

Core Strategy Area Profile

Options for Consideration
Consultation

4th October – 24th December 2010

Wimborne and Colehill



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

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1 Area Overview

1.1 The market town of Wimborne Minster has a population of 6,600, with a high number of elderly residents and a mix of housing stock, including Victorian terraces and villas and modern suburban dwellings and flats. The historic town centre is well served with good public bus services to adjoining towns, and a large number of small shops and services. Wimborne has a good range of healthcare facilities, a large public library and Redcotts, a park with tennis, football pitches and a lawn bowling green. There are three employment sites in the town at Brook Road, Riverside Park and Stone Lane, one of the largest employers being Flight Refuelling Aviation. There are two first and one middle school in Wimborne, and several allotment sites.

1.2 Colehill has a slightly larger population than Wimborne at 6,720. The population has declined in numbers over the last 20 years from 7,140, reflecting the trend for "empty nesters" to remain living in Colehill after their children have left home. The easily accessible schools make Colehill popular with families who continue to make up a high proportion of the population. There are fewer households in Colehill than in Wimborne but a higher population which reflects the higher number of families living here. The standard of housing is relatively good as much modern suburban housing developed in the 1960's and 70's. There was high population growth during this period from 2,300 in 1951 to over 6,000 people. There is a good public bus service through central Colehill, but not out to the rural area of Furzehill and Deans Grove. Facilities have not kept pace with the population. There are 6 schools in Colehill, one middle, one primary, two first, one special needs and one private school and there is good access to the countryside and to the Forestry Commission land at Cannon Hill Plantation. There are however a handful of small basic shops, with a library, post office, pharmacy and newsagents, but no supermarket or health clinic. Colehill has a large public memorial hall, but lacks dedicated sports facilities, sufficient play equipment and teenage facilities. There is little direct employment in Colehill except for the East Dorset District Council Offices based at Furzehill, and the local schools.

1.3 For both parishes, the cost of housing is very high relative to income, with many young families being unable to afford to live there. The lack of large sites for building land, and the green belt encompassing both settlements, has restricted new housing development in recent years. This has led to an imbalance in the population with more elderly residents than younger ones, and fewer incoming families, except those on higher incomes, due to the high costs of housing and the lack of supply.

1.4 With some older housing stock, Wimborne has 5.8% of properties lacking basic amenities (such as an inside bathroom or central heating), which is high when compared to the rest of East Dorset. Wimborne also has a high number of social housing units at 22% of housing stock, with Leigh Park suffering from one of the highest areas of multiple deprivation in East Dorset. The main tenure in both Colehill and Wimborne is owner occupation at 88.9% in Colehill East, 93.4% in Colehill West, and 65.6% in Wimborne.

1.5 The lack of employment or a supermarket in Colehill means it acts as a commuter settlement. Whilst Wimborne is more sustainable as a settlement, many residents choose to shop at larger supermarkets in Poole and Ferndown, and are likely to work elsewhere in the conurbation. The recently opened Waitrose supermarket in the town centre will however, have altered the shopping pattern of many residents within Wimborne and Colehill as well as within a wider area. There is great synergy between the two settlements, Wimborne has a range of sports facilities, whereas Colehill has more schools. However, both settlements have distinct identities with an important narrow Green Belt gap between.

1.6 Strategic Issues

- The settlements have a good range of facilities.
- The cost of housing is high relative to income.
- Both Wimborne and Colehill have high numbers of residents aged 65 years or over.
- New housing, particularly affordable housing, needs to be provided, potentially in urban extensions.
- The green gap between the settlements should be maintained.

2 Baseline Data

2.1 The critical Baseline data used is from the 2001 Census or the 2007 mid-year estimates:

2.2 Sources used:

2.3 Colehill Census Parish Profile (2001)

2.4 Colehill Census Town Profile (2005)

2.5 Wimborne Profile www.dorsetforyou.co./index.jsp?articleid=343611 (2010)

2.6 Wimborne Census Town Profile (2005)

2.7 Dorset Survey of Housing Need and Demand (June 2008) Fordham Research

Parish	Wimborne	Colehill (East)	Colehill (West)	East Dorset
Urban Area defined in Local Plan	260 ha (642 acres)			
Population growth	3,743		1,356	51,500
1921	4,075		1,495	68,200
1931	4,487		1,786	78,700
1951	4,158		2,301	83,800
1961	5,000		5,370	
1971	5,530		6,700	
1981	6,200		7,140	
1991	6,500		6,880	
2001			6,720	
Parish Population estimated mid 2008	6,600			85,913
Population Age Structure (2001 Census)				
0 – 15 years	15.4%	19.1%	16.3%	17.1%
15 – 59 years	49.5%	56.9%	56.2%	51.3%
66 - 74 years	18.3%	15.6%	18.6%	18.9%
75+	8.3%	8.3%	9.0%	12.7%

Deprivation Data			
Benefit Population	17.5%	8.9%	
No car/van	25.6%	34.5%	4,121
Highly skilled	42.3%	14.6%	43.4%
Low skills	17.7%	2,840	15.2%
Household Characteristics		0.9%	
Number of all households	3,397	2.7%	35,668
Vacant households (no residents)	1.7%		711 (1.9%)
Number of households without all basic amenities (bathroom /and or heating)	5.8%		4650 (5.6%)

Table 1

3 Planning Policy Context

3.1 Natural Environment

3.2 Leigh Common forms an important wildlife site and is designated as a Local Nature Reserve. The River Allen and River Stour are two principal rivers in the District which run through Wimborne. They are important aesthetically for their recreation value, and for supporting communities of plants and animals. Cannon Hill Plantation on the north eastern edge of Colehill provides a large informal woodland for recreation.

3.3 Flooding

3.4 Wimborne has two rivers which meet in the town, the Stour and Allen. There is a high risk of flooding posed by the chalk fed River Allen with significant areas of Flood Zone 3 in central Wimborne. The town is protected by flood defence measures. Colehill does not have any flooding issues.

3.5 Historic Built Environment

3.6 The historic Saxon town centre of Wimborne Minster has many listed buildings, a central Wimborne Minster Conservation Area and has a Scheduled Ancient Monument at Deans Court. There is also a Conservation Area at Rowlands Hill/St John's Hill in Wimborne and a recently designated rural Conservation Area is at Burts Hill/Merrifield in the north of Colehill parish. The St Catherine's residential area is recognised as one of the only Victorian housing areas in the District developed during the heyday of the railways. It together with Victoria Road are recognised as Special Character Areas. In Wimborne, Giddylake/Beaucroft and Kyrchil/Park Homer in Colehill are Special Character Areas, where the area has a mature quality and identity which sets them apart in the urban environment.

3.7 Design and Landscape

3.8 Description

3.9 Wimborne has a historic tight urban form and new development will need to take account of this, and be sympathetic to the historic architecture, layout and design. In the more recent latter C20th residential areas, the development is at a lower density. Colehill is very different with predominantly low density suburban residential development for much of the area, set within a mature wooded setting on the slopes overlooking Wimborne.

3.10 Special Character Areas

3.11 There are several Special Character Areas in both Wimborne and Colehill. Each area is unique and has been designated because it has a mature quality and identity which sets them apart in the urban environment.

3.12 AONB

3.13 The Dorset and West Wiltshire Downs Area of outstanding Natural Beauty (AONB) covers over 40% of the rural north west of East Dorset. At its southern point the AONB fringes the edge of Wimborne to the north and west. The views both out of and into Wimborne are significant therefore in this area, and development proposals need to be mindful of this attractive landscape.

3.14 Green Belt

3.15 Both Wimborne and Colehill are encircled by the Green Belt. This has successfully prevented the spread of the settlements into the countryside and from coalescing with each other as well as Poole to the south, and Ferndown to the east. Both settlements have retained their own identities and there remains Green Belt land separating both parishes at Leigh Common and Bytheway. In recent years the lack of larger sites for building land and the constraints of the Green Belt has led to infilling within the urban area, and a lack of new affordable housing being built.

3.16 It is considered that the release of small areas of Green Belt land could provide sites for new housing, particularly affordable housing for younger families in the town.

3.17 Strategic Issues

3.18 The key issues are:

3.19 Development in Wimborne needs to have sympathy to the historic environment and the close proximity to the Area of Outstanding Natural Beauty.

3.20 In Colehill, any development needs to be of good design which respects the existing levels of residential densities.

4 Existing Community Facilities

4.1 Retail Provision

4.2 Wimborne's town centre role and the facilities provided at Colehill are outlined in the Retail Provision section of this document.

4.3 Sport and Recreation and Green Infrastructure

4.4 Wimborne has independent cricket, football and rugby clubs with their own pitches, and the publicly owned Redcotts in the town centre, which provides 2 football pitches, 6 tennis courts, lawn bowls and a public park with a skate ramp. Both the Rugby and Football Clubs would like to upgrade their facilities and move to new sites within the town - land south of Leigh Road is under consideration. Queen Elizabeth's School provides an indoor swimming pool, gym and outdoor tennis courts and synthetic pitches. Colehill lacks formal public open space for full size pitches, but a proposed 16 ha site at Bytheway is likely to be provided through development contributions for dedicated natural open space

in Colehill in the near future. There is a private cricket ground to the west of Colehill, and Olivers Park in the Cutlers Place estate has a mini soccer pitch and large adventure play area for children. Both settlements lack much provision for teenagers.

4.5 Wimborne has the benefit of two allotment sites in the centre, at St Catherine's and Cuthbury - although the larger site at Cuthbury is considered as an option for housing development. There is also another site to the north of the town at St Margaret's Hill (Pamphill Parish) with a number of plots. Colehill currently does not have allotments. However, land has been allocated at Bytheway for a number of plots for local residents. The largest open spaces for recreation are at Cannon Hill Plantation in Colehill, Leigh Common, Bytheway, Redcotts, and along the banks of the River Stour. The network of local footpaths and old drovers roads also provide routes away from the built up area for dog walkers and ramblers.

4.6 The main green route across Wimborne is the Castleman Trailway which in part follows the line of the old railway line. This crosses on a SW to NE axis through the town from Poole towards West Moors, St Leonard's and Ringwood. It has a strong line and is used by cyclists, riders and walkers. However, the link between Wimborne and Colehill is disjointed due to historic disposal of land. The Local Plan recognised its importance and supported proposals to recreate the route to make it continuous and pleasant. Part of this route would involve using land at Bytheway in Colehill designated for public open space, and creating another crossing of the River Stour close to the employment land at Riverside Park. The funding of these projects will be secured by planning agreements for a new housing development at the former Flights Refuelling site.

4.7 Another strategic cross route is The Stour Valley Way which bisects Wimborne on a NW to SE axis. This follows in part the line of the former Somerset and Dorset Railway line, stretching from Stourhead in the west to Christchurch in the east on the coast. This route also follows the line of the River Stour and within Wimborne is disjointed around the south of the town. This is a popular leisure route crossing the County. The recent Green Infrastructure Evidence Study (February 2010) supports this route as a key green infrastructure project for the County.

4.8 Within the woods at Cannon Hill Plantation there are many rides and walks for local residents. This land is owned by the Forestry Commission and could play a key destination and link in the South East Dorset sub regional green infrastructure network, particularly in linking the industrial estates at Uddens and Ferndown with Colehill.

4.9 Health

4.10 Victoria Hospital in Wimborne offers minor surgical procedures and has day patients, and the town has 3 GP practices and 3 pharmacies. The Health Authority has expressed an interest in co-locating services with local GP surgeries at Victoria Hospital with growth on the site adjacent to Cuthbury allotments. Colehill does not have any medical provision other than a pharmacy.

4.11 Education

4.12 There are six schools in Colehill, three first schools, the large middle school of St Michael's, a prep school and Beaucroft which caters for children with special needs. There are also two first schools in Wimborne, and Allenbourn Middle School. Wimborne and Colehill both look towards Queen Elizabeth's Upper School (in Pamphill Parish) on the northern fringe of Wimborne for secondary provision. All the schools are very popular and are often over subscribed with a number of children attending from out of catchment. Dorset County Council will be undertaking a review of the current three tier system in the near future.

4.13 General Community Facilities

4.14 Both Wimborne and Colehill enjoy a high number of public halls and meeting rooms, of varying age and condition. Wimborne also has two adult learning centres, a day care centre and a new children's centre at Leigh Park (currently under construction). Colehill has a large modern purpose built Memorial Hall in the centre and the recently built St Michaels' Church Centre. The main library is in Wimborne town centre, but Colehill has a well used branch library.

4.15 Pubs and Restaurants

4.16 Wimborne has an excellent range of independent and national restaurants and pubs in the town centre, as you might expect of a market town. Colehill however has limited provision, with 2 pubs, The Horns and The Barley Mow, both located on the peripheries of the parish in the rural area some distance from the main built up area.

4.17 Leigh Park Children's Centre

4.18 Planning permission was granted in 2009 for a new Children's Centre and community meeting hall in Leigh Park. Leigh Park is an area of post war council housing, and whilst many properties are now privately owned, the estate still has a number of housing association tenants. The new centre and meeting hall has been long awaited by the community.

4.19 Strategic Issues

- The potential provision of a sports village on land south of Leigh Road to provide a new rugby club and a new football club for Wimborne.
- In reviewing Council owned assets, the possible merger or sharing of services and public buildings will be undertaken.
- The potential relocation of the Wimborne Market into the town centre.

4.20 Implementation

4.21 The following green infrastructure proposals are planned:

Scheme	Timescale	Partners	Costs & Funding
Castleman Trailway Bridge across The Stour and route through to Colehill at Bytheway (part of a wider scheme of open space provision and Suitable Alternative Natural Greenspace)	2012 - 2015	Financial Planning contributions East Dorset District Council	£ 2 million To be met by the developer
Stour Valley Way Improved links across Wimborne from Cowgrove towards Canford School along the River Stour	2015 - 2028	Dorset County Council East Dorset District Council	£ unknown Through Community Infrastructure Levy or final iteration, or developer contributions in the Core Strategy
Cannon Hill Plantation Improved access and as a destination in the sub regional context	2015 - 2028	Forestry Commission Dorset County Council East Dorset District Council	£ unknown Through Community Infrastructure Levy or final iteration, or developer contributions in the Core Strategy

Table 2 Green Infrastructure Proposals in Wimborne and Colehill

5 Accessibility Mapping

6 Community Strategy Issues

6.1 Colehill published a Parish Plan in 2008. The following issues and community requirements were identified in it:

6.2 Community Issues

- Library / Memorial Hall - rebuild the library and link it to the Memorial Hall providing a coffee shop and meeting rooms.
- Facilities needed for the elderly
- Facilities needed for teenagers - rebuilding of The Reef
- More shops - green grocer, butchers, farm shop
- A doctors surgery and a dentist
- Traffic congestion at the Co-op crossroads - delivery vehicle parking
- Parked vehicles at schools
- Canford Bottom roundabout seen to be hazardous
- Open space and woodland at Cannon Hill greatly valued
- Potential cycleway from Middlehill Road to Wimborne Road

6.3 New development

- Build more family homes
- Affordable housing not perceived to be needed
- Do not favour flats or high density developments
- Good design seen as important - commission a Village Design Statement
- Employment not perceived to be needed
- Should link in with existing infrastructure
- Adequate recreation facilities should be provided
- Want to protect the existing Green Belt

6.4 Wimborne has a Local Action Group which meets on a quarterly basis. The following issues are of current interest:

6.5 Town Centre Action Plan - Halcrow

6.6 Halcrow were commissioned in 2009 to develop an action plan for Wimborne to improve its economic effectiveness in its role as a market town. The plan was published in November 2009 with a list of 22 action points covering the following range of issues - Trader's Issues, Appeal, Community Issues, Tourism and Events and Local Issues.

6.7 There are 2 identified Community Issues:

- Young people - Take steps to engage young people and include them as much as possible in the life of the town.
- Public art - Explore options for new public art to create interest in the town.

7 Retail Provision

7.1 Retail Provision

7.2 There are 162 shops, banks and services in the historic town centre of Wimborne, many of which are small independent quality niche shops. There are two supermarkets, Somerfields and Waitrose, and there are several high streets retailers in the primary shopping area of the High Street and Crown Mead, such as The Edinburgh Woollen Mill, Fat Face, WH Smith and M&Co. A three day undercover

market is held each week in the market hall at Riverside Industrial Estate approximately 1km from the town centre shops. Both the market and the historic town centre attract many visitors for the quality and range of shops and goods for sale. The owners of market would like to relocate into the town centre with a purpose built indoor market and outdoor stalls.

7.3 Outside of the town centre, there is a convenience retailers at the Leigh Park estate, and also two within petrol stations at Leigh Road and at Walford Bridge, which serve the local communities in these areas.

7.4 In Colehill, the offer is very limited. The main convenience retailer is the Co-op on the western side of Colehill, which provides a sub post office, and there is a smaller One-Stop convenience store to the eastern end in Dales Drive at Canford Bottom. There is also a pharmacy, a hairdresser and an insurance agents in Middlehill Road. There is a small general stores in Furzehill with a post office counter, which serves the northern edge of Colehill and the village communities to the north of Wimborne and Colehill.

8 Housing

8.1 Housing

8.2 The 2001 Census records 3,269 dwellings in Wimborne and a further 2,870 in Colehill, giving a combined total of 6,358 dwellings. At March 2009, a further 65 homes had permission and 74 were allocated in the Local Plan.

8.3 Tenure

8.4 The table below shows the break down of housing tenures in Wimborne and Colehill:

Tenure of Housing	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Owner Occupied (no mortgage)	724	38.0	564	59.9	1,358	39.8	18,344	48.8
Owner Occupied (with mortgage)	969	50.9	315	33.5	880	25.8	13,504	35.9
Social Rented	123	6.5	10	1.0	752	22.0	3,135	8.3
Private Rented	88	4.6	53	5.6	423	12.4	2,617	7.0
Total	1,905	100.0	941	100.0	3,412	100.0	37,600	100.0

Table 3 Tenure of Housing in Wimborne and Colehill (East Dorset HNDS Fordham Research 2007)

8.5 Whilst most housing is owner occupied, Wimborne has a greater variety of tenure, with fewer owner occupiers, and a significant number of affordable housing and privately rented homes over and above levels seen elsewhere in the District and County. Colehill however has high owner occupation and fewer public or privately rented accommodation. It has one of the highest levels of owner occupation in the district.

8.6 Housing Densities and types

8.7 The housing stock in Wimborne is varied, with many older properties located in or close to the town centre including the tightly knit Victorian terraced area of St Catherines and the Railway Town, and the larger Edwardian houses and villas in Avenue Road, Julians Road, Rowlands Hill, St John's

Hill, Poole Road and at Poets Corner. The later housing radiates out from the centre with inter war housing located along Leigh Road. The main affordable housing area is at Leigh Park. Private housing post war growth has been mainly to the north of the town in Allenvie Road, Lacy Drive and off Rowlands Hill. Much of the housing, being close to the town centre, is built at a higher density than other areas, notably 70 per hectare in St Catherines and The Railway Town and 30 per hectare in Lacy Drive.

8.8 In Colehill, there are a handful of C19th cottages peppered along Middlehill Road, and large Edwardian villas in the mature roads of Park Homer Road, Kyrchil Lane, Beaucroft and Highland Road. Although there was sporadic inter war development in Middlehill Road, Lonnen Road and at The Vineries estate, most development has taken place in Colehill since the war in estate developments at Cutlers Place, Bridle Way and The Birds. The small area of housing association dwellings are located to the north of Middlehill Road, comprising elderly persons flats and some family houses - many however were sold under the tenant's right to buy legislation. Most housing is built to low densities reflecting the post war era it was built in - ranging between 20 - 30 per hectare. Many dwellings are also bungalows characteristic of the 1960's, in good sized suburban plots.

8.9 Dwelling Type

Type of Housing	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Detached House	575	30.2	509	54.1	636	18.7	11,603	30.9
Semi detached house	237	12.4	88	9.3	566	16.6	4,325	11.5
Terraced house	174	9.1	64	6.8	838	24.5	3,424	9.1
Detached bungalow	594	31.2	219	23.2	335	9.8	12,600	33.5
Semi or terraced bungalow	218	11.4	0	0	98	2.9	1,936	5.1
Flat	108	5.7	61	6.5	940	27.5	3,712	9.9
Total	1,905	100.0	941	100	3,412	100	37,600	100.0

Table 4 Type of Housing in Colehill and Wimborne Minster (Fordhams)

8.10 There are a high number of detached houses and bungalows in Colehill East and West, and few smaller terraced dwellings or flats. By contrast, Wimborne has fewer detached dwellings, and significant levels of flats and terraced houses. This reflects the Victorian nature of many properties in Wimborne and the significant number of flats to be found in the town centre.

8.11 Household Type

8.12 The following table provides the types of households in Wimborne and Colehill:

Type of Households in Colehill and Wimborne Minster	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No	%

Type of Households in Colehill and Wimborne Minster	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Single Pensioners	199	10.4	136	14.5	830	24.3	6,180	16.4
2 or more pensioners	273	14.3	168	17.8	603	17.7	7,783	20.7
Single non-pensioners	162	8.5	74	7.9	543	15.9	3,229	8.6
2 or more adults - no children	819	43.0	391	41.5	891	26.1	13,083	34.8
Lone parent	62	3.3	8	0.8	97	2.8	728	1.9
2 adults + 1 child	175	9.2	59	6.3	166	4.9	2,879	7.7
2+ adults and 2+ children	215	11.3	106	11.2	282	8.3	3,719	9.9
Total	1,905	100.0	941	100.0	3,412	100.0	37,600	100.0

Table 5 Type of Households in Colehill and Wimborne Minster (Fordhams)

8.13 In Colehill, (east and west combined) over 76% of households are composed of adults without children, and of these, over 24% are of pensionable age. This is interesting considering the number of schools in Colehill and their capacity for future demand, should the the number of households continue to grow without children. In Wimborne, the trend is very similar based on this evidence, with 84% of households of adults without children, and of these over 40% are pensioners.

8.14 Household Size

8.15 In the Wimborne Minster Electoral Division, the average household size is 2.31 persons. In Colehill and Stapehill Electoral Division, the average household size is 2.41persons.

8.16 Overcrowding / Under-Occupation

8.17 The definition of overcrowding is obtained from the bedroom standard used by the General Household Survey. The bedroom standard is calculated on the age, sex and relationships of those inhabiting the dwelling. An under-occupied dwelling is one in which the household exceeds the bedroom standard by two or more bedrooms, i.e a four bedroom dwelling occupied by a single person or a married couple would be considered to be under-occupied.

8.18 Whilst overcrowding is relatively uncommon in East Dorset, the incidence of 'under-occupation' is much higher. With such a high number of adult only households in spacious accommodation, the table below indicates the breakdown, with particular under-occupation in the Colehill wards.

Type of Occupation	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Overcrowded	20	1.0	6	0.7	25	0.7	387	1.0
OK	1,027	53.9	334	35.5	2,233	65.5	19,406	51.6

Type of Occupation	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Under-occupied	859	45.1	601	63.8	1,154	33.8	17,808	47.6
Total	1,905	100.0	941	100.0	3,412	100.0	37,600	100.0

Table 6 Overcrowding and Under-occupation in Colehill and Wimborne Minster (Fordhams)

8.19 Standards of Accommodation

8.20 In terms of standards of accommodation, Colehill has relatively modern low density housing stock which is in good general condition, and far exceeds the national standards of deprivation. All areas rank above 185th in the 247 Super Output Areas, with Cannon Hill ranked 236th, near to the upper end. In Wimborne, however, living conditions in The Railway Town are ranked 54th in the Super Output Areas, and the other areas of Wimborne all rank significantly lower than for most areas of Colehill, reflecting the quantity of older housing units in Wimborne itself, where 5.8% of households lack all basic amenities (bathroom and /or heating) according to the 2001 Census.

8.21 Households in Unsuitable Housing

8.22 Housing can be unsuitable because of its size, type, location, condition or cost.

8.23 The table below illustrates the level of households in unsuitable housing in Colehill and Wimborne Minster. It can be seen that over 95% of households are considered to be in suitable housing.

Type	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
In unsuitable housing	73	3.8%	20	2.1	180	5.3	1,552	4.1
Not in unsuitable housing	1,832	96.2	921	97.9	3,232	94.7	36,048	95.9
Total	1,905	100.0	941	100.0	3,412	100.0	37,000	100.0

Table 7 Number of Households in Unsuitable Housing in Colehill and Wimborne Minster (Fordhams)

8.24 Housing Need

8.25 Housing need is defined as the number of households who lack their own housing or live in unsuitable housing or who cannot afford to meet their needs in the market.

8.26 The following table illustrates the level of housing need in Colehill and Wimborne Minster. Interestingly it shows that there are no households in need in Colehill West and just 2.6% in Wimborne Minster.

Type	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
In need	31	1.6	0	0	87	2.6	711	1.9
Not in need	1,874	98.4	941	100.0	3,325	97.4	36,889	98.1

Type	Colehill East		Colehill West		Wimborne Minster		East Dorset	
Total	1,905	100.0	941	100.0	3,412	100.0	37,600	100.0

Table 8 Number of households currently in need in Colehill and Wimborne Minster (Fordhams)

8.27 House Prices

8.28 The table below sets out the most recent figures for house prices in the Colehill and Wimborne area in relation to the rest of Dorset. East Dorset regularly records the highest average property prices in the County.

8.29 Land Registry average prices and sales (4th quarter 2006)

Dwelling Type	Dorset		East Dorset	
	Average Price	% of sales	Average price	% of sales
Detached	£332,595	36.4	£339,756	60.2
Semi-detached	£212,888	17.4	£226,002	13.1
Terraced	£190,365	18.2	£192,225	13.0
Flat/maisonette	£175,772	27.9	£183,198	13.7
All dwellings	£242,037	100.0	£284,263	100.0

Table 9

8.30 Entry-level market costs in East Dorset (to buy)

Property size	Ferndown	Wimborne Minster	Verwood	Corfe Mullen	Average
1 bedroom	-	-	-	-	£142,000
2 bedrooms	£204,000	£176,000	£171,000	£171,000	£190,000
3 bedrooms	£256,000	£242,000	£237,000	£214,000	£243,000
4 bedrooms	£342,000	£313,000	£285,000	£304,000	£318,000

Table 10

8.31 (Survey of estate and letting agents 2006)

8.32 Entry-level market costs in East Dorset (to rent)

Property size	Ferndown	Wimborne Minster	Verwood	Corfe Mullen	Average
1 bedroom	-	-	-	-	£133
2 bedrooms	£157	£147	£156	-	£153
3 bedrooms	£198	£190	-	£196	£196

4 bedrooms	-	-	-	-	£254
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Table 11

8.33 (Survey of estate and letting agents 2006)

8.34 House prices, like the rest of East Dorset are high relative to income in Colehill and Wimborne, with many people of high income retiring to or choosing to live in these areas. This has raised property prices, and has led to a high affordability gap.

8.35 Special needs & Older Persons Households

8.36 Households with Special Needs are those where improvements are required to accommodation and services to allow those residents to remain in their own homes.

Type	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Special needs	311	16.3	103	10.9	737	21.6	6,975	18.6
Non-special needs	1,595	83.7	839	89.1	2,675	78.4	30,625	81.4
Total	1,905	100.0	941	100.0	3,412	100.0	37,600	100.0

Table 12 Location of special needs households (Fordhams)

8.37 With an ageing population in both settlements, there is and will increasingly be, a higher demand for special needs accommodation and retirement flats for the elderly with support services. These will need to be provided by the private and housing association sectors. It can be seen from the table, that Wimborne Minster already has a significant number of special needs households at 21.6%, higher than the district average, whereas Colehill West has significantly less at 10.9% of households.

8.38 Key workers

8.39 Key workers are defined in the research as being those employed in the following categories:

- Nurses and other NHS staff
- Prison/Probation staff
- Teacher
- Junior and retained fire fighter
- Police Officer
- Social worker, educational physiologist, therapists

8.40 The table below shows the breakdown of households headed by a key worker in Colehill and Wimborne Minster. It can be seen that both Wimborne Minster and Colehill West have higher than average levels of key workers for East Dorset.

Type	Colehill East		Colehill West		Wimborne Minster		East Dorset	
	No.	%	No.	%	No.	%	No.	%
Key worker households	171	9.0%	118	12.5	408	12.0	3,487	9.3

Type	Colehill East		Colehill West		Wimborne Minster		East Dorset	
Non-key worker households	1,734	91.0	824	87.5	3,004	88.0	34,113	90.7
Total	1,905	100.0	941	100.0	3,412	100.0	37,600	100.0

Table 13 Location of key worker households in Colehill and Wimborne Minster (Fordhams)

8.41 Strategic Issues - Housing potential

8.42 The Strategic Housing Land Availability Assessment (2009) recommends the following number of dwellings could be built in Wimborne and Colehill over the plan period.

Location	Number of sites	Number of developable units within 1 - 5 years	Number of developable units within 6 - 15 years	Number of developable units on Green Belt land, but not necessarily considered acceptable because of the Green Belt
Colehill	60	34	4,032	3,869
Wimborne	66	601	732	130
Combined	126	135	4,764	3,999

Table 14 Strategic Housing Land Availability Assessment Housing Potential for Wimborne and Colehill

8.43 Larger sites in the urban area include Stone Lane Industrial Estate and land at St Margaret's Hill, each of which could yield 20 - 60 units.

Urban Extensions

Proposals to develop new housing in the Green Belt on sites around Wimborne and Colehill are under consideration. The Cuthbury Allotments site has historically been supported by Councillors for housing and may be bought forward earlier in the plan period. A larger site to the north of Wimborne has not been supported and remains contested. Land to the south of Leigh Road is also under consideration as an option for additional housing provision. Any development of the larger sites would have to conform to strong design criteria laid out in a masterplan to ensure the highest level of design is achieved. The developments would be phased and would include a large element of affordable housing for local people and families. The capacity of these locations is not yet been determined.

9 Employment

9.1 The Economy

9.2 Wimborne currently has three employment sites with a number of businesses located on them and the town centre. These are at Brook Road (8.24ha), Stone Lane (1.87ha) and Riverside Park (1.2ha). Colehill does not have any dedicated employment areas, although the Ferndown Industrial Estate is accessible. The main employers in Wimborne are Flight Refuelling Ltd (Brook Road), Savills (town centre), East Dorset District Council (Furzehill), Dorset Healthcare Trust (Victoria Hospital - town centre) and Dorset County Council (schools, adult education and social care). Between 1994 - 2009, 0.1ha of industrial land was developed in Wimborne. 3.2 ha of land is allocated for employment in Wimborne in the current local plan. Wimborne has a tradition for supporting the aircraft industry and high tech related skilled employment. Flight Refuelling is an example of this type of company.

9.3 Mapping for the location of employment land

9.4 The following information demonstrates the breakdown of employment activity in Wimborne and Colehill.

Type	Number or % for Wimborne & Colehill	Dorset
Total number of people working in Wimborne and Colehill	5,600 (2009)	
Total number of firms	860 (2009)	
Full Time	60% (2009)	
Part Time	40%	
Self Employed	13.5%	
Unemployed	2.3%	
Permanently disabled	11.3%	
Type of Employment	Under 5%	
Manufacturing	6%	
Other non service	16%	
Construction	6%	
Wholesale and retail trade / motor vehicles repairs	27%	
Accommodation and food services	25%	
Business services	4%	
Public Administration, Education & Health		
Other services		
Skills	42.3	39.7
% High Skill	17.7	18.7
% Low Skill		

Type	Number or % for Wimborne & Colehill	Dorset
Qualifications	26.0	26.2
% with No Qualifications	7.7	18.3
% with Higher Qualifications		

Table 15 Employment Activity in Wimborne and Colehill (Census 2001)

9.5 Aside from this, the local economy in Wimborne relies heavily on the tourism sector. Visitors to Wimborne spend highly in the town's shops, restaurants and on accommodation. There are high numbers of day trippers to the market, and many tourists are repeat visitors, who enjoy what the town has to offer. In East Dorset, 6% (2,443 jobs) were employed in the tourism sector and the total annual spend by visitors was £100,999,000 in 2007, representing a significant input to the local economies (The Value of Tourism Key Facts 2007).

9.6 The majority of people in Colehill (30%) travel between 10km and 40km to work. This is higher than average for other towns in the County and reflects the lack of employment opportunities in Colehill. A high number (27.55%) travel the shorter distance of between 5 and 10km to work. It is a similar picture for Wimborne, where the majority travel between 5 and 10km to work (29.1%) and 26.7% travel between 10 and 40km to work.

9.7 Employment Land and Premise Requirements

9.8 The employment units located in Wimborne are of mixed age and quality. Those built in the latter C20th are in good order, generally meeting modern space requirements, such as at Riverside Park. Where there are older properties, it is anticipated these will be gradually renewed - for example at Flight Refuelling in Brook Road. It is evident that companies such as Flight Refuelling have rationalised during the plan period and are creating new purpose built offices and design studios at their site in Wimborne. Stone Lane Industrial Estate has older units and has an awkward entrance into the estate from the town centre, which could restrict future occupiers. Being so closely related to the town centre and amenities, Stone Lane has the potential for housing development. Local companies who wish to remain in the area but are constrained tend to relocate to Ferndown Industrial Estate nearby.

9.9 The demand for employment premises over the last few years has seen a constant demand for small office space in Wimborne (up to 999 sq ft), and demand for larger offices of between 2,000 - 4,999 sq ft.

9.10 Commercial Property Demand in Wimborne (1 July 2009 - 1 April 2010)

Wimborne Enquiries	Office Space	Serviced Offices	Craft Studio / Workshop	Industrial	Light Industrial	Pre Start
501 - 999 sq ft	0	0	0	0	0	2
0 – 999 sq ft	21	5	37	14	22	0
1000 – 1499	2	0	0	0	0	0
1500 - 1999	0	0	0	0	0	0

2000 - 4999	5	0	0	16	21	0
5000 - 24999	0	0	0	0	0	0

Table 16

9.11 Strategic Issues

9.12 The main centres of employment at Brook Road and Riverside Park will be protected as employment locations. The town centre also acts as a key location for employment. Wimborne will continue to offer a balance of employment opportunities at these locations, including office, manufacturing and high tech industries.

10 Transport

10.1 Wimborne is a busy historic market town with narrow streets in the centre. The A31 bypass takes much of the through traffic away from the town and residential areas, although the town can act as a conduit when the bypass is congested. Many residents travel to work outside of Wimborne and Colehill and drive to their destination. The local bus services are reasonable into Bournemouth town centre, and around Colehill, Wimborne and Merley and into Poole town centre. The Square in the centre of the town acts as the interchange for most bus routes. The bypass regularly suffers congestion, and Colehill can also act as a short cut for vehicles travelling east - west around Wimborne. The Canford Bottom roundabout is a critical bottleneck on the strategic network and a scheme is now being prepared to improve through flow on the A31, although precise timescales and sources of funding are uncertain at present.

10.2 There are regular bus services through Colehill and Wimborne to nearby towns. Route 13 to Bournemouth from Wimborne via Colehill and Ferndown is half hourly, and Route 3 between Wimborne and Poole runs every 15 minutes throughout the day. However there is no direct service to the main hospitals in either Poole or Bournemouth from Wimborne or Colehill.

10.3 Transport infrastructure

10.4 The A31 which passes to the south of Wimborne and Colehill is at capacity regularly, creating a conflict with short cuts being made through Wimborne, Colehill and other villages. Improvements to Canford Bottom roundabout are planned for delivery in 2011. The possible dualling of the A31 between Merley and Ameysford is planned for the medium term (2014 - 2019) to long term (post 2019), but this is likely to be delayed because of funding constraints.

10.5 The A31(T) congestion means that the narrower streets and residential areas of the town and Colehill suffer from increased cross flows of commuters. In Middlehill Road, Colehill, a new traffic management scheme was provided in 2009, to slow down vehicles. It is not known how successful this has been to date. It is possible that other traffic management measures will also need to be introduced in other parts of Wimborne and Colehill as traffic levels continue to rise.

10.6 In Wimborne, a new paving scheme and changes to flow around The Square have been drawn up and funding secured for work to take place in 2012. This will involve an attractive enhancement design to The Square to allow improved safety for pedestrians and restrict vehicles from circling around The Square.

10.7 The network of cycle routes across Wimborne and Colehill are disjointed, often with routes sharing road surfaces, and the one way system in Wimborne town centre hinders cyclists. The network is not continuous, and the Local Plan acknowledges there are opportunities to improve this. Colehill

lacks safe cycle lanes, although there are quiet lanes which can serve as safer cycling routes. Whilst the town centre of Wimborne is relatively flat, the outlying slopes of Colehill and lack of cycleways do not encourage cycling as a mode of transport. Critical destinations to reach are the town centre, Queen Elizabeth's School, Victoria Hospital, St Michael's Middle School, Allenbourn School and the employment areas at Riverside Park and Brook Road.

10.8 Public Transport Improvements

10.9 There are no public transport improvements planned.

10.10 Implementation

Scheme	Delivery Timescale	Partners	Costs and Funding
Wimborne Square Enhancement (Phased delivery programme)	First Phase - 2012	Dorset County Council East Dorset District Council Waitrose Ltd	£400,000 - £500,000 approx
Cycleways across Wimborne and Colehill linking key destinations	2010 - 2020	Dorset County Council East Dorset District Council Dorset Cyclists Network	£ unknown
Improvements to through flow Canford Bottom Roundabout	Earliest possible date 2011	Highways Agency Dorset County Council	£ unknown
Dualling of the A31 between Merley and Ameysford	Medium term (2014 -19) to long term (post 2019)	Highways Agency	£ unknown

Table 17 Wimborne and Colehill Transport Scheme Implementation Table

10.11 Strategic Issues

10.12 The proposed upgrade to Canford Bottom roundabout has been mentioned earlier. This is a critical upgrade to the strategic highways network to improve east - west flows through the region.

10.13 The development of an enhanced cycle and green infrastructure network will assist in providing alternative means of transport across Wimborne and Colehill and into the conurbation. This will be discussed later in this paper.

10.14 The enhancements to The Square are also a strategically important initiative, to support Wimborne's local business economy and to support the tourist economy.

11 Core Strategic Messages

11.1 Core Strategic Messages for Wimborne and Colehill

11.2 Wimborne and Colehill face the following main strategic issues:

- **Demographics**

11.3 The ageing population across the whole of East Dorset is very significant. In Colehill East and West, the number of older person households is 24.8% and 32.3% respectively. In Wimborne Minster, the proportion of older person households is 42.0% - the District average is 37.1%. This data indicates how the elderly population make up a significant and growing number of local residents.

11.4 The impact of this trend will have many consequences. The wealthy retired will continue to be able to afford to live within Wimborne and Colehill, restricting the influx of young families on modest incomes. There will be less demand for school provision, but greater demand for other social care and medical services, particularly as the elderly are encouraged to live independent lives for as long as possible. There is likely to be greater demand for nursing and care homes for the elderly in this area, to enable them to remain in their community.

- **Affordability of Housing**

11.5 Both Colehill and Wimborne are desirable places to live, but the reasons mentioned earlier are increasingly very expensive places to buy properties. East Dorset is one of the least affordable places to buy a home in the country. House prices are very high relative to income. There are low number of housing association properties for families in Wimborne and Colehill, and vacancy rates are scarce.

- **Strategic urban extensions**

11.6 Three strategic sites have been identified as potential areas for housing development in the Green Belt. These are Cuthbury Allotments, land to the north of Wimborne, and land to the south of Leigh Road. These sites would primarily provide housing, including 50% for affordable housing.

- Land to the north of Wimborne will need to provide a first/primary school, open space and some local shops.
- The land to the south of Leigh Road would form a wider site to provide a sports village for Wimborne and will accommodate a new rugby ground, football ground, country park and allotments.
- Cuthbury allotments will also include land to the north east currently used by Wimborne Town Football Club.

11.7 New housing built in the forthcoming plan period will need to be of a high design standard respecting local traditions, densities and layouts. Within the proposed urban extensions, the new housing will need to conform to criteria laid out in the masterplan

- **Redevelopment of Leigh Park and Wimborne Market**

11.8 The owners of Wimborne Market would like to relocate into the town centre. With the proposed relocation of Wimborne Rugby Club to the site south of Leigh Road, a large area of land suitable for housing development could be combined. This provides a potential catalyst for comprehensive development of the whole of Leigh Park and the site of the Market.

- **Transport**

11.9 There is high car ownership and dependence on the car for work and shopping. Public bus services are good in and around Wimborne and Colehill. Cycle routes are limited and need to be improved and networked utilising green infrastructure opportunities. The A31 suffers from severe congestion and the effects are seen throughout Wimborne and Colehill by rat runners cutting through residential areas.

- **The Economy**

11.10 Wimborne has a strong economic base in the town centre and in the diversity of businesses at the industrial estates. The tourism sector is a growing and important element to the local economy and for the growth of the town centre. Wimborne Market could be relocated into the town centre to benefit the local economy and tourism.

- **Community Facilities**

11.11 There are considered to be limited activities or meeting places for young people. There is the potential to provide a new sports village facility for the rugby and football clubs on land to the south of Leigh Road.

11.12 The Allendale Area

11.13 Land in the Allendale area has been identified as an area of potential change following work recently commissioned by the Council, known as the draft Total Place Review and Opportunities for Ferndown and Wimborne Minster (2010). This has been produced to consider how best to use public assets in the two Towns with the aim of improving service provision for the community.

11.14 The area is used for car parking and community uses, as well as providing small areas of open space. It is owned by the District Council having originally been the Civic Centre for the Wimborne Minster Urban District Council before local government reorganisation in 1974. The three public car parks currently provide spaces for 323 vehicles. A review of car parking provision has been made as part of the Total Place Review following the opening of Waitrose and its new 213 space car park. This could show surplus provision, or a need to redistribute spaces to better serve all parts of the town. Allendale House is used by East Dorset Heritage Trust and has recently been completely refurbished. It is a grade II listed building with a modern extension out of keeping with its historic status. The Allendale Community Centre is the towns major community venue and was built in the 1970's. This building provides a valuable service to the community, but is now in a poor state of repair.

11.15 Two Options have been put forward for this area.

Option WMC 9:

The Allenview area will be used as:

- A new home for East Dorset District Council in conjunction with other public services.
- Reduced number of car parking spaces.
- A new community centre.
- Public gardens

11.16 The current Council Offices are remote from the general population and cannot be accessed by public transport. The relocation of East Dorset District Council to this site would mean that it was more accessible to the community. A new civic building could also be used by other public services provided by other authorities, such as the police and Dorset County Council. It would also increase the amount of employment in the town centre which could help support existing and new services. New civic buildings could also improve the setting of Allendale House. A new community hall could be provided as part of the provision of new Council offices as a replacement for the Allendale Community Centre.

Option WMC10:

The Allenview area will be used for a:

- New community centre
- New Wimborne Market, but reduced in size compared to the existing premises
- Reduced number of car parking spaces
- Public gardens
- Commercial development

11.17 This option would provide the opportunity to make more efficient use of the area and create a more cohesive community area with improved community facilities. Additionally, it would relocate the market to an area that relates well to the town centre, enabling redevelopment of its existing site for much needed housing, which is more compatible with its current neighbours.