in the current economic climate. Relatively small scale levels of office development can be accommodated on high quality sites.

### Issues and Options Consultation Response

#### 4.28 Option B – Restaurants and Cafes

Option	Agree	Disagree	No Opinion
B	40	24	8

Table 4.17

**4.29** The majority of respondents stated that this should be a use to accommodate on existing and allocated sites. A significant number disagree as it should not be a use that requires a significant amount of land at the expense of other employment uses.

### Consideration of Evidence and Policy

#### 4.30 Bournemouth Airport Economic Study (2008)

**4.31** Ancillary uses such as restaurants and cafes are considered a requirement to attract office occupiers whose staff are more likely to require this sort of facility.

### Issues and Options Sustainability Appraisal

**4.32** No clear positive or adverse impacts were identified through the issues and options Sustainability Appraisal.

### Conclusions and Implications for Preferred Options

**4.33** A limited amount of restaurants and cafes can be accommodated as ancillary uses on larger sites where it is required to meet the needs of firms and their employees.

## Issues and Options Consultation Response

### 4.34 Option C – Hotels

Option	Agree	Disagree	No Opinion
C	32	26	11

Table 4.18

## Consideration of Evidence and Policy

### 4.35 Christchurch and East Dorset Employment Land Review 2007

**4.36** The Employment Land Review process has determined that the majority of employment land that can be brought forward in the plan period is required for B1, B2 and B8 uses. There is also a need to provide suitable land and premises to meet the need of growth sectors within non B and non employment uses which are ancillary to employment uses.

### 4.37 Bournemouth Airport Economic Study (2008)

**4.38** A hotel is considered viable to support the projected growth in passenger numbers at Bournemouth Airport which could also provide conference, catering and meeting facilities to support nearby businesses. There are no other employment sites in the plan area where a hotel could be considered commercially viable.

## Issues and Options Sustainability Appraisal

**4.39** No clear positive or adverse impacts were identified through the issues and options Sustainability Appraisal process.

## Conclusions and Implication for Preferred Options

**4.40** Consideration can be given to the provision of a hotel with conference, catering and meeting facilities at Bournemouth Airport if commercial viability can be clearly established.

## Issues and Options Consultation Response

### 4.41 Option D – D2 Assembly and Leisure Uses

Option	Agree	Disagree	No Opinion
--------	-------	----------	------------

D	42	20	9
---	----	----	---

Table 4.19

**4.42** Respondees indicated a requirement for a youth and community centre in Highcliffe.

### Consideration of Evidence and Policy

#### 4.43 Christchurch and East Dorset Employment Land Review (2007)

**4.44** Most employment sites in East Dorset are not closely related to the urban area and are not particularly convenient for assembly uses. It is not anticipated that there will be a significant need for additional assembly uses in the Christchurch urban area. If additional need is identified it may affect employment sites on Stour Road, Somerford Road and Avon Trading Park if alternative sites cannot be identified. If assembly uses are to be considered it should not prejudice the ability to meet projected demand for B1, B2 and B8 and key growth sectors within Non B. Some demand for assembly uses has been identified in Highcliffe but this is not likely to affect any sites in the existing portfolio.

#### 4.45 Bournemouth Airport Economic Study (2008)

**4.46** This study determines that large sites near to or within urban areas are attractive to firms in this sector. Modern business parks commonly have health and fitness facilities to meet the requirement of firms and staff.

### Issues and Options Sustainability Appraisal

**4.47** No clear adverse impacts have been identified in relation to this option. Positive impacts include the improvement in the provision of community facilities and facilitating participation in cultural activities (Objectives 16 and 17)

### Conclusions and Implications for Preferred Options

**4.48** The majority of existing employment land supply exists in locations not convenient to assembly uses. In Christchurch Borough current perceived need for additional assembly uses is in Highcliffe and this does not affect employment sites in the existing portfolio. Leisure uses such as health and fitness centres could be accommodated on higher quality sites within the existing portfolio. This would be ancillary to main employment development to serve the needs of firms and staff on high quality sites.

### Issues and Options Consultation Response

#### 4.49 Option E – Selling or displaying of motor vehicles / retail warehouses

Option	Agree	Disagree	No Opinion
--------	-------	----------	------------

E	32	20	14
---	----	----	----

Table 4.20

## Consideration of Evidence and Policy

### 4.50 Christchurch and East Dorset Employment Land Review 2007

**4.51** The projected demand for employment land across the plan area for B1, B2 and B8 will require most of the supply of employment land which can be delivered during the plan period. Additional pressure will also be placed on the existing portfolio for accommodating growth industries within non B use classes. The provision of retail warehouses on employment sites will prejudice our ability to meet projected demand for B class uses and will not make a significant contribution to providing high quality employment opportunities and raising GVA output.

**4.52** There are a number of car showrooms within the Christchurch urban area which do provide for a significant number of skilled employment opportunities. Where there is a market demand this use can be considered on employment sites within the existing portfolio.

## Issues and Options Sustainability Appraisal

**4.53** The Sustainability Appraisal assessment did not identify any clear positive or adverse impacts.

## Conclusions and Implications for Preferred Options

**4.54** The selling and display of motor vehicles can make a significant contribution to the local economy while providing a range of employment opportunities. This use may be considered for some employment sites in the plan area but in conjunction with meeting the land and premises requirements for other business activity that can be attracted to the plan area.

### 4.55 Option F – Other

**4.56** Preferred options to address this issue are set out in the Core Strategy under the following issue:

**4.57** Issue: What sort of uses should be promoted on established and allocated sites (Core Strategy Chapter – Creating Prosperous Communities)

## Issue Identified at Issues and Options

**EG7 – How can we influence the availability of skilled labour to meet the needs of local business and inward investment?**

## Issues and Options Consultation Response

**4.58** Option A - We should adopt positive policies to encourage the provision of education and training facilities

Option	Agree	Disagree	No Opinion
A	91	0	9

Table 4.21

### Consideration of Evidence and Policy

#### 4.59 Christchurch and East Dorset Employment Land Review (2007)

**4.60** The Employment Land Review process has identified a skills shortage across the plan area requiring the provision of additional training opportunities to meet the needs of local employers.

### Issues and Options Sustainability Appraisal

**4.61** No clear adverse impacts were identified in relation to this option. Positive impacts include enhancing provision of and access to learning and community facilities (Objective 14) and helping to promote a sustainable economy (Objective 24).

### Issues and Options Consultation Response

**4.62** Option B - We should seek to establish links between Bournemouth University and local business to promote innovation and the sharing of knowledge such as examining the potential satellite sites for university departments.

Option	Agree	Disagree	No Opinion
B	89	0	9

Table 4.22

### Consideration of Evidence and Policy

#### 4.63 Bournemouth Airport Economic Study (2008)

**4.64** The Nathaniel Lichfield and Partners study highlights the economic benefits of the links between universities and business that relate to knowledge transfer and assisting the process of research and development. Nathaniel Lichfield and Partners observed that given the existing specialisms of Bournemouth University there is currently little scope to establish productive links between the university and local business.



## Issues and Options Sustainability Appraisal

**4.65** No clear adverse impacts were identified in relation to this option. Positive impacts include enhancing provision of an access to learning and community facilities (Objective 14) and helping to promote a sustainable economy (Objective 24).

## Conclusions and Implications for Preferred Options

**4.66** The Core Strategy can influence the availability of skilled labour through the provision of sufficient employment land in the right locations with the necessary locational attributes to attract a range of inward investment and business activity offering a range of skilled employment opportunities. The Core Strategy will also address the provision of housing to meet need alongside the provision of high quality community services / essential facilities and the establishment of a high quality built and natural environment which helps to attract skilled workers to the area. This issue will be addressed in this paper under Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting locational requirements of businesses?. This issue is also addressed in part by Issues:

- Issue: Are there any places where new employment sites should be provided in East Dorset? (East Dorset Employment Land Key Issue Paper, Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)

**4.67** The identification of sites for future employment development in East Dorset that will contribute to offering a range of employment opportunities. Issue: What sort of employment premises are required in Christchurch and where? seeks to provide the appropriate range of business premises in Christchurch to meet the needs of existing businesses and those that can be attracted to the area which will help facilitate the location of a range of business activity including skilled employment opportunities. Issue: What sort of uses should be promoted on established and allocated sites? addresses the range of employment uses to be accommodated on sites in the plan area which can also influence the type of employment opportunities available. addresses this issue in part by setting out an approach to rural diversification and appropriate employment development in rural areas that will generate employment.

### **4.68 Preferred options to address this issue are set out in the Core Strategy under the following issues:**

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting locational requirements of businesses? (Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (East Dorset Employment Land Key Issue Paper, Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Which measures should be adopted to support the rural economy? (Core Strategy – Creating Prosperous Communities Chapter)

### Issue Identified at Issues and Options

EG8) How can we promote development which offers high quality employment opportunities?

### Issues and Options Consultation Response

**4.69 Option A – The use of employment policies to promote high quality employment uses on established and allocated employment sites**

Option	Agree	Disagree	No Opinion
A	61	11	12

Table 4.23

### Issues and Options Sustainability Appraisal

**4.70** No clear adverse impacts were identified through the Sustainability Appraisal. Positive impacts were identified for enhancing the provision of learning opportunities (Objective 14) and sustainable economic growth (Objective 24).

### Consideration of Evidence and Policy

**4.71 Christchurch and East Dorset Employment Land Review (2007)**

**4.72** The Employment Land Review process has reviewed the locational attributes of sites within the existing employment portfolio and the range of business activity which can be attracted. In taking a market facing approach it is possible to attract higher order uses to some sites which offer the appropriate locational attributes.

### Issues and Options Consultation Response

**4.73 Option B – Provide a sufficient range of sites in appropriate locations meeting the locational requirements of key growth sectors**

Option	Agree	Disagree	No Opinion
B	73	6	10

Table 4.24

### Consideration of Evidence and Policy

**4.74 Planning Policy Statement 4**

**4.75** PPS4 sets out a requirement to meet the floorspace and land requirements of 'economic development' which includes employment uses within B use class and Non B use class. Emphasis is also placed on supporting the promotion and expansion of networks of knowledge driven or high technology industries. The Core Strategy is examining the site requirements of key growth sectors including knowledge driven / high technology industries and the extent to which their needs can be accommodated on sites within the plan area.

#### **4.76 Christchurch and East Dorset Employment Land Review (2007)**

**4.77** The Employment Land Review examines in further detail the locational improvements required for sites within the existing employment portfolio. The Employment Land Review establishes the identified growth sectors which can be attracted to the plan area and the locational improvements required. An assessment of the prospects for different sector activity was undertaken for the plan area. The sector assessment reviews the prospects to promote some of the key sectors identified in the Regional Economic Strategy.

<b>Business Sector</b>	<b>Scope for Growth in Christchurch</b>	<b>Scope for Growth in East Dorset</b>
Business Aviation	Limited scope for growth	Limited scope for growth
Aircraft Maintenance / Repair and Overhaul	Low level growth possible	Limited scope for growth
Air Freight	Limited scope for growth	Limited scope for growth
General Manufacturing / Engineering	<b>Good prospects for growth</b>	<b>Good prospects for growth</b>
Advanced Engineering	<b>Good prospects for growth</b>	Limited scope for growth
Environmental Technologies	Low level growth possible	Low level growth possible
General Office / Financial and Business Services	<b>Reasonable prospects for growth</b>	Low level growth possible
ICT	Low level growth possible	Low level growth possible
Biotechnology and Medical Related Services	Limited scope for growth	Limited scope for growth
Marine Technologies	<b>Reasonable scope for growth</b>	Limited scope for growth
Cultural / Creative Industries	Limited scope for growth	Limited scope for growth
Leisure / Hospitality	Low level growth possible	Low level growth possible
Distribution and Logistics	<b>Reasonable prospects for growth</b>	<b>Reasonable prospects for growth</b>

Food and Drink	Limited scope for growth	Limited scope for growth
----------------	--------------------------	--------------------------

Table 4.25

### Issues and Options Sustainability Appraisal

**4.78** No clear significant adverse impacts were identified in relation to this option. Positive impacts of adopting this approach include enhancement to learning opportunities as a result of higher order businesses / knowledge related businesses choosing to locate in the area (Objective 14). The attraction of key sector activity also supports the objective of achieving sustainable economic growth (Objective 24).

### Conclusions and Considerations for Preferred Options

**4.79** Sufficient land and premises with necessary locational attributes will be provided in appropriate locations to meet the requirements of growth sectors / business activity that offer high quality employment opportunities and make a significant contribution to raising GVA output which can be attracted to the plan area. In current economic conditions this will principally be to accommodate the needs of the following sectors which have greatest prospect for growth:

- General manufacturing / engineering,
- Advanced engineering,
- General office / financial and business services
- Marine technologies
- Distribution / logistics.

**4.80** The specific sectors referred to above have been identified from a market facing perspective as having the greatest prospect for growth in the plan area. The Councils will seek to accommodate and meet the requirements of other key sector activity should an interest be expressed to locate in the area.

**4.81 Preferred options to address this issue are set out in the Core Strategy under the following issues:**

- Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting locational requirements of businesses? (Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Are there any places where new employment sites should be provided in East Dorset? (East Dorset Employment Land Key Issue Paper, Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Where and how much employment development should there be in Christchurch and East Dorset? (Core Strategy – Key Strategy Chapter)
- Issue: What sort of uses should be promoted on established and allocated sites? (Core Strategy – Creating Prosperous Communities Chapter)
- Issue: Which measures should be adopted to support the rural economy? (Core Strategy – Creating Prosperous Communities Chapter)

**EG9) Which measures should be adopted to support the rural economy?****4.82 A – Farmers should be allowed more freedom to diversify into business not directly related to farming****Issues and Options Consultation Response**

Option	Agree	Disagree	No Opinion
A	54	27	12

Table 4.26

**4.83** The majority of responses supported farmers diversifying into business not directly related to farming, but a significant percentage objected (29%). Respondees supported diversification into tourism, leisure and local industries. Uses noted to restrict in rural areas include heavy industries associated with higher levels of pollution.

**4.84** Business units in rural areas should also be accessible by sustainable transport modes. The Highways Agency stated that the transport impacts of development in rural areas should be clearly assessed. Responses further stated that development in rural areas should be in close proximity to the workforce and customer base to limit journey distances.

**4.85** Respondees also identified that this is also related to a need to enhance village facilities and services and to ensure some provision of cultural services in rural areas e.g. community centres, arts centres, amateur theatre.

**Consideration of the Evidence and Policy**

**4.86** Policy EC6 of PPS4 (2009) describes the need for policies setting out criteria to be applied in planning applications for farm diversification projects. It states that in rural areas, local planning authorities should:

- strictly control economic development in open countryside away from existing settlements, or outside areas allocated for development in development plans
- Identify local service centres (which might be a country town, a single large village or a group of villages) and locate most new development in or on the edge of existing settlements where employment, housing (including affordable housing), services and other facilities can be provided close together
- Support the conversion and re-use of appropriately located and suitably constructed existing buildings in the countryside (particularly those adjacent or closely related to towns or villages) for economic development
- Set out the permissible scale of replacement buildings and circumstances where replacement of buildings would not be acceptable
- Seek to remedy any identified deficiencies in local shopping and other facilities to serve people's day-to-day needs and help address social exclusion
- Set out the criteria to be applied to planning applications for farm diversification, and support diversification for business purposes that are

- Consistent in their scale and environmental impact with their rural location
- Where appropriate, support equine enterprises, providing for a range of suitably located recreational and leisure facilities and the needs of training and breeding businesses that maintain environmental quality and countryside character.

**4.87** However, it is also stated that it should be ensured that the countryside is protected for the sake of its intrinsic character and beauty, landscape diversity, heritage and wildlife, natural resources and to ensure it may be enjoyed by all.

**4.88** Evidence in the ODPM report on farm diversification (2001) concludes that diversification varies in different areas. It describes remote rural areas as having 6 times the number of applications per head of population compared to the urban fringe, highlighting its importance to the economy of remote areas. Conversely, urban fringe areas receive nearly 3 times as many applications per unit area, highlighting the greater development pressures in these areas. The report also emphasises the clarity needed on what the diversification should deliver at the local level and for whose benefit. This was reflected in PPS7 and subsequently in PPS4 by the need for criteria based policies, which should reflect local needs. The report described the more commonly used and acceptable uses for rural diversification, including tourism, leisure and related activities, equestrian, light manufacturing, storage / haulage and offices, renewable energy and some forms of retail (farm shops and pick your own).

**4.89** Just under half of East Dorset's countryside area and the whole of Christchurch's area outside the defined urban area is designated as Green Belt. Diversification in the Green Belt needs to be consistent with PPG2, which includes assisting in safeguarding the countryside from encroachment.

**4.90** PPS7 confirms nationally designated areas, which includes Areas of Outstanding Natural Beauty (AONB) as having the highest status of protection in relation to landscape and scenic beauty. Therefore, the conservation of this should be given great weight through planning policies. However it is also acknowledged that support should be given to suitably located and designed development necessary to facilitate the economic and social well-being of the designated areas. Outside of these designated areas, there may other areas of landscape valued particularly highly at a local level. PPS7 describes the use of landscape character assessments and criteria based policies to guide any development in these locations.

**4.91** The AONB Management Plan (2009) supports rural regeneration opportunities that help to conserve and enhance the AONB and its setting. It must be ensured however that they embrace sustainable development principles and the objectives of the AONB designation.

### **Issues and Options Sustainability Appraisal**

**4.92** No clear adverse impacts were identified in relation to this option as impacts depend upon the nature of business activity and its location. Positive impacts include the benefits to the promotion of a sustainable economy (Objective 24).

### **Conclusions and Implications for Preferred Options**

**4.93** As PPS4 now provides criteria for economic development in rural areas through policy EC6, the Core Strategy will only need to provide a limited amount of additional detail. The preferred option for this issue will identify a range of acceptable activities for rural diversification based on the following:

- Tourism
- Leisure

- Equestrian
- Manufacturing
- Storage / haulage and offices
- Renewable energy
- Retail (farm shops and pick your own).

**4.94** This would also look at links with existing village facilities and services as a way of further enhancing them, by ensuring preference is given to development closest to those settlements. There are likely to be rural economic needs of specific areas, which will also be influenced by what development can be permitted in Green Belt or AONB areas. Development Management criteria will need to take these into account along with more general impact on landscape character, visual impacts and consideration of traffic generation. The Core Strategy vision will also include detail on the economic vision for the rural economy consistent with national and regional policy.

**4.95 B – Farmers should be helped to re-use redundant farm buildings for commercial and business uses.**

**Issues and Options Consultation Response**

Option	Agree	Disagree	No Opinion
B	63	20	12

Table 4.27

**4.96** Most respondees stated that farmers should be supported to re-use redundant farm buildings for commercial and business uses but as with the previous option, a significant percentage objected (21%).

**Consideration of the Evidence and Policy**

**4.97** PPS4 looks to local authorities to strictly control economic development in open countryside away from existing settlements, but should look to support the conversion and re-use of appropriately located and suitable constructed existing buildings in the countryside for economic development. Particular emphasis is given to those sites adjacent to or closely relating to towns or villages (local service centres). It goes further by providing detailed Development Management policies on the re-use of buildings (Policy EC12), where preference is given to economic development purposes ahead of residential conversions. The criteria set out for determining planning applications includes:

- Supporting development which enhances the vitality and viability of market towns and other rural service centres
- Supporting small-scale development where it provides the sustainable option in villages, or other locations, that are remote from local service centres, recognising that a site may be acceptable location for development even though it may not be readily accessible by public transport

- Taking account of the impact on the supply of employment sites and premises and the economic, social and environmental sustainability of the area, when considering planning applications involving the loss of economic activity.
- Approving planning applications for the conversion and re-use of existing buildings in the countryside for economic development, particularly those adjacent or closely related to towns or villages, where the benefits outweigh the harm in terms of:
  - the potential impact on the countryside, landscapes and wildlife
  - local economic and social needs and opportunities
  - settlement patterns and the level of accessibility to service centres, markets and housing
  - the need to conserve, or the desirability of conserving, heritage assets and
  - the suitability of the building(s), and of different scales, for re-use recognising that replacement of buildings should be favoured where this would result in a more acceptable and sustainable development than might be achieved through conversion

**4.98** The current East Dorset Local Plan (2002) contains a policy for the re-use of existing buildings in the countryside in order to encourage farm diversification and employment opportunities to further promote employment, tourism or recreational uses. It sets criteria based around:

- Design, form and bulk of buildings are in keeping with the rural area, both before and after any conversion
- Changes of use will not result in loss of character or integrity of the building's structure
- Development does not include open storage or vehicle parking that would impact on the character of the area
- Traffic generated by the development does not damage or alter the character of the road or its use
- The building's size is adequate to accommodate the proposed use without the need for significant additions or extensions

**4.99** The Christchurch Local Plan 2001 identifies a need to allow flexibility in the Green Belt in order to help diversification of the rural economy and to safeguard particular buildings from neglect. The Local Plan sets out a policy for re use of buildings and their curtilage in the Green Belt for employment, tourism and recreation which satisfy the following criteria:

1. It does not have a materially greater impact than the present use on the openness of the Green Belt and the purpose of including land in it.
2. The building is suitable for the proposed use without major re-building and would not require significant alteration which would damage its fabric and character, or detract from the local characteristics and landscape quality of the area.
3. Any extensions to buildings and associated uses of land surrounding the building should not conflict with the purposes of including land in the Green Belt.
4. The form, bulk and general design are in keeping with their surroundings
5. The use would not result in a loss of amenity or spoil the enjoyment of other users of the countryside by noise, traffic generation or other disturbance.

### Issues and Options Sustainability Appraisal

**4.100** There were clear positive benefits towards the minimising of waste / recycling (Objective 5), the protection of heritage (Objective 18) and promoting a sustainable economy (Objective 24) with this option. However, several other impacts are uncertain (such as the need to travel, flooding, soil contamination and landscape enhancement) as specific sites are yet to be identified.



**Conclusions and Implications for Preferred Options**

**4.101** As PPS4 now provides a detailed set of Criteria for the re-use of buildings in the Countryside, the Core Strategy will only need to provide a limited amount of additional detail. The Core Strategy will need to make reference to Policy EC12 in PPS4 to reflect this. An alternative option would be to include specific criteria in addition to more general farm diversification of Option A above, and take account of:

- The potential impact on the countryside, including the landscape and biodiversity
- Potential impact on amenity and enjoyment of the countryside through noise and traffic generation
- Impact on the openness of the Green Belt and the purpose of including land within it
- Impact of traffic generation on the road network and local character
- Specific local economic and social needs, and opportunities
- Settlement patterns and accessibility to service centres, markets and housing
- The suitability of different types of buildings, and of different scales for re use
- The need to preserve buildings of historic or architectural importance / interest, or which otherwise contributes to local character.

**4.102** C - New small scale business development in the countryside should be located near to larger settlements, to minimise travel and car use.

**Issues and Options Consultation Response**

Option	Agree	Disagree	No Opinion
C	57	20	15

Table 4.28

**4.103** Most respondees stated that new small scale business development in the countryside should be located near to larger settlements to minimise car use. As with the previous options, a significant proportion also objected to this (22%).

**Consideration of the Evidence and Policy**

**4.104** Please see policy and evidence for options A and B. In addition to this, policy EC6 of PPS4 states local authorities should first have identified local service centres, look to locate development in or on the edge of these settlements, where employment, housing, services and other facilities can be provided close together.

### Issues and Options Sustainability Appraisal

**4.105** This option has clear benefits to reduce the need to travel (objective 7), as well as promoting a sustainable economy (objective 24). There are less certain impacts relating to protection of habitats (objective 1), town centre viability (objective 23) and minimising waste (objective 5) as the option does not specify exactly where development will take place.

### Conclusions and Implications for Preferred Options

**4.106** By reflecting current national policy, Core Strategy policy should place emphasis on business development located more closely to existing settlements. A criteria based policy for general rural development and diversification should include a specific criteria to set a location preference or hierarchy – using the settlement strategy set out in the Core Strategy, whilst at the same time continuing to ensure it facilitates healthy and diverse economic activity in rural areas.

**4.107 D – Maintain land for agriculture and restrict alternative use diversification.**

### Issues and Options Consultation Response

Option	Agree	Disagree	No Opinion
D	44	27	13

Table 4.29

**4.108** The majority stated that land should be maintained for agriculture with alternative uses restricted but a significant proportion of people disagree (32%). However, a greater number of people agreed for increased farm diversity in Option A than disagreed to this option, which makes it difficult to draw a clear conclusion from the consultation response.

### Consideration of Evidence and Policy

**4.109** PPS7 describes that the presence of the best and most versatile agricultural land (grades 1, 2 and 3a) should be taken in to account alongside other sustainability considerations when determining planning applications. It also suggests that Local Development Documents can include policies to protect specific areas of this grade of agricultural land, but it is the decision of the local authority whether this most versatile agricultural land can be developed, based on competent advice. However, there are only very limited areas of this grade in Christchurch and East Dorset.

**4.110** In more general terms, Policy EC6 of PPS4 states that local authorities should ensure that the countryside is protected for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and to ensure it may be enjoyed by all. There is the potential for uses diversification to impact on several of these factors if they are not of the right scale of character themselves to fit the surrounding countryside.

**Issues and Options Sustainability Appraisal**

**4.111** The Sustainability Appraisal identifies an adverse impact in restricting rural diversification on the achievement of sustainable economic growth (objective 24). A positive impact of pursuing this option concerns the enhancement of landscape character (objective 22)

**Conclusions and Implications for Preferred Options**

**4.112** There is limited benefit for adding a policy referring to the loss of specific areas of the best and most versatile agricultural land due to the small areas within Christchurch and East Dorset. National Policy can be best used in this instance.

**4.113** In more general terms when restricting alternative uses for agricultural land, this may lead to better protection of the countryside’s intrinsic character and beauty, as well as the diversity of its landscapes, heritage and wildlife, but will be potentially at the cost of promoting healthy and diverse economic activity. In order to meet these requirements and allow some diversification, a list of defined uses could be added to a Core Strategy policy, such as renewable energy crops or recreational uses.

**4.114 E – Encourage equestrian related activity and other leisure related activities.**

**Issues and Options Consultation Response**

Option	Agree	Disagree	No Opinion
E	71	8	13

Table 4.30

**4.115** The vast majority of responses encouraged equestrian related activity and other leisure related activities.

**Consideration of Evidence and Policy**

**4.116** Policy EC6 of PPS4 supports where appropriate equine enterprises and for the provision of a range of suitably located recreational and leisure facilities where they maintain environmental quality and countryside character.

**4.117** Green Belt and AONB considerations as described under Option A are also relevant here.

**4.118** Equestrian uses are very common in the area, particularly in urban area fringes.

### Issues and Options Sustainability Appraisal

**4.119** No clear adverse impacts were identified in relation to this option. Positive benefits include supporting healthy lifestyles (Objective 12), provision and access to learning opportunities (Objective 14), provision of a community facility (Objective 16), provision of and improved access to cultural activity (Objective 17) and facilitating a sustainable and growing economy (Objective 24)

### Conclusions and Implications for Preferred Options

**4.120** The Core Strategy can include this issue as part of a wider rural development policy, using a set of criteria that whilst supporting both equestrian uses and other leisure related activities, ensures environmental quality and countryside character is maintained in line with other policies and landscape designations.

**4.121** There are also links to the Improving Sports and Leisure Facilities and providing Green Infrastructure Key Issue Paper in the provision of land for other recreational uses.

**4.122** **F – Live / work units should be encouraged as exceptions to normal housing policy in rural areas.**

### Issues and Options Consultation Response

Option	Agree	Disagree	No Opinion
F	54	14	19

Table 4.31

**4.123** The majority of those responding to this option (62%) encourage live / work units as exceptions to normal housing policy in rural areas.

### Consideration of Evidence and Policy

**4.124** Policy EC2 of PPS4, states local planning authorities should ensure Local Development Documents can facilitate new working practices, such as live/work.

**4.125** The AONB Management Plan (2009) highlights problems of home work in the AONB relating to poor infrastructure, and in particular access to services and slow broadband communications.

### Issues and Options Sustainability Appraisal

**4.126** There were no clear adverse impacts identified in relation to this option. Positive impacts include reducing the need to travel (Objective 7) and the promotion of a sustainable and growing economy (Objective 24)

### Conclusions and Implications for Preferred Options

- 4.127** This is an issue that only relates to East Dorset as there are no areas within Christchurch where housing exceptions policies would be appropriate.
- 4.128** When considering the high levels of constraints that exist in the countryside of East Dorset, namely Green Belt and AONB, combining employment with the limited new residential development proposed for the rural area may be a solution to minimising their impacts, whilst also ensuring housing and employment needs are met. Therefore, when taking into account government guidance to facilitate new working practices to achieve sustainable development objectives, then it would be prudent to ensure policies in the Core Strategy do not rule out its potential.
- 4.129** Preferred options to address this issue are set out in the Core Strategy under the following issues:
- 4.130** Issue: Which measures should be adopted to support the rural economy?

## 5 Options

**Issue: 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 KS13 (Core Strategy, Key Strategy Chapter)**

#### **5.1 Provision of Employment Land**

**5.2** Sufficient land with the necessary locational attributes will be provided in appropriate locations to meet the requirements of businesses currently located in the districts and those that can be attracted to the area to 2026. An appropriate mix of premises will be encouraged on employment sites within the portfolio to meet these business needs. Live / work units will be encouraged for business activity that is acceptable in environmental terms (noise, discharges by emissions by land, air or water) and that will not affect the health, safety or amenities of nearby land.

**5.3** Employment land supply located in Christchurch and East Dorset will contribute in part to meeting the wider strategic requirement across South East Dorset as determined in the 2008 Bournemouth, Dorset and Poole Workspace Strategy. In particular, strategic sites such as Bournemouth Airport Business Park (options in East Dorset to be determined following public consultation) will contribute to this wider sub regional requirement. The combined district level requirement for Christchurch, East Dorset, and Bournemouth is 65.3ha. In order to meet this overall requirement, and in relation to existing land supply approximately 20ha in Christchurch and 30ha in East Dorset is required as a minimum to meet projected demand to 2026. Subject to suitable transport infrastructure improvements serving Bournemouth Airport and employment site options in East Dorset there is scope to bring forward 50 – 65ha of employment land across the area. The higher development figure would provide some flexibility over and above projected employment land requirements set out in the Workspace Strategy. Employment activity which makes a significant contribution to innovation, raising economic productivity and highly skilled and well paid jobs will be encouraged on employment sites within the area that can offer the necessary locational attributes.

### **Preferred Option PC1 (Core Strategy, Creating Prosperous Communities Chapter)**

#### **5.4 Developing an Employment Site Hierarchy**

**5.5** 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.

**5.6** 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, B2 and B8 uses. On these sites activity within non B use class 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.

#### 5.7 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**

5.8 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.**

5.9 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:

#### 5.10 Christchurch Sites:

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

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

**Preferred Option PC2 (Core Strategy, Creating Prosperous Communities Chapter)**

5.11 Consider alternative uses for employment land where justified by market evidence

**5.12** 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.

### **Alternative non Preferred Option PC3 (Core Strategy, Creating Prosperous Communities Chapter)**

#### **5.13 Maintain all employment sites**

**5.14** All established and allocated sites should remain in employment use.

**Issue: What sort of employment premises are required in Christchurch and where?**

### **Preferred Option PC10 (Core Strategy, Creating Prosperous Communities Chapter)**

#### **5.15 Provision of Employment Premises in Christchurch:**

**5.16** 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:

#### **5.17 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)

#### **5.18 Avon Trading Park**

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

#### **5.19 Bridge Street**

- Small purpose built offices

#### **5.20 Former BAE site**

- Small business units (industrial), warehouses, start up/incubator premises
- Small purpose built offices (moderate demand)

#### **5.21 Groveley Road**

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



### 5.22 Priory Industrial Park

- Small business units (industrial), warehouses, start – up/incubator premises
- Larger business units (industrial), small purpose built office units (moderate demand).

### 5.23 Sea Vixen

- Small business units (industrial), warehouses, start up/incubator premises
- Recycling / environmental industries e.g. waste recycling plants (moderate demand)

### 5.24 Somerford Road

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

### 5.25 Stony Lane

- Small business units (industrial), warehouses, start up/incubator premises
- Small purpose built offices (moderate demand)

### 5.26 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(Core Strategy, Creating Prosperous Communities Chapter)

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

### Issue: What range of uses should be promoted on established and allocated sites?

### Preferred Option PC 12(Core Strategy, Creating Prosperous Communities Chapter)

5.28 The projected requirements for B1, B2 and B8 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 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.

**5.29** 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.

**Issue: Which measures should be adopted to support the rural economy?**

**Preferred Option PC 13 (Core Strategy, Creating Prosperous Communities Chapter)**

**Criteria-based rural economy**

**5.30** 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 Leonard's & St Ives, Sixpenny Handley, Sturminster Marshall, Verwood, West Moors, Wimborne, Burton, Winkton and Hurn and the main urban area of Christchurch.

**5.31** 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.

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

**5.33** 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)

**5.34** 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 (Core Strategy, Creating Prosperous Communities Chapter)

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

**5.35** 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.

## 6 Implementation

**6.1** This implementation section highlights infrastructure requirements related to the implementation of the Core Strategy approach to sustainable economic growth. This sets out items of infrastructure combined with the projected timing for their delivery, potential sources of funding and the bodies responsible for ensuring delivery. The implementation of the strategy will involve partnership working with other key stakeholders and delivery through other plans and strategies as part of a spatial approach. The infrastructure plan set out here will inform the production of the local development framework infrastructure plan and the preparation of a development contributions policy.

<b>Issue: How can we ensure that there is a sufficient amount and range of employment land and premises meeting the locational requirements of businesses? (Christchurch) Details of implementation of East Dorset sites is set out in the East Dorset employment land key issue paper.</b>			
<b>Site with Available Employment Land</b>	<b>Scale of Development and Timing</b>	<b>Funding</b>	<b>Responsibility</b>
<b>Airport Business Park</b>	12 – 15ha Long term	Developer Contributions Local Enterprise Partnership	Manchester Airports Dorset County Council South East Dorset authorities
<b>Former BAE Site</b>	4ha (Short Term)	Possible Developer Contributions	Landowner
<b>Gasworks Site</b>	1.5ha (Long Term)	Developer Contributions	Landowner
<b>Vacant Land at Avon Trading Park</b>	0.7ha (Short Term)	Developer Contributions	Landowner
<b>Grange Road</b>	0.4ha (Medium Term)		CBC
<b>Bournemouth and West Hants Water</b>	Bournemouth and West Hants Water 0.7ha		
<b>Total</b>			

Table 6.1

<b>Issue How can we ensure that there is a sufficient amount and range of employment land and premises to meet the needs of local business and inward investment?</b>			
	<b>Timing</b>	<b>Funding</b>	<b>Responsibility</b>
<b>Employment Site Hierarchy</b>	Policy approach established toward sites upon adoption of Core Strategy. Upgrading of Avon Trading Park, Bournemouth Airport Northern Development Zone, and business parks located off Somerford Road (Long Term).	For upgrading of sites redevelopment costs responsibility of landowner.	Landowner  CBC through Core Strategy, Site Specific Allocations, and Airport Supplementary Planning Document.

Table 6.2

<b>Issue: Employment premises required in Christchurch</b>			
<b>Site with Available Employment Land</b>	<b>Timing</b>	<b>Funding</b>	<b>Responsibility</b>
<b>Business parks located off Somerford Road</b>	Short, medium and long term provision of premises	Landowner	Landowner  CBC through planning consents
<b>Former BAE Site</b>	Short, medium and long term provision of premises	Landowner	Landowner  CBC through planning consents
<b>Avon Trading Park</b>	Short, medium and long term provision of premises	Landowner	Landowner  CBC through planning consents
<b>Groveley Road</b>	Short, medium and long term provision of premises	Landowner	Landowner  CBC through planning consents

<b>Priory Industrial Park</b>	Short, medium and long term provision of premises	Landowner	Landowner CBC through planning consents
<b>Bridge Street</b>	Short, medium and long term provision of premises	Landowner	Landowner CBC through planning consents
<b>Somerford Road</b>	Short, medium and long term provision of premises	Landowner	Landowner CBC through planning consents
<b>Stony Lane</b>	Short, medium and long term provision of premises	Landowner	Landowner CBC through planning consents
<b>Wilverley Road</b>	Short, medium and long term provision of premises	Landowner	Landowner CBC through planning consents

Table 6.3

<b>Issue: Uses to be accommodated on established and allocated employment sites</b>			
	<b>Timing</b>	<b>Funding</b>	<b>Responsibility</b>
	Upon adoption of the Core Strategy and through determination of planning applications.	N / A	CBC

Table 6.4