

Core Strategy

08 Ferndown and West Parley Background Paper

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



Prepared by Christchurch Borough Council and
East Dorset District Council

April 2012

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1 Introduction

1.1 This background paper is one of a number of papers produced as part of the Christchurch and East Dorset Local Plan (formerly the Local Development Framework) to inform the Pre-Submission Core Strategy. This particular paper sets out the refinement of policy options for the Core Strategy Ferndown and West Parley Housing, Employment and Town Centre chapter following consultation undertaken between October 2010 – Jan 2011 on the Core Strategy ‘Options for Consideration’ document. Specifically, the chapter sets out Ferndown and West Parley Housing, Employment and Town Centre policy options associated with the provisions of new neighbourhoods to accommodate housing, open space and facilities. Additionally, it considers meeting the needs of the local community with the support and provision of facilities and local services, with a particular emphasis in terms of maintaining a strong and diverse town centre. The chapter also looks to identify sufficient employment land allocations to meet the needs of the local economy.

1.2 Preparation of the Pre-Submission Core Strategy Ferndown and West Parley Housing, Employment and Town Centre chapter has involved consideration of the following:

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

1.3 This background paper also identifies, where appropriate, strategic infrastructure requirements to support the policy options within the Ferndown and West Parley Housing, Employment and Town Centre chapter which feeds into the wider Core Strategy infrastructure delivery plan and preparation of the Community Infrastructure Levy Charging Schedule.

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

- **Key Issue Paper:** Town, village and neighbourhood centres.
- **Key Issue Paper:** Sustainable Economic Growth.
- **Area Profile:** Ferndown and West Parley Area Profile.

2 Formation of Pre Submission Options

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

2.2 A number of comments have been made on the preamble to the Options, the details of which are summarised below:

- The Environment Agency would support improvements to the footpaths at West Parley making more use of the River Stour corridor.
- Wages in Dorset are low and house prices high. Very few young families can afford to buy or rent privately. It is important we provide more affordable housing.
- Where community facilities are suggested, we would like to see positive references to include places of worship.
- We should try at all costs to preserve the Green Belt. If we have to use it then a very small amount should be made available.
- Barrack Road Residents Association and Hurn Parish Council would oppose a large scale Combined Heat and Power Plant on Green Belt land.

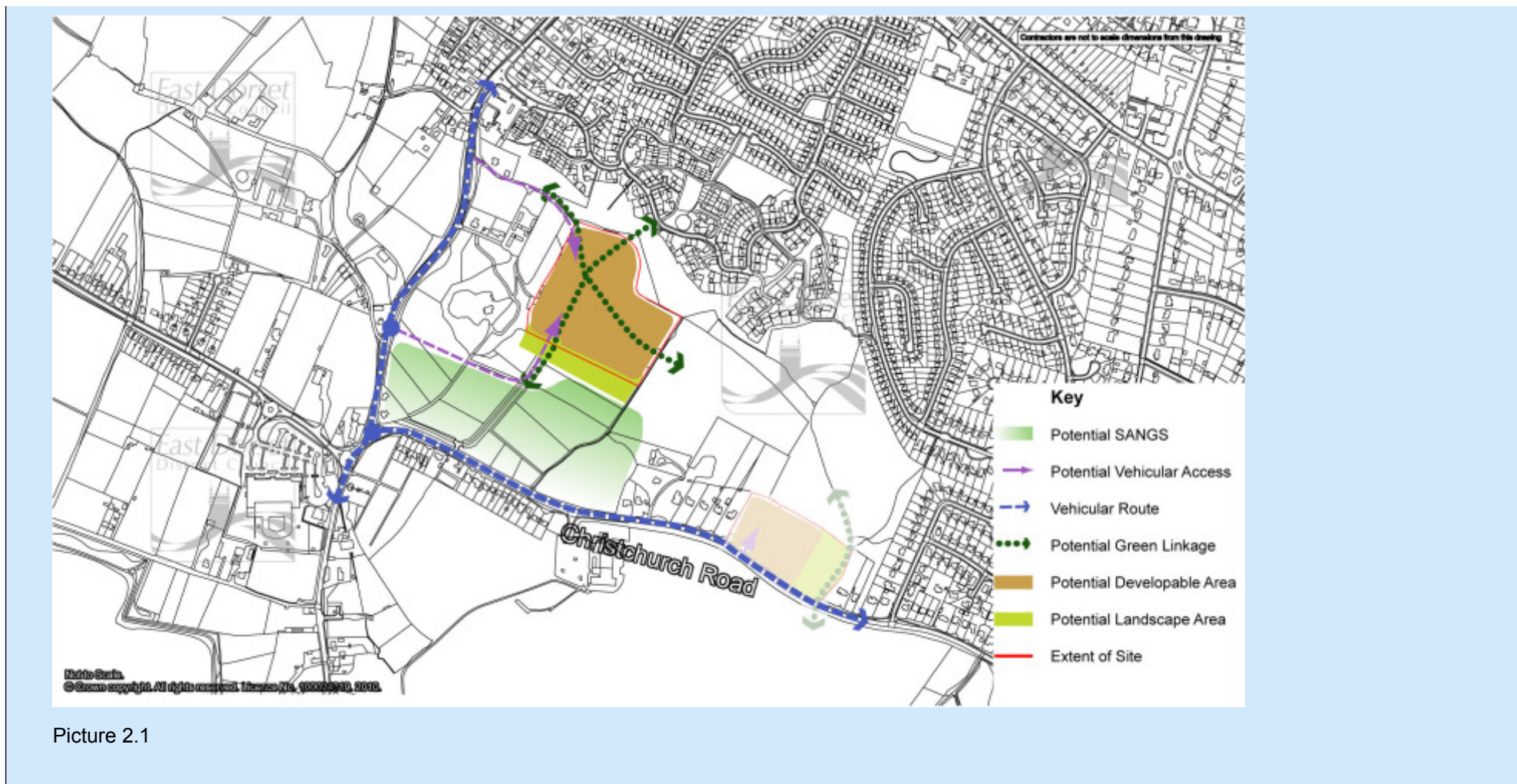
Issue and Options Identified in 'Options for Consideration' Core Strategy:

Option FWP 1

Development could take place on land on the southern edge of the existing town involving land adjacent to Holmwood House, Ringwood Road, Ferndown.

This could involve:

- The provision of about 85 homes.



Picture 2.1

Consultation Response

Option	Support	Object	No Opinion	Total
FWP1	275 (31%)	348 (39%)	268 (30%)	891

Option	Support	Object	No Opinion	Total
Residents of Ferndown Parish 14,930 (2010 Population Estimate - DCC)	30	63	-	93
Residents of West Parley Parish 3565 (2010 Population Estimate - DCC)	182	200	-	382
% of Ferndown Parish Population	0.2%	0.3%	-	0.5%
% of West Parley Parish Population	5.1%	5.6%	-	10.7%

Table 2.1

2.3 These figures represent an indication of the level of response by settlement. Responses giving 'No Opinion' were excluded for the purposes of the Parish breakdown. The responses received indicate a fairly even split between those who objected to the proposal, those who supported, and those who had no opinion.

2.4 Housing

- Ferndown Town Council - Object. It was felt that it would be inappropriate to recommend these areas unless the land was specifically identified for the building of low cost two and three bedroom family homes. The Town Council are aware that the only possible areas for the development and expansion of rural areas could only come by reclassifying the Green Belt. The site at Holmwood House does have some disadvantages though, in terms of access to the site. However the Town Council does have major concerns about the lack of local infrastructure and its ability to cope with the additional residents. The doctors, dentists and shopping areas are totally inadequate to provide for new residents to the Ferndown area.
- West Parley Parish Council - Support. Parish Council has no objection to proposed development on this site.
- Hurn Parish Council - Object. The proposed homes adjacent to Holmwood House will completely change the character of what are currently open fields to an urban environment.

- Goadsby Ltd, representing the developer of the site - Support development. Suggests an amendment to the site boundary to allow a larger development area for up to 250 dwellings, which is well screened and landscaped from the surrounding area. No restrictions on density limitations. Should use the opportunity to maximise the development.
- Synergy Housing Association - Support. Having looked at the proposals for each of the geographical areas and the proposed sites within those areas we can see no reason to disagree with the Local Authority's assessment and findings in each case.
- *General Comments*
- I strongly support providing housing for the younger generation at an affordable price.
- Need to restrict 'flat' developments. The need is for 'houses' and affordable ones at that.
- I am against any increase in housing density in the proposed area.
- I support introduction of homes suitable for younger families. Restrictions on conversions of large or multiple flats into retirement or care homes would help.

2.5 Environment and Context

- Dorset Wildlife Trust - Support. Welcome the discounting of Holm Wood Site of Nature Conservation Interest (SNCI) from development; concern that development could lead to further pressure on the dry heath and grassland habitats of the SNCI, and would wish to ensure that a Suitable Alternative Natural Greenspace (SANG) in this area would buffer and alleviate pressure on the SNCI whilst delivering enhancements for biodiversity.
- English Heritage - Object. The significance of the wider ancient landscape should be assessed to ensure a thorough understanding of the setting and integrity of the heritage assets are conserved in the area.
- Amphibians and Reptiles Conservation Trust (ARC) - Object. This site would increase the already high public pressure on nearby heathland SSSI's and SNCI's. The provision of SANGs would not mitigate against significant additional public use of these protected sites.
- RSPB - We agree with the findings of the Habitats Regulation Assessment in connection with the proposed housing sites within these areas. We object.
- ETAG - Comment: Increased pressure on Poor Common SNCI. Biodiversity of site is uncertain - full survey of the area is required to inform development.
- *General Comments*
- Object. Pressure on Poor Common which is busy enough.
- Object. Impact on the wildlife corridors to Poor Common, and trauma to trees from new development.
- Concern the development would link up with the 'Camellias' development. Increased traffic in Casterbridge Road.

2.6 Green Belt

- Will spoil the Green Belt.
- Green Belt must be preserved.
- Is a Green Belt gap between Ferndown and Longham really needed more than houses?

2.7 Transport

- Highways Agency - Support. These options are located south of the A31. There is concern about the congestion of the A31 to the north of Ferndown.
- Dorset County Council - As the site does not abut any obvious access there will need to be off site works to provide a carriageway link to the A348. The most will need to be made of pedestrian and cycle links to the main service centre to the north otherwise there is a risk this site could be car dependent due to its remoteness. Good pedestrian links would also be needed to public transport provision along the A348.
- Hurn Parish Council - Object. Longham is already at capacity at certain times of the day with traffic queueing back towards Ferndown.
- *General Comments*
- Traffic is horrendous.
- West Parley and Ferndown roads cannot cope with the current volume of traffic.
- Better bus services are a priority.
- The transport infrastructure will collapse from traffic volume through Ringwood Road, Longham Bridge etc and up to Bear Cross Roundabout.
- Make lorries use the Ferndown bypass not Longham Bridge.
- Christchurch Road is heavily congested already.
- Difficult already to turn right out across Christchurch Road towards Longham. More houses will make it worse.

2.8 Facilities and Utilities

- New health facilities are needed. Health centres are stretched to capacity in this area.
- Local post offices have closed, with the Ferndown one threatened.
- The site has sustainable links to Ferndown - schools and shops.

2.9 Comments from the Ferndown and West Parley New Neighbourhood Focus Group (4th November 2010)

- Potential access problems onto Ringwood Road and traffic through the Longham roundabouts.
- The site is outside the noise contours for the airport.
- Need to see what the sites can deliver too – such as Suitable Alternative Natural Greenspaces to the southern part of Holmwood Park which can then prevent the coalescence of settlements.
- CPRE Representative confirmed that they do not object to this Option as it is sustainable and of an appropriate scale. They object to development in the Green Belt as a matter of principle, but acknowledge that in practise they have to be pragmatic.

2.10 Officer Response

2.11 This site offers the opportunity for a relatively self contained housing development on the edge of Ferndown; large areas of publicly accessible open space and the opportunity for a large Suitable Alternative Natural Greenspace (SANG) including cycle paths for the local community. Concerns remain about the access arrangements and the high traffic congestion in the vicinity of Ringwood Road and Longham, which will need to be addressed.

2.12 The need to protect the Green Belt gap between Ferndown and Longham is also identified and raised as a concern by many respondents. It is recognised that the Green Belt gap in this location is significant to avoid coalescence. In order to ensure a clear break, it is proposed that the area of land to the south of the new housing would act as a key buffer as open space, preventing the opportunity for further development in the future. The principle of allowing development in the Green Belt is accepted because affordable housing needs cannot be met by building in the urban areas. The removal of this land from the Green Belt would cause minimal harm as it would not cause coalescence and a new strong boundary can be identified. Links to existing paths and cycleways at Poor Common would be provided to assist in healthy lifestyles and exercise for the community. It is not expected that the development would have an adverse impact on biodiversity, but the delivery of a SANG would offer alternative open space for recreation.

2.13 A highway access into the site is supported from Ringwood Road to the north of Holmwood House in order to preserve the Green Belt gap and to prevent a break through the open space buffer onto Christchurch Road. It is recognised the site can help to deliver a high proportion of much needed affordable housing which will help to meet the needs of the local community, and it is proposed the allocation increases from 85 to 110 homes.

Consideration of Evidence and Policy

2.14 Planning Policy Statement 3: The policy approach in FWP1 remains consistent with PPS3 in respect of achieving the goal of ensuring that everybody has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

2.15 The policy approach of FWP1 remains consistent with the Local Development Framework evidence base including the following:-

- The East Dorset Housing Needs and Demands Survey (2008)
- The East Dorset Housing Market Assessment (2008 and 2011)
- The East Dorset Strategic Housing Land Availability Assessment (2008, 2009 and 2011)
- The East Dorset Level 1 Strategic Flood Risk Assessment (2008)

2.16 The policy approach complies with the guidance set out in the Draft National Planning Policy Framework, which states that (para10) 'For the planning system delivering sustainable development means:

- planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure

- planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community’s needs and supports its health and well-being; and
- planning for places (an environmental role) – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy.'

‘Options for Consideration’ Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Option FWP1
Objective 1: Protect, enhance and expand habitats and protected species.	UNCERTAIN/NEUTRAL
Objective 2: Make sustainable use of resources	NEGATIVE DIRECT EFFECT
Objective 3: Minimise pollution	UNCERTAIN/NEUTRAL
Objective 4: Minimise factors contributing to climate change	UNCERTAIN/NEUTRAL
Objective 5: Provide access to meet people's needs	POSITIVE
Objective 6: Provide a safe and secure environment	UNCERTAIN/NEUTRAL
Objective 7: Create conditions to improve health, promoting healthy lifestyles	POSITIVE
Objective 8: Help make suitable housing available and affordable for everybody	STRONG POSITIVE
Objective 10: Protect and enhance historic buildings, archaeological sites and other culturally important features.	UNCERTAIN/NEUTRAL
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	UNCERTAIN/NEUTRAL DIRECT EFFECT
	POSITIVE SECONDARY EFFECT
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	NEUTRAL/UNCERTAIN

Table 2.2

‘Options for Consideration’ Habitats Regulations Assessment

2.17 The assessment identified an uncertain likely impact as it lies within 5 km of protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.18 The assessment identified that there will probably be an increase in traffic associated with development which could result in higher levels of air pollution. Employment opportunities will exist during the construction phase. Facilities and services will be provided in line with the scale of development and the need.

‘Options for Consideration’ Equalities Impact Assessment

2.19 The assessment concluded that the provision of new housing will benefit a wide range of people, in particular the old, disabled and young.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
Land adjacent to Holmwood House	A SANG is to be provided south of the allocated housing which will enhance the open space at Poor Common and protect the Green Belt gap between Ferndown and Longham.	To be delivered contemporaneous with the housing development.	Developer	Developer EDDC Countryside Rangers
Land adjacent to Holmwood House	Vehicular access from Ringwood Road to the north of Holmwood House	To be delivered contemporaneous with the housing development.	Developer	Developer and DCC Transport Planners

Site	Infrastructure	Timing	Funding	Responsibility
Land adjacent to Holmwood House	Dedicated pedestrian and Cycle links throughout the housing area connecting into the existing networks to the north, east and west.	To be delivered contemporaneous with the housing development.	Developer	Developer and DDC Transport Planners

Table 2.3

Conclusions

2.20 A New Neighbourhood should continue to be pursued on land adjacent to Holmwood House, south of Ferndown to provide about 110 homes and large areas of informal open space. To enable this the Green Belt boundary will need to be amended to exclude the land identified for new housing. Although the land is presently Green Belt, development of this area would not result in coalescence of settlements and would be contained by strong defensible new Green Belt boundaries. The New Neighbourhood will need to be set out according to the principles of the Masterplan and a design code agreed by the Council. In addition the New Neighbourhood will provide a Suitable Alternative Natural Greenspace (SANG) to be implemented as part of the new housing. This is essential as the land to the south of the housing provides a vital function in protecting the Green Belt gap between the settlements of Ferndown and Longham. Within the site, dedicated pedestrian and cycle paths will be provided to enhance links across the site to Poor Common and into the existing networks.

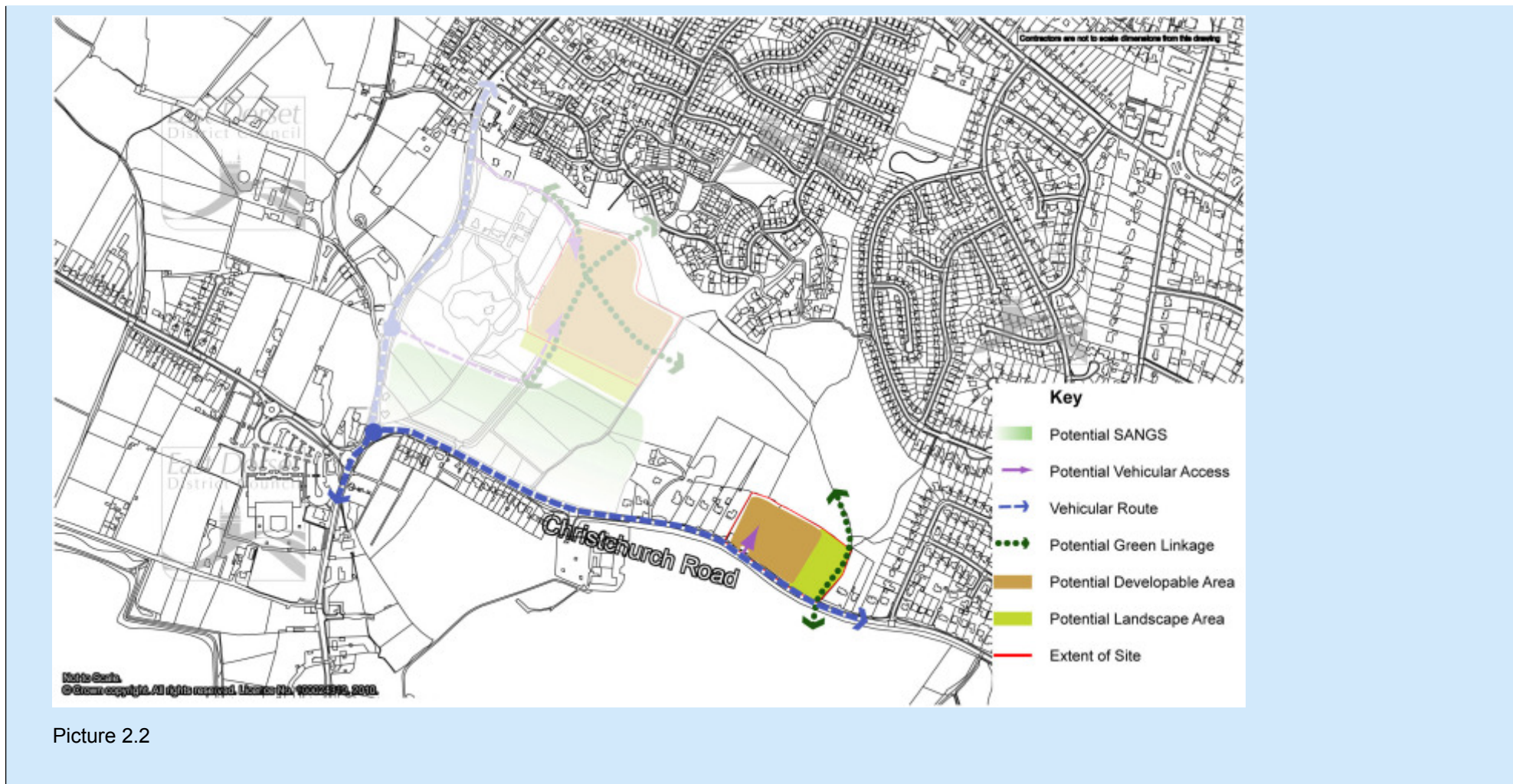
Issue and Options Identified in 'Options for Consideration' Core Strategy:

Option FWP 2

Development could take place on land on the southern edge of the existing town involving land off Christchurch Road, including Coppins Nursery, West Parley.

This could involve:

- The provision of about 45 homes.



Consultation Response

Option	Support	Object	No Opinion	Total
FWP2	312 (35%)	345 (38%)	236 (26%)	893

Option	Support	Object	No Opinion	Total
Residents of Ferndown Parish 14,930 (2010 Population Estimate - DCC)	47	47	-	94
Residents of West Parley Parish 3565 (2010 Population Estimate - DCC)	189	222	-	411
% of Ferndown Parish Population	0.3%	0.3%	-	0.6%
% of West Parley Parish Population	5.3%	6.2%	-	11.5%

Table 2.4

2.21 These figures represent an indication of the level of response by settlement. Responses giving 'No Opinion' were excluded for the purposes of the Parish breakdown. The responses received indicate a fairly even split between those who objected to the proposal, those who supported, and those who had no opinion.

2.22 Housing

- Ferndown Town Council - Object. It was felt that it would inappropriate to recommend these areas unless the land was specifically identified for the building of low cost two and three bedroom family homes. The Town Council are aware that the only possible areas for the development and expansion of rural areas could only come by reclassifying the Green Belt. The site at Coppins Nursery would be preferred to Option FWP1 as rather than decreasing the green belt gap it is merely an extension of an already built up area. However the Town Council does have major concerns about the lack of local infrastructure and its ability to cope with the additional residents. The doctors, dentists and shopping areas are totally inadequate to provide for new residents to the Ferndown area.
- West Parley Parish Council - Support. Parish Council has no objection to proposed development on this site.
- Symonds and Sampson - representing the owner of Coppins. Support - the site is enclosed with good boundaries, good existing access onto a local distributor road, can provide green infrastructure that would benefit residents and divert pressures away from the heaths, sustainable location, good connectivity.

- Synergy Housing Association - Support. Having looked at the proposals for each of the geographical areas and the proposed sites within those areas we can see no reason to disagree with the Local Authority's assessment and findings in each case.
- *General Comments*
- We support the provision of affordable housing and the intermingling of the two types of housing.
- This is a commercial site and should not be used as housing development.
- The other sites are too large for new housing.
- We are in desperate need of affordable housing.

2.23 Environment and Context

- Dorset Wildlife Trust - Support. There is a cause for concern that development of these sites could lead to further pressure on the dry heath and grassland habitats of the Site of Nature Conservation Interest (SNCI), and would wish to ensure that a Suitable Alternative Natural Greenspace (SANG) in this area would buffer and alleviate pressure on the SNCI, whilst delivering enhancements to biodiversity. We would wish to see biodiversity value of these horse-grazed fields established and, in the case of Coppins Nursery, an alternative use as allotments given consideration.
- ARC - Object to this proposed development. It's proximity to the heathland SSSI's and SNCI's would seriously effect the integrity of these protected habitats' and the provision of a SANG could not mitigate against such high additional public use.
- RSPB - We agree with the findings of the Habitats Regulations Assessments in connection with the proposed housing sites within these areas. We object.
- Hurn Parish Council - The proposed development serves to move West Parley towards Ferndown and promotes urbanisation of the open countryside between the two settlements.
- Environment Theme Action Group - Comment: Increased pressure on Poor Common SNCI. Biodiversity of site is uncertain - full survey of the area is required to inform development.
- *General Comments*
- There is a danger that the two communities will lose their individual identities as the area of open land between them is reduced.
- Pressure on Poor Common.

2.24 Green Belt

- Green Belt should be protected.
- Green Belt should remain as it is.

2.25 Transport

- Highways Agency - Support. These options are located south of the A31. There is concern about the congestion of the A31 to the north of Ferndown.
- Dorset County Council - Comment: This option is not well linked to the centre of Ferndown but is closer to Parley Cross (about 1km) where the services are limited, although there is a small local supermarket. Even with good links to Parley Cross it would be difficult to secure sustainable development

here unless the Parley Cross option improves the services at that centre. Even so the distance is quite a long walk with currently poor public transport provision here. Access onto the existing road network should be achievable.

- *General Comments*
- Christchurch Road cannot take more traffic.
- Concern that Linden Road could become a cut through if the Coppins site goes ahead. Restrict access from Christchurch Road with bollards.
- The traffic situation has got steadily worse in this area over the last few years.
- FWP2 is on a nasty bend. There have been fatal accidents there outside the nursery.
- Access is poor due to poor visibility.

2.26 Facilities and Utilities

- Doctors' surgeries and schools are over crowded already.
- Infrastructure is far from adequate.

2.27 Comments from the Ferndown and West Parley New Neighbourhood Focus Group (4th November 2010)

- Christchurch Road is at capacity now, therefore there is a potential problem with Coppins access.
- CPRE Representative confirmed that they do not object to this Option as it is sustainable and of an appropriate scale. They object to development in the Green Belt as a matter of principle, but acknowledge that in practise they have to be pragmatic.

2.28 Officer Response

2.29 The main issues associated with this site are the impact on the Green Belt, the highway access onto Christchurch Road, and the sustainability of the site in relation to local facilities. The principle of allowing development in the Green Belt is accepted because affordable housing needs cannot be met by building in the urban areas. The removal of this land from the Green Belt would cause minimal harm as it would not cause coalescence and a new strong boundary can be identified. The site at Coppins has to address the issue of the Green Belt gap between Ferndown and Longham, in a similar way as the site adjacent to Holmwood House. For this reason it is important that at least half of the site is set out as informal open space extending to the current Poor Common open space. This along with the open space allocated at Holmwood House will provide a substantial SANG which will help to divert people from nearby heathlands and protect their nature conservation quality. The number of homes will therefore be reduced from 45 to 30.

2.30 The Highway Engineers consider that a safe access into the site is achievable from Christchurch Road. The site is however some distance from the closest amenities at Longham and at Parley Cross, using busy main roads. In order to support a more sustainable development, improvements to public transport would be required. It is recognised the site can help to deliver a high proportion of much needed affordable housing which will help to meet the needs of the local community.

Consideration of Evidence and Policy

2.31 Planning Policy Statement 3: The policy approach in FWP2 remains consistent with PPS3 in respect of achieving the goal of ensuring that everybody has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

2.32 The policy approach of FWP2 remains consistent with the Local Plan evidence base including the following:-

- The East Dorset Housing Needs and Demands Survey (2008)
- The East Dorset Housing Market Assessment (2008 and 2011)
- The East Dorset Strategic Housing Land Availability Assessment (2008, 2009 and 2011)
- The East Dorset Level 1 Strategic Flood Risk Assessment (2008)

2.33 The policy approach complies with the guidance set out in the Draft National Planning Policy Framework, which states that (para10) 'For the planning system delivering sustainable development means:

- planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure
- planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
- planning for places (an environmental role) – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Option FWP2
Objective 1: Protect, enhance and expand habitats and protected species.	UNCERTAIN/NEUTRAL
Objective 2: Make sustainable use of resources	NEGATIVE DIRECT EFFECT
Objective 3: Minimise pollution	UNCERTAIN/NEUTRAL
Objective 4: Minimise factors contributing to climate change	UNCERTAIN/NEUTRAL
Objective 5: Provide access to meet people's needs	POSITIVE

Relevant Sustainability Appraisal Objectives	Option FWP2	
Objective 6: Provide a safe and secure environment	UNCERTAIN/NEUTRAL	
Objective 7: Create conditions to improve health, promoting healthy lifestyles	POSITIVE	
Objective 8: Help make suitable housing available and affordable for everybody	STRONG POSITIVE	
Objective 10: Protect and enhance historic buildings, archaeological sites and other culturally important features.	UNCERTAIN/NEUTRAL	
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	UNCERTAIN/NEUTRAL DIRECT EFFECT	POSITIVE SECONDARY EFFECT
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	NEUTRAL/UNCERTAIN	

Table 2.5

‘Options for Consideration’ Habitats Regulations Assessment

2.34 The assessment identified an uncertain likely impact as it lies within 5 km of protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.35 The assessment identified that there will probably be an increase in traffic associated with development which could result in higher levels of air pollution. Employment opportunities will exist during the construction phase. Facilities and services will be provided in line with the scale of development and the need.

‘Options for Consideration’ Equalities Impact Assessment

2.36 The assessment concluded that the provision of new housing will benefit a wide range of people, in particular the old, disabled and young.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
Coppins Nursery, Christchurch Road, West Parley	Improved access into the site from Christchurch Road	To be delivered contemporaneous with the housing development.	Developer	Developer and Highways Authority
Coppins Nursery, Christchurch Road, West Parley	A SANG is to be provided as part of the provision of new housing to enhance the existing open space at Poor Common, providing green links along the southern fringe of the urban area.	To be delivered contemporaneous with the housing development.	Developer	Developer and EDDC Countryside Rangers

Table 2.6

Conclusions

2.37 A New Neighbourhood should be allocated at Coppins Nursery, south of Ferndown to provide about 30 new homes. To enable this the Green Belt boundary will be amended to exclude the land identified for new housing. Although the land is presently Green Belt, development of this area would not result in coalescence of settlements and would be contained by strong defensible new Green Belt boundaries. The New Neighbourhood will need to be set out according to the principles of the Masterplan and a design code agreed by the Council.

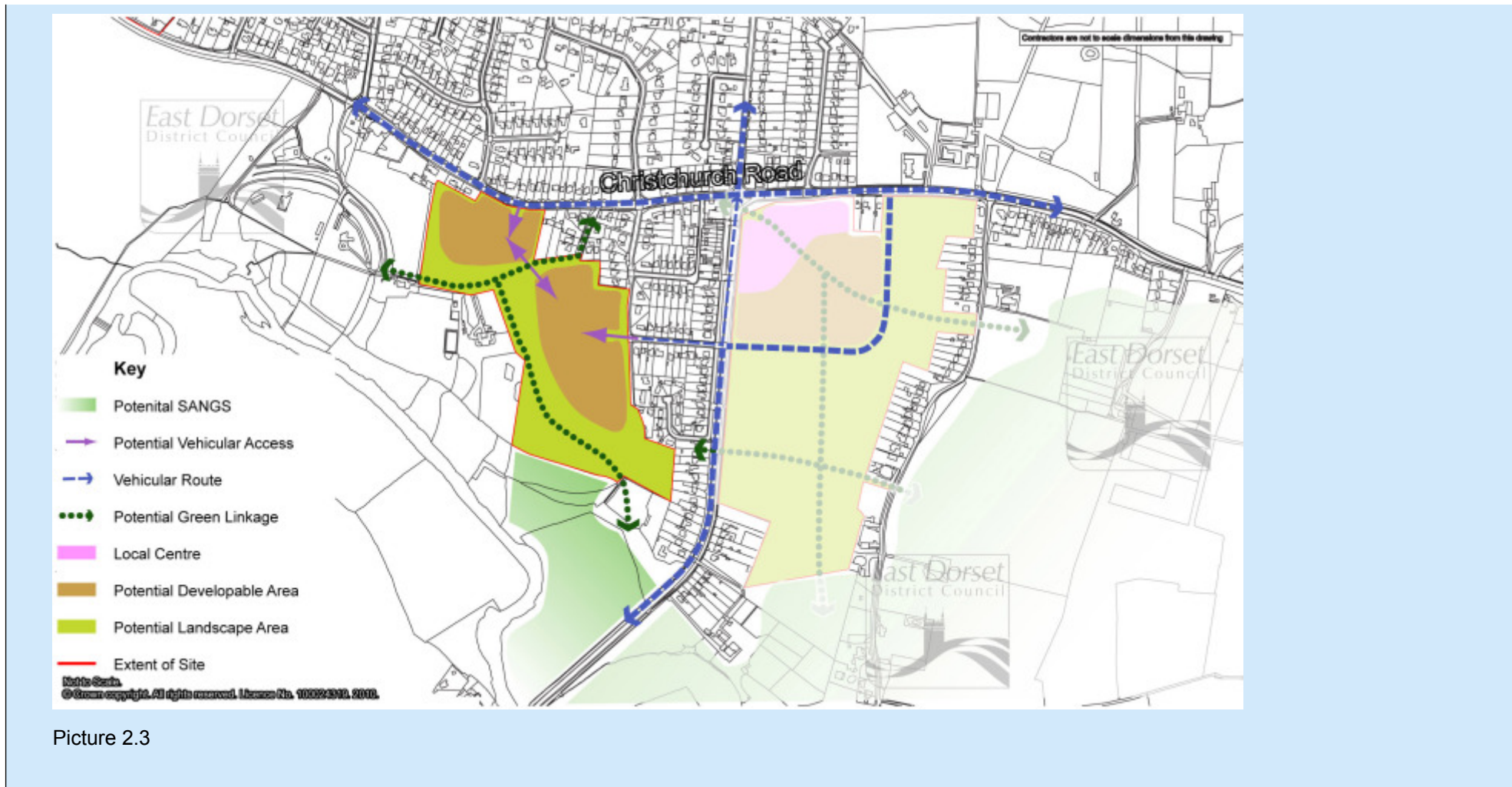
2.38 In addition the New Neighbourhood will provide a Suitable Alternative Natural Greenspace (SANG) to be implemented as part of the new housing, to enhance the existing open space at Poor Common, providing links along the southern fringe of the urban area. This should extend to at least 50% of the identified site. This is essential as protecting land to the west of the housing will be vital in protecting the Green Belt gap between the settlements of Ferndown and Longham. Within the site, dedicated pedestrian and cycle paths will be provided to enhance links across the site to Poor Common to the north and into the existing networks to the east and west.

Issue and Options Identified in 'Options for Consideration' Core Strategy:**Option FWP 3**

Development could take place on land on the southern edge of the existing town involving land to the south of Christchurch Road and land west of Ridgeway, West Parley.

This could involve:

- The provision of about 210 homes.



Picture 2.3

Consultation Response

Option	Support	Object	No Opinion	Total
FWP3	133 (15%)	579 (64%)	195 (21%)	907

Option	Support	Object	No Opinion	Total
Residents of Ferndown Parish 14,930 (2010 Population Estimate - DCC)	24	66	-	90
Residents of West Parley Parish 3565 (2010 Population Estimate - DCC)	55	414	-	469
% of Ferndown Parish Population	0.1%	0.4%	-	0.5%
% of West Parley Parish Population	1.5%	11.6%	-	13.1%

Table 2.7

2.39 These figures represent an indication of the level of response by settlement. Responses giving 'No Opinion' were excluded for the purposes of the Parish breakdown. There was a significant degree of objection to this proposal, as is set out above, but over a third of respondents either supported the proposal or raised no objection. There is also some support for the proposal from residents of West Parley.

2.40 Housing

- West Parley Parish Council - Whilst the Parish Council is opposed to large scale housing development, there may be scope for limited, low density, single storey housing adjacent to Christchurch Road, and incorporating small cul-de-sacs at the lower end of the hill, where they would not be so noticeable.
- West Parley Residents Association - Object. West Parley is constitutionally separate from Ferndown - being a Parish with its own borders, parish council, school, village hall, churches, pubs, recreation ground - all the constituents of a village. The greatest danger to West Parley from the proposed plans is the loss of its identity - from a sudden and unsustainable large addition to its housing stock, and from the separation from Bournemouth becoming a small strip of land around the River Stour. West Parley has a distinct and much older history. Ferndown is a very recent dormitory town from Bournemouth. The West Parley Parish Plan has completed and analysed the returns from its all house survey. Just under 1,000 responses were received, 80% of respondents, chose up to 100 houses as being the right level for the village.

- Barrack Road (West Parley) Residents Association - Object.
- Terence O'Rourke representing Banner Homes (developer) - Whilst Banner Homes supports this preferred option, it is considered that the site has greater capacity than 210 units without breaching the identified constraints. Increase to 263 dwellings.
- Synergy Housing Association - Support. Having looked at the proposals for each of the geographical areas and the proposed sites within those areas we can see no reason to disagree with the Local Authority's assessment and findings in each case.
- *General Comments*
- West Parley needs younger people, but building in excess of 800 homes is not the answer.
- Suitable for limited housing development.
- Support. Please keep West Parley and surrounding areas pleasant to live in, by limiting the density of all of these options.

2.41 Environment and Context

- Natural England - Object. This site offers significant green infrastructure that could remove potential adverse effects (from recreational pressure) on the Dorset heaths and increase the value for biodiversity. Disproportionate ratio of housing to the Suitable Alternative Natural Greenspace (SANG) proposed.
- English Heritage - Object. To ensure the national significance of Dudsbury Camp is conserved, its values must first be fully appreciated. Specific detailed evidence must therefore be gathered to inform consideration of the areas suitability, the proximity and the form of any future potential development.
- RSPB - We agree with the findings of the Habitats Regulations Assessment in connection with the proposed housing sites within these areas. We object.
- Dorset Wildlife Trust - Support. This option provides an opportunity to develop a section of SANG along the River Stour corridor. The opportunity should be taken to maximise the area of SANG in line with the desire to create a country park along the River Stour. Development would need Sustainable Urban Drainage (SUD) systems.
- West Parley Parish Council - Object. Landscape – This hill site is prominent in the landscape, and any housing on it would be highly visible, especially from the south, east, and from Christchurch Road to the north. Ancient Monument – This potential housing site is in very close proximity to the Scheduled Ancient Monument of Castle Rings. Ferndown Guides are located within the Rings and they have concerns about the effects of large scale housing development on their activities.
- West Parley Residents Association - Object. Immediately below it the area is a relief flood plain for the River Stour, which in winter regularly overflows its banks right up to the edge where the slope to the FWP3 site begins. The "footpath" referred to is the Stour Valley Way, one of Dorset County's most advertised long distance walks, all the way from Christchurch harbour to Stourhead in Wiltshire. Its proximity to the Ancient Monument is similarly

underplayed. The hill fort's walls are diminished but distinct, mostly by some 20 feet across and up to 8 feet high. The whole circular area, completely unprotected, is the most attractive playground imaginable to the young families of 210 adjacent houses.

- Hurn Parish Council - Inappropriate development on Green Belt land adjacent to the historic Iron Age Hill Fort of Dudsbury Rings.
- Dr Lesley Haskins - Comment: Insufficient weight given in the Strategy to the desirability of maintaining, protecting and wherever possible restoring the rivers and their corridors. Any type of built development close to or within the river corridors will increase existing flood risk.
- Environment Theme Action Group -- Potentially the site has good biodiversity. Concern about the topography of hillside for housing. Blocked drains in Ridgeway, concern about tanking of water that may attract birds - issues of bird strike. Loss of old hedgerows and trees; historical context of the site to the Ancient Hillfort.
- *General Comments*
- Too close to the end of the runway of Bournemouth Airport.
- Water drainage problems.
- In the winter rains Ridgeway Lane turns into what can only be described as a small river from water draining off the hill, and flooding.
- Site is exposed and elevated.

Green Belt

- West Parley Parish Council - This area is within South East Dorset Green Belt and we would not wish to see the boundary altered to accommodate housing at this location.
- West Parley Resident Association - Most importantly, FWP3 is shown as having no coalescence issues. Yet its existence would prejudice the KEY EDGE to the South of West Parley, already referred to by Broadway Malyan as an important issue. The prime purpose of the Green Belt was to exactly prevent this type of urban sprawl, and it originally envisaged far greater separations than would be left. BM page 51 underlines this point, identifying this gap as a "Key Edge".
- Keep the Green Belt to keep Ferndown and West Parley separate from Bournemouth.
- Suitable for limited housing development.
- The attractiveness of West Parley arises by the number of green spaces and rural feel of the area.
- All fields near river and Castle Rings should be conserved as a Green Belt corridor providing definition between Bournemouth and West Parley - footpaths, views to the Isle of Wight.
- Green Belt should stop the urban sprawl.
- Green Belt should be preserved for future generations.

2.42 Transport

- Highways Agency - Support. These options are located south of the A31. There is concern about the congestion of the A31 to the north of Ferndown.
- Dorset County Council - Development in this location is sustainable within the South East Dorset context as it is within the existing urban area and there is opportunity to use alternative modes of transport to access employment, education, shops and other services provided locally and within Poole

and Bournemouth. Whilst additional development in this location will generate more traffic, a pre-requisite to this development is the reduction in congestion in the vicinity of Parley Cross. Development of a large enough scale here can help improve transport conditions at the crossroads. If only a small level of development occurs then very little benefit can be achieved for the existing or new residents as transport improvements will not be financially viable. Current peak hour traffic congestion problems at Parley Cross are acknowledged and various junction improvements have been investigated. It is recognised that the longstanding proposal for a gyratory in that location might provide a solution in highway engineering terms but it is unlikely to provide an attractive, permeable urban design solution. Development on both sides of Parley Cross should contribute towards provision of a solution to reduce traffic flows and therefore congestion at the existing crossroads because traffic arising from both developments will further worsen conditions there. Wording in the Core Strategy should reflect this pre-requisite. Ideally the developers of the land to the east and west of the cross roads would work together to create a joint solution which would remove a certain level of traffic from the existing Parley Crossroads. DCC Transport Planning Officers have met with consultants representing developers of both sites and have suggested this course of action. A potential solution could be the construction of new streets through each of the developments which would both serve the development itself and remove west – south, south – west, east – south and south – east movements from the crossroads. Parley Cross could then benefit from a reduction in vehicular traffic, provision of better facilities for cycling, walking, public transport and become a more vibrant centre for the community with additional shops and services.

- West Parley Parish Council - Public transport is now much reduced in terms of routes and frequency when compared to 10 years ago, despite an increase in local population. Local traffic is also likely to increase as a result of this proposed development. Improvements to Parley Cross (this junction is one of the busiest outside of Bournemouth and Poole) would be a necessity regardless of development. Rights of Way (FP9) – Footpath 9 crosses the site and we would wish to retain this footpath with a rural outlook.
- West Parley Residents Association - The A347/A341 junction -Parley Cross - is already running at or above maximum capacity. It is clear that as of now there are no funds at all for any road works that could mitigate the effect of present traffic, let alone more, on the West Parley area. The design of the of the mentioned Parley Cross Gyratory scheme has neither been tested nor at all discussed with the local public, and ought really to be totally discounted until these preliminary steps have been taken.
- Cllr Peter Lucas (Ferndown Town Council) - Object. Impact on commuters from Ferndown to Bournemouth, Christchurch and Bournemouth Airport to work. Public transport services need improvements.
- *General Comments*
- Object to houses due to extra traffic on all roads. The area needs a better bus link to Parley Cross, we have one a week.
- Major road improvements are needed in West Parley first.
- So many new homes would create traffic problems especially with the Hurn Airport workers.
- The whole area should receive major traffic improvements BEFORE any building takes place.

2.43 Facilities and Utilities

- West Parley Parish Council - Sustainable Location – Although new health facilities, shops etc. are proposed if all the housing at FWP3 & FWP4 go ahead, no new school is envisaged. In the absence of this facility there would undoubtedly be increased pressure on the existing First School, which will exacerbate the current traffic problems.

- West Parley Residents Association - In W.P.R.A's view, the Girl Guides camp would be totally unsustainable with 210 houses and young families a stone's throw away.
- *General Comments*
- Support, major rethink about shops in West Parley is needed. Food shops that people can go into as it used to be 25/30 years ago. - butcher, fruiterer, baker etc, less tiles, bathrooms, kitchens, beauty treatments as it now.
- We will need additional medical facilities and schools for the influx of new residents.
- Sewage works already working to capacity.
- Improvements need to be made. A circular bus service to cover Bournemouth, Christchurch hospitals and the airport would be advantageous to older people who can no longer drive.
- Close to employment at the airport and Ferndown Industrial Estate.
- A doctor's surgery is badly needed in West Parley.

2.44 Comments from Ferndown and West Parley New Neighbourhood Focus Group (4th November 2010)

- It is hidden, only Bournemouth people would see it.
- The site would be visible from Church Lane/New Road (this would be improved by a lower number of dwellings and/or lower densities on the lower slopes).
- Cut through road is a good idea, but may not be welcomed or be desirable to local residents.
- Opportunity to provide river crossing/cycleway.
- Needs to be considered with FWP 4 and FWP 5.
- How will the access from Longfield Drive be controlled – roundabout or traffic lights?
- CPRE (Council for the Protection of Rural England) object to the proposal on the grounds of the impact on the Dudsbury Rings.
- Pepper-pot affordable housing around site.

2.45 Officer Response

2.46 The consideration of the two larger sites in West Parley cannot be made in isolation. The present poor urban environment of the village centre is compromised by the steady flow of through traffic at Parley Crossroads, and the large stretches of tarmac road surface which dominate it. Whilst there are a handful of local shops, many of the units are occupied by specialist home improvement retailers that do not provide exclusively for local community needs. This has been highlighted by a number of respondents to the consultation, who wished to see a better selection of shops for day to day needs of the community. The representatives of West Parley Residents Association (WPRA) suggested at the New Neighbourhood Focus Group (4th November 2010), that an urban environment similar to the village centre at West Moors would be desirable for West Parley.

2.47 Parley Crossroads suffers from severe congestion and over time the Highways Authority has implemented a range of measures to alleviate this, but at the expense of the local environmental amenity of the village shops and services. Roads have been widened and it is now the case that well over 1 hectare of tarmac covers the area around the Crossroads and shopping service roads. The area to the south of Christchurch Road, New Road and the

associated service road and car parking, is about 35 metres wide which is the equivalent of eight lanes of a normal highway with standard footpaths on either side. Such engineering solutions have sought to maximise the effectiveness of the Crossroads in terms of traffic movement, but this clearly has not been enough as severe congestion is common during ever lengthening peak times in the morning and afternoon. Consequently the centre of the village is very unattractive, particularly for pedestrians and cyclists. Respondents to the consultation have stated that the roads are very difficult to cross and coupled with the constant noise from traffic, make the whole area an unpleasant shopping environment for pedestrians.

2.48 The local community and the Council are left with a difficult choice. The allocation of New Neighbourhoods gives the opportunity to reorganise traffic movements and alleviate congestion at the Crossroads, but results in a significant change to the built character of the area. If New Neighbourhoods are not allocated, traffic alleviation will have to rely upon public funds and alternative solutions. There are no prospects at the current time of public funds, or alternative solutions being available. Previous assessments of the Crossroads have identified that limited congestion alleviation can be provided if a gyratory system were to be built which would expand the road dominated area to 90 metres wide. This would simply be a traffic alleviation engineering solution which would significantly increase the tarmaced highway area and lead to further deterioration of the shopping streets and urban environment. Additionally due to funding shortfalls it may never be implemented during the 15 year lifetime of the Core Strategy, leaving the residents and community with a further deteriorating local environment.

2.49 The Council takes the view that it should positively plan the area to significantly improve the environmental quality of New Road and Christchurch Road, provide improved services and facilities for the local community, deliver much needed affordable housing and facilitate the setting out and safeguarding of very large areas of Suitable Alternative Natural Greenspace (SANG) and more formal areas of open space.

2.50 The principle of allowing development in the Green Belt is accepted because affordable housing needs cannot be met by building in the urban areas. The removal of this land from the Green Belt would cause minimal harm as it would not cause coalescence and a new strong boundary can be identified.

2.51 This Option FWP3 together with FWP4/FWP5 will provide the potential to radically change the Parley Crossroads congestion, by removing 30% of traffic movements and enabling significant environmental improvements to the New Road area. This includes removing traffic lanes and turning movements. This will allow a much improved pedestrian environment to be provided with wider paved areas, landscaping and crossing points where people will not have to wait excessive amounts of time to cross New Road and Christchurch Road. The intention would be to create a new retail and commercial development to extend the range for the community, creating a two sided shopping street, with a proper sense of place and identity, an improvement on than that which currently exists.

2.52 The land at the Ridgeway offers an opportunity to deliver a New Neighbourhood to provide much needed affordable housing, significant areas of SANG and greater accessibility to the Stour Valley Way and River Stour, to divert people away from the heathland at Parley Common. A new road link to divert traffic from Parley Crossroads would also be incorporated into the development. Respondents have told us that the traffic situation is intolerable; that crossing New Road is very difficult for pedestrians; that access to open space in the Green Belt is important to them; that more facilities are needed in West Parley; and that there is a need for more affordable housing to allow younger people to live in the area close to employment at Bournemouth Airport and Ferndown Industrial Estate.

2.53 The land however is close to the Scheduled Ancient Monument of Dudsbury Rings used by the local Girl Guides, and is a sloping site edged by woodland which helps to protect long distance views to the south and west into the site. It is a more attractive landscape than the land to the east of New Road. To the east and north the land adjoins the existing residential urban area. It is important that the nature of development in this location respects the form of the land and the historic site at Dudsbury, and that landscaping is used to break up the built up area. The site is considered to be a good sustainable location, supported by the Parish Council, which is close to the local services and shops in New Road.

2.54 Consideration of Evidence and Policy

2.55 Planning Policy Statement 3: The policy approach in FWP3 remains consistent with PPS3 in respect of achieving the goal of ensuring that everybody has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

2.56 The policy approach of FWP3 remains consistent with the Local Development Framework evidence base including the following:-

- The East Dorset Housing Needs and Demands Survey (2008)
- The East Dorset Housing Market Assessment (2008 and 2012)
- The East Dorset Strategic Housing Land Availability Assessment (2008, 2009 and 2011)
- The East Dorset Level 1 Strategic Flood Risk Assessment (2008)

2.57 The policy approach complies with the guidance set out in the Draft National Planning Policy Framework, which states that (para10) 'For the planning system delivering sustainable development means:

- planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure
- planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
- planning for places (an environmental role) – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Option FWP3
Objective 1: Protect, enhance and expand habitats and protected species.	UNCERTAIN/NEUTRAL
Objective 2: Make sustainable use of resources	NEGATIVE DIRECT EFFECT

Relevant Sustainability Appraisal Objectives	Option FWP3	
Objective 3: Minimise pollution	UNCERTAIN/NEUTRAL	
Objective 4: Minimise factors contributing to climate change	UNCERTAIN/NEUTRAL	
Objective 5: Provide access to meet people's needs	POSITIVE	
Objective 6: Provide a safe and secure environment	UNCERTAIN/NEUTRAL	
Objective 7: Create conditions to improve health, promoting healthy lifestyles	POSITIVE	
Objective 8: Help make suitable housing available and affordable for everybody	STRONG POSITIVE	
Objective 10: Protect and enhance historic buildings, archaeological sites and other culturally important features.	STRONG POSITIVE	
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	UNCERTAIN/NEUTRAL DIRECT EFFECT	POSITIVE SECONDARY EFFECT
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	NEUTRAL/UNCERTAIN	

Table 2.8

‘Options for Consideration’ Habitats Regulations Assessment

2.58 The assessment identified an uncertain likely impact as it lies within 5 km of protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.59 The assessment identified that there will probably be an increase in traffic associated with development which could result in higher levels of air pollution. Employment opportunities will exist during the construction phase. Facilities and services will be provided in line with the scale of development and the need.

‘Options for Consideration’ Equalities Impact Assessment

2.60 The assessment concluded that the provision of new housing will benefit a wide range of people, in particular the old, disabled and young.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
FWP3 Land south of Christchurch Road and west of Ridgeway, West Parley	A new link road that will join Christchurch Road and New Road to the south of the existing urban area, diverting traffic from the Parley Crossroads.	To be delivered contemporaneous with the housing development. It must be fully operational prior to the occupation of 50% of the new homes.	Developer and CIL	Developer and DCC Transport Planners
FWP3 Land south of Christchurch Road and west of Ridgeway, West Parley	Major environmental enhancements to West Parley village, to include new public spaces shops, services and facilities, in association with wholesale changes to the Parley Crossroads and associated service roads.	To be delivered contemporaneous with the housing development.	Unknown	Developer and DCC Transport Planners
FWP3 Land south of Christchurch Road and west of Ridgeway, West Parley	A SANG is to be provided as part of the provision of new housing, to significantly extend and enhance public access, providing green links along the southern fringe of the urban area.	To be delivered contemporaneous with the housing development.	Developer	Developer and EDDC Countryside Rangers

Table 2.9

Conclusions

2.61 A New Neighbourhood in this location offers the opportunity to provide much needed housing, significant areas of Suitable Alternative Natural Greenspace (SANG) to attract people from nearby heaths, and a link road to divert traffic away from Parley Crossroads. This area is more attractive in terms of landscape quality than the land to the east of New Road. The site rises to the west towards the Dudsbury Hillfort and has a mature treed framework to the south and west which contains it from long distance views in these directions. To the east and north the land adjoins the urban area. It is important that the nature of development in this location respects the form of the land, the historic Hillfort, and landscaping is used to break up the built up area. Although the land is presently Green Belt, development of this area would not result in coalescence of settlements and would be contained by strong defensible new Green Belt boundaries. This option should continue to be pursued in the Core Strategy with a New Neighbourhood to deliver about 200 homes.

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

Option FWP 4

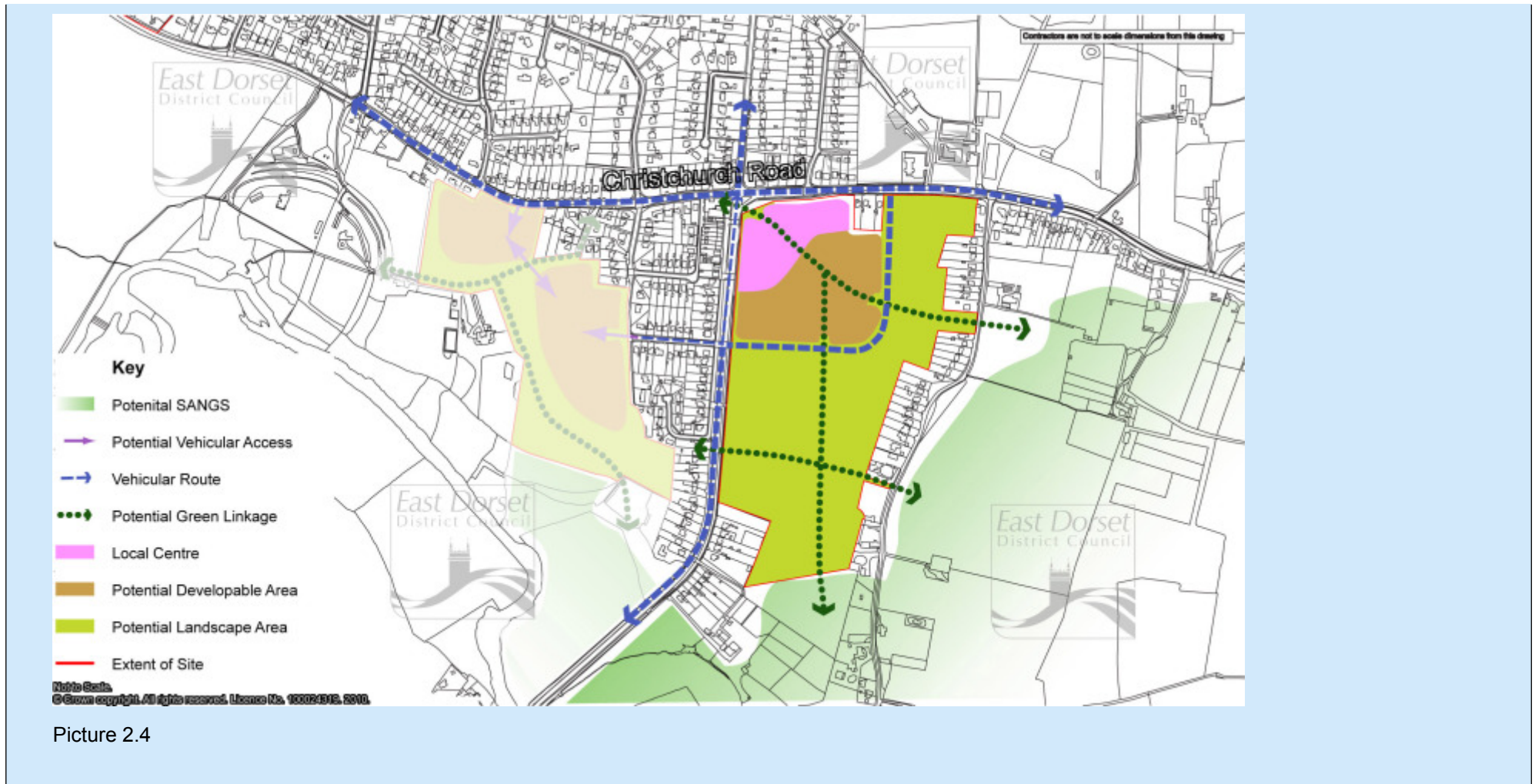
Development could take place on land to the east of New Road and to the south of Christchurch Road, West Parley.

This could involve:

- The provision of new retail, which could entail a convenience foodstore of about 3,000sqm gross, other small shops and community facilities.
- Small offices.
- An environmental improvement to the New Road Shopping Area.
- The provision of about 100 new homes.
- A formal park and informal open space.

The development of this option would be dependent on:

- Significant improvements to the A347 (New Road) B3073 (Christchurch Road) Parley Cross Roads.



Picture 2.4

Consultation Response

Option	Support	Object	No Opinion	Total
FWP4	154 (17%)	566 (62%)	190 (21%)	910

Option	Support	Object	No Opinion	Total
Residents of Ferndown Parish 14,930 (2010 Population Estimate - DCC)	29	62	-	91
Residents of West Parley Parish 3565 (2010 Population Estimate - DCC)	56	406	-	462
% of Ferndown Parish Population	0.1%	0.4%	-	0.5%
% of West Parley Parish Population	1.6%	11.4%	-	13.0%

Table 2.10

2.62 These figures represent an indication of the level of response by settlement. Responses giving 'No Opinion' were excluded for the purposes of the Parish breakdown. This proposal again received a significant number of objections, but less than for FWP5, which is the bigger scheme proposed for the site.

2.63 Housing

- West Parley Parish Council - Whilst not in favour of development on this rural site, if a new neighbourhood centre can be created, together with shops and small offices, the Parish Council would be willing to accept the proposal; a proviso being that development comprises a proportionate element of affordable accommodation (both rented and shared ownership in perpetuity). Expansion of Bournemouth Airport and the introduction of new noise contours may impact on development of this site.
- West Parley Residents Association - If FWP4 goes ahead, then when the economy improves and house building picks up it is regarded as a certainty that housing will expand to the areas and levels in FWP5. It will constitute an unsustainable and insensitive overload to West Parley's present 1600 houses and to the character and identity of the present community. In the West Parley Parish Plan, 80% of respondents, asked to choose between differing housing numbers from 0 to 500+ as being appropriate for West Parley, chose up to 100 houses as being the right level for the village.
- DC Planning representing Wyatt Homes - Object. It is not viable and it is completely illogical in planning terms in any event. It is not visionary. It could bring virtually nothing to a meaningful Core Strategy. More seriously its non-implementation through lack of viability would threaten a major part of the

(i) employment, (ii) transport, (iii) residential and (iv) nature conservation strategy. The Ferndown and West Parley area needs new affordable and market housing of mixed type and size. The evidence base is compelling; EDDC draws attention to the unbalanced population at West Parley in terms of age, social grouping and nature and ownership of homes. This is the most sustainably located site. It aligns closely with the two largest employment proposals in the Core Strategy and with convenient accessibility, including via public transport, to other major sources of local jobs in the conurbation. Effective and efficient use of land available must take place to do all it can to meet needs rather than having wildly disproportionate landscaped areas.

- Synergy Housing Association - Having looked at the proposals for each of the geographical areas and the proposed sites within those areas we can see no reason to disagree with the Local Authorities assessment and findings in each case, and would be very keen to become involved in the provision of affordable housing on any of these sites.
- *General Comments*
- We desperately need affordable housing.
- The development will massively increase the population and change the character of West Parley.

2.64 Environment and Context

- Natural England - This option could be detrimental to designated nature conservation sites in the locality but the development also offers an opportunity for significant green infrastructure that could remove this detriment and increase the value of the locality for biodiversity. Our opinion on this option will therefore be shaped by the strength of the policy on delivery of the green infrastructure as an integral part of the development and the requirements to be met by the green infrastructure.
- RSPB - We agree with the findings of the Habitats Regulations Assessment in connection with the proposed housing sites within these areas. Consequently, until such time as assessment of the potential impacts of the options on European sites is determined, we object.
- ARC - Object. This protected site already has high public use that is having a negative effect on its condition. Additional housing in this area would cause an increase of public use. The proposed Suitable Alternative Natural Greenspace (SANG) could not mitigate to reduce additional public use to this site.
- West Parley Residents Association - Although FWP4 seems to be just outside the published noise contours of the airport, the law and regulations are still developing, and it is believed that the chosen area may lie inside the noise zone that the World Health Organisation deems harmful to young children.
- DC Planning for Wyatt Homes - Land in this quadrant is required not only to mitigate the development itself but would provide a positive means of potentially lessening the pressure in the nearby Special Protection Area (Parley Common) from existing local residents and from other sites in this part of the District which may come forward. No development here through lack of viability, means land in this part of West Parley would not come forward for public access to help address the Core Strategy Chapter's opening paragraph call for increased countryside access and alternatives to visiting heathland.
- Barrack Road (West Parley) Residents Association - The houses will be very close to the flight path for the Airport. It is surprising that the Chapter on Odours (page 104) does not mention the existing long term problems of odours from the Eco composting plant in Chapel Lane. Noticeable odours can be smelt from up to one mile away, most especially in East and West Parley but also across to Hurn and north Bournemouth, depending on wind direction. The Environment Agency is well aware of this problem, as is the Environmental Health Department at Christchurch Borough Council. The plant has been the subject of repeated complaints over a number of years. New housing in West Parley would be directly affected by these odours.

- Environment Theme Action Group - This site is unlikely to have significant biodiversity interest, but proposals will require full Habitats Regulation Assessment (HRA) if they are taken forward. The SANG could make a valuable contribution to the community of West Parley using native hedgerows and Tree Preservation Order trees; suggest safe Disability Discrimination Act compliant pedestrian and cycle access across the main roads and safe access for horse riders should also be considered. The proposals for live/work units (as advocated elsewhere in the Core Strategy Options) should be considered as part of the shopping development.
- Hurn Parish Council - This proposal is adjacent to the airport flight path and within the airport noise zone which could impose harmful noise emissions on any new inhabitants or employees. We do not believe it is recommended or sensible to construct dwellings in an airport noise zone, and would suggest that the Core Strategy should be endeavouring to reduce the number of people affected by airport noise, not increase it.

2.65 Green Belt

- West Parley Residents Association - West Parley is a semi rural community, surrounded to the south, east and west by fields, farming, stables, horse paddocks, heathland, the River Stour. Only to the north is it joined to Ferndown. The greatest danger to West Parley from the proposed plans is the loss of its identity-from a sudden and unsustainable large addition to its housing stock, and from the separation from Bournemouth becoming a small strip of land around the River Stour. The prime purpose of the Green Belt was to exactly prevent this type of urban sprawl, and it originally envisaged far greater separation than would be left.
- Barrack Road (West Parley) Residents Association - We appreciate that some additional housing is needed in West Parley at some stage but much of the area was designated as Green Belt to protect the existing situation and the Green Belt status becomes meaningless if the boundaries are changed regularly. Older residents in Barrack Road heard in the 1980s the assurances about Green Belt being sacrosanct so the current assurances about preserving Green Belt if the current plans are agreed carry little weight.
- I think the Green Belt should be preserved.

2.66 Transport

- Highways Agency - Support. These options are located south of the A31. There is concern about the congestion of the A31 to the north of Ferndown.
- Dorset County Council - Development in this location is sustainable within the South East Dorset context as it is within the existing urban area and there is opportunity to use alternative modes of transport to access employment, education, shops and other services provided locally and within Poole and Bournemouth. Whilst additional development in this location will generate more traffic, a pre-requisite to this development is the reduction in congestion in the vicinity of Parley Cross. Development of a large enough scale here can help improve transport conditions at the crossroads. If only a small level of development occurs then very little benefit can be achieved for the existing or new residents as transport improvements will not be financially viable. Current peak hour traffic congestion problems at Parley Cross are acknowledged and various junction improvements have been investigated. It is recognised that the longstanding proposal for a gyratory in that location might provide a solution in highway engineering terms but it is unlikely to provide an attractive, permeable urban design solution. Development on both sides of Parley Cross should contribute towards the provision of a solution to reduce traffic flows and therefore congestion at the existing crossroads because traffic arising from both developments will further worsen conditions there. Wording in the Core Strategy should reflect this pre-requisite. Ideally the developers of the land to the east and west of the cross roads would work together to create a joint solution which would remove a certain level of traffic from the existing Parley Crossroads.

DCC Transport Planning Officers have met with consultants representing developers of both sites and have suggested this course of action. A potential solution could be the construction of new streets through each of the developments which would both serve the development itself and remove west – south, south – west, east – south and south – east movements from the crossroads. Parley Cross could then benefit from a reduction in vehicular traffic, provision of better facilities for cycling, walking, public transport and become a more vibrant centre for the community with additional shops and services.

- West Parley Residents Association - The traffic impact on the already overloaded Parley Cross Junction will be large and unsustainable. It is agreed that FWP4 development could not begin before this infrastructure problem is solved.
- DC Planning for Wyatt Homes - A foundation stone of creating ease of travel for both public transport and other vehicles is 'Parley Cross' junction. All employment and residential proposals in a great swathe of the District rely on it before they can come forward – collecting contributions is simply not enough, they have to be usable. It is quite clear the restrictions on growth within the airport boundary can only be properly lifted for the first significant phase when works are done. Furthermore, the Core Strategy at para 10.76/79 notes that all FWP options require improvements to Parley Crossroads. Even without growth the existing situation is not tenable, not least through people travelling further than the ideal for work and also West Parley having the highest car ownership in East Dorset. Improvements to public transport provision are stymied. Regrettably FWP4 will not deliver junction improvements here because FWP4 will not happen.
- Barrack Road (West Parley) Residents Association - West Parley has seen a steady increase in traffic using Parley Cross and the junction is over capacity at peak times. Unless there are improvements to Parley Cross, the morning and afternoon peaks will extend over time. In summer it is usual for traffic queues to extend eastwards from Parley Cross to the Airport entrance, northwards to Ferndown, south into Bournemouth and east to Longham as holiday traffic adds to existing commuter traffic. Building houses in the numbers proposed will add to this situation unless road improvements preceded any housebuilding.
- *General Comments*
- The present traffic congestion needs a solution before the burden of additional housing here.
- New Road Bridge needs widening.
- Traffic chaos on New Road. We need a flyover.
- 14 lane traffic lights through tiny village centre. Busiest set of lights on the south coast.
- The main concern is New Road which is virtually impossible to cross, no complete stopping of traffic - no pavement leading to the iron bridge and 40mph speed limit.
- If the Spur Road is closed, all traffic is diverted to New Road.

2.67 Facilities and Utilities

- West Parley Parish Council - Site provision for allotments. With new affordable housing nearby, either flats or dwellings with small gardens, or established residents wanting more vegetable area, some additional growing space could prove useful. Again, the area could be screened with suitable planting. Both of these measures - especially the burial site - would also help to ensure the openness is maintained and perhaps could be incorporated in the open space to be provided with development.
- Cllr P Timberlake, West Parley Parish Council - In order to help meet the demand for burials - which may increase still further with a growing population - the creation of a new burial site between any new development as proposed in the FWP4, and the rear of adjacent properties in Church Lane. Tree

planting around the site would help to screen it. Of course, any new burial site would be run by the local authority rather than the local Parish Council. The vicar wholly supports this proposal.

- West Parley Residents Association - Neither the proposed 3000 sq metre food store nor the proposed formal park have been discussed in any way with the community. They have emerged out of the blue.
- DC Planning for Wyatt Homes - Locally jobs will not be created – there will be no new foodstore, no small offices, and no enhancement of the existing shopping area. Slightly further afield there will be no airport business park expansion which critically and unequivocally relies on junction/widening works which need land and finance from the respondent's land-holding at the south east quadrant of Parley Cross. Job growth within the airport bounds has the largest potential of all sites within the whole Core Strategy area
- Barrack Road (West Parley) Residents Association - It does not look like the area allocated on the plans is large enough for all the amenities proposed. As existing local shops remain empty for some time when vacated, new shop capacity is unlikely to be needed. In addition, the recently conducted West Parley Parish Plan survey has shown that 73% of residents are happy with the existing local health facilities so there seems little need for a new health centre. The shops at Parley Cross are mainly DIY related and are attracted there by low rents as all the traditional local shops have closed due to lack of use. A new centre could revive the area but could also severely impact on the existing shops on New Road
- *General Comments*
- Support, major rethink about shops in West Parley is needed. Food shops that people can go into as it used to be 25/30 years ago. - butcher, fruiterer, baker etc, less tiles, bathrooms, kitchens, beauty treatments as it now.
- Support the provision for retail provision, as the existing is centred on builder's merchants. Restrict parking to avoid commuter parking.

2.68 Comments from Ferndown and West Parley New Neighbourhood Focus Group (4th November 2010)

2.69 Comments for FWP4 and FWP5 have been considered together.

- Could deliver a better centre which would create a sustainable development .
- Suitable Alternative Natural Greenspace (SANG) and Country Park would be a good idea – a big benefit.
- The land is not of good agricultural value – can't keep livestock on it and the silage crop doesn't pay for the field
- Transport issues – congestion at Parley Crossroads.
- Are we over-emphasising the traffic issues? The police representative said there were worse traffic in other areas e.g. Ham Lane, Canford Bottom and between Bear Cross and Longham village.
- West Parley Residents Association - Could gain a centre more like West Moors.
- Coalescence of Church Lane and the rest of West Parley is not a problem. If the open space is designed with the scheme it will help if placed along the rear of Church Lane.

- Would improvements to roads elsewhere improve Parley Cross?
- Need to connect the new housing with the existing centre.

2.70 Officer Response

2.71 The consideration of the two larger sites in West Parley cannot be made in isolation. The present poor urban environment of the village shops is compromised by the steady flow of through traffic at Parley Crossroads, and the large stretches of tarmac road surface which dominate. Whilst there are a handful of local shops, many of the units are occupied by specialist home improvement retailers that do not provide exclusively for local community needs. This has been highlighted by a number of respondents to the consultation, who wished to see a better selection of shops for day to day needs of the community. The representatives of West Parley Residents Association (WPRA) suggested at the New Neighbourhood Focus Group (4th November 2010), that an urban environment similar to the village centre at West Moors would be desirable for West Parley.

2.72 Parley Crossroads suffers from severe congestion and over time the Highways Authority has implemented a range of measures to alleviate this, but at the expense of the local environmental amenity of the village shops and services. Roads have been widened and it is now the case that well over 1 hectare of tarmac covers the area around the Crossroads and shopping service roads. The area to the south of Christchurch Road, New Road and the associated service road and car parking, are about 35 metres wide which is the equivalent of eight lanes of a normal highway with standard footpaths on either side. Such engineering solutions have sought to maximise the effectiveness of the Crossroads in terms of traffic movement, but this is clearly not enough as severe congestion is common during ever lengthening peak times in the morning and afternoon. Consequently the centre of the village is very unattractive, particularly for pedestrians and cyclists. Respondents to the consultation have stated that the roads are very difficult to cross and coupled with the constant noise from traffic, make the whole area an unpleasant shopping environment for pedestrians.

2.73 The local community and the Council are left with a difficult choice. The allocation of New Neighbourhoods gives the opportunity to reorganise traffic movements and alleviate congestion at the Crossroads, but results in a significant change to the built character of the area. If New Neighbourhoods are not allocated, traffic alleviation will have to rely upon public funds and alternative solutions. Previous assessments of the Crossroads have identified that limited congestion alleviation can be provided if a gyratory system were to be built which would expand the road dominated area to 90 metres wide. This would simply be a traffic alleviation engineering solution which would significantly increase the tarmaced highway area and lead to further deterioration of the shopping streets and urban environment. Additionally due to funding shortfalls it may never be implemented during the 15 year lifetime of the Core Strategy, leaving the residents and community with a further deteriorating local environment.

2.74 The Council takes the view that it should positively plan the area to significantly improve the environmental quality of New Road and Christchurch Road, provide improved services and facilities for the local community, deliver much needed affordable housing and facilitate the setting out and safeguarding of very large areas of Suitable Alternative Natural Greenspace (SANG) and more formal areas of open space.

2.75 The principle of allowing development in the Green Belt is accepted because affordable housing needs cannot be met by building in the urban areas. The removal of this land from the Green Belt would cause minimal harm as it would not cause coalescence and a new strong boundary can be identified.

2.76 This Option FWP4 together with FWP3/FWP5 will provide the potential to radically change the Parley Crossroads congestion, by removing 30% of traffic movements and enabling significant environmental improvements to the New Road area. This includes removing traffic lanes and turning movements. This will allow a much improved pedestrian environment to be provided with wider paved areas, landscaping and crossing points where people will not have to wait excessive amounts of time to cross New Road and Christchurch Road. The intention would be to create a new retail and commercial development to extend the range for the community, creating a two sided shopping street, with a proper sense of place and identity than that which currently exists.

2.77 The land at New Road offers an opportunity to deliver a New Neighbourhood to provide much needed affordable housing, new facilities for the community, and significant areas of SANG to divert people away from the heathland at Parley Common. However, through the viability testing of the options, it has become apparent that option FWP4 will not be viable in order to provide the much needed community enhancements and road infrastructure so desperately required in West Parley. This option will not therefore be pursued, and option FWP5 will be supported instead.

Consideration of Evidence and Policy

2.78 Planning Policy Statement 3: The policy approach in FWP4 remains consistent with PPS3 in respect of achieving the goal of ensuring that everybody has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

2.79 The policy approach of FWP4 remains consistent with the Local Plan evidence base including the following:-

- The East Dorset Housing Needs and Demands Survey (2008)
- The East Dorset Housing Market Assessment (2008 and 2012)
- The East Dorset Strategic Housing Land Availability Assessment (2008, 2009 and 2011)
- The East Dorset Level 1 Strategic Flood Risk Assessment (2008)

2.80 The policy approach complies with the guidance set out in the Draft National Planning Policy Framework, which states that (para10) 'For the planning system delivering sustainable development means:

- planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure

- planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community’s needs and supports its health and well-being; and
- planning for places (an environmental role) – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy

‘Options for Consideration’ Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Option FWP4
Objective 1: Protect, enhance and expand habitats and protected species.	UNCERTAIN/NEUTRAL
Objective 2: Make sustainable use of resources	NEGATIVE DIRECT EFFECT
Objective 3: Minimise pollution	UNCERTAIN/NEUTRAL
Objective 4: Minimise factors contributing to climate change	UNCERTAIN/NEUTRAL
Objective 5: Provide access to meet people's needs	POSITIVE
Objective 6: Provide a safe and secure environment	UNCERTAIN/NEUTRAL
Objective 7: Create conditions to improve health, promoting healthy lifestyles	POSITIVE
Objective 8: Help make suitable housing available and affordable for everybody	STRONG POSITIVE
Objective 10: Protect and enhance historic buildings, archaeological sites and other culturally important features.	UNCERTAIN/NEUTRAL
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	UNCERTAIN/NEUTRAL DIRECT EFFECT POSITIVE SECONDARY EFFECT
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	NEUTRAL/UNCERTAIN

Table 2.11

‘Options for Consideration’ Habitats Regulations Assessment

2.81 The assessment identified an uncertain likely impact as it lies within 5 km of protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.82 The assessment identified that there will probably be an increase in traffic associated with development which could result in higher levels of air pollution. Employment opportunities will exist during the construction phase. Facilities and services will be provided in line with the scale of development and the need.

‘Options for Consideration’ Equalities Impact Assessment

2.83 The assessment concluded that the provision of new housing will benefit a wide range of people, in particular the old, disabled and young.

Infrastructure Requirements

2.84 As this option is not being pursued, there are no infrastructure requirements with this option.

Conclusions

2.85 Option FWP4 will not be viable in order to provide the much needed community enhancements and road infrastructure so desperately required in West Parley. This option will not therefore be pursued, and option FWP5 will be supported instead.

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

Non Preferred Option FWP 5

Development could take place on land to the east of New Road and to the south of Christchurch Road, West Parley.

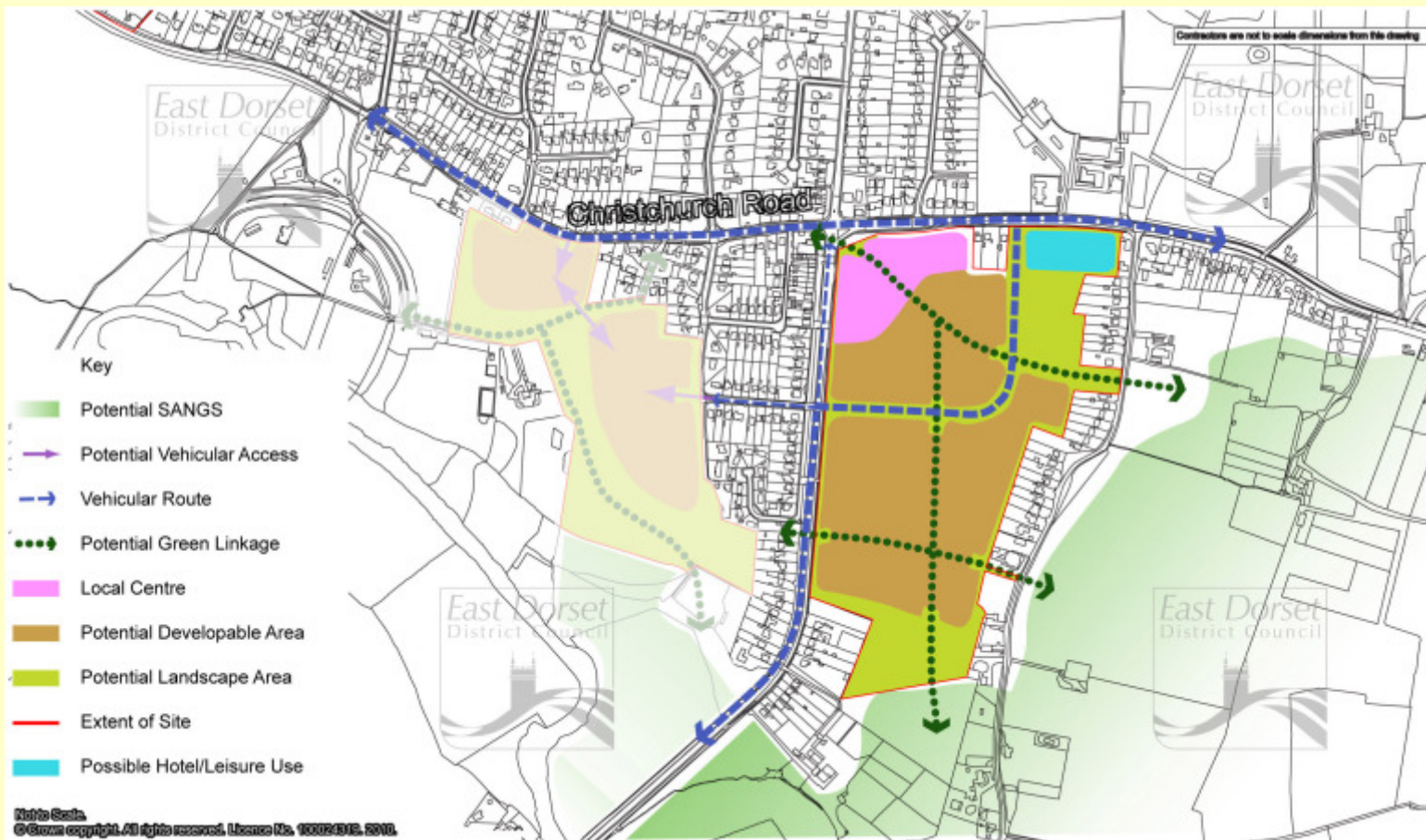
This could involve:

- The provision of new retail, which could entail a convenience foodstore of about 3,000sqm gross, other small shops and community facilities.
- Small offices.
- An environmental improvement to the New Road Shopping Area.

- The provision of about 400 homes.
- A formal park and informal open space.

The development of this option would be dependent on:

- Significant improvements to the A347 (New Road) B3073 (Christchurch Road) Parley Cross Roads.



Picture 2.5

Consultation Response

Option	Support	Object	No Opinion	Total
Non Preferred FWP5	84 (9%)	661 (72%)	170 (19%)	915
Residents of Ferndown Parish 14,930 (2010 Population Estimate - DCC)	77	15	-	92
Residents of West Parley Parish 3565 (2010 Population Estimate - DCC)	24	452	-	476
% of Ferndown Parish Population	0.4%	0.1%	-	0.5%
% of West Parley Parish Population	0.7%	12.7%	-	13.4%

Table 2.12

2.86 These figures represent an indication of the level of response by settlement. Responses giving 'No Opinion' were excluded for the purposes of the Parish breakdown. This proposal received the highest number of objections of any option in the Core Strategy Options for Consideration consultation, although there was not universal objection to the scheme from local residents.

2.87 Housing

- West Parley Parish Council - Object. The Parish Council strongly opposes this non-preferred option, and will resist any large scale housing south-east of Parley Cross.
- Synergy Housing Association - Having looked at the proposals for each of the geographical areas and the proposed sites within those areas we can see no reason to disagree with the Local Authorities assessment and findings in each case, and would be very keen to become involved in the provision of affordable housing on any of these sites.
- DC Planning for Wyatt Homes - It has been recognised for many years by the Local Planning Authority (LPA) and its consultants that the land in the south east quadrant of Parley Crossroads would provide the opportunity for a sustainable new neighbourhood bringing forward many benefits for the

immediate and wider area. A critical mass in terms of the delivery of much needed housing and other benefits is required to achieve planning objectives and development viability. By failing to endorse FWP5 as a Preferred Option the LPA will not achieve its strategic objectives under principal Vision headings, not only for this immediate locality but across a wide stretch of the Plan area. There is an arbitrary acceptance of 100 dwellings and rejection of 400.

- Symonds and Sampson on behalf of the Rossiter family as landowners - We support this site as land available for sustainable development, with the ability to assist in meeting the demand for affordable housing, and believe the site's development is essential to bring a solution to the Parley Crossroads problem.
- West Parley Residents Association - The greatest danger to West Parley from the proposed plans is the loss of its identity - from a sudden and unsustainable large addition to its housing stock, and from the separation from Bournemouth becoming a small strip of land around the River Stour. It will constitute an unsustainable and insensitive overload to West Parley's present 1600 houses .
- Barrack Road (West Parley) Residents Association - Object.
- *General Comments*
- I appreciate affordable housing is needed.
- I know people need homes but it is important to keep open spaces and not over develop the area.
- Create low cost housing for young people.
- The proposed development would bring that area of East Dorset closer to being a Bournemouth suburb.
- Quality of materials and road layout is a key requirement to any new house building.
- STRONGLY support, the site would not directly affect existing houses in the area, and is close to the commercial environs of Bournemouth Airport.

2.88 Environment and Context

- RSPB - We agree with the findings of the Habitats Regulation Assessment in connection with the proposed housing sites within these areas. Consequently, until such time as assessment of the potential impacts of the options on European sites is determined, we object.
- ARC - Object. This protected site already has high public use that is having a negative effect on its condition. Additional housing in this area would cause an increase of public use. The proposed Suitable Alternative Natural Greenspace (SANG) could not mitigate to reduce additional public use to this site.
- DC Planning for Wyatt Homes - There is no need to have concerns over the impact from about 400 dwellings and associated commercial buildings on the Parley Common Special Protection Area (SPA) – mitigation is an entirely achievable proposition. Similarly, concerns over the environmental result of new works here on any new community are unfounded. The reverse is actually the case; endorsement of the development is a pre-requisite to achieving both capacity and environmental improvements at this junction and its environs. Wyatt Homes, with the help of ecological practice, EPR, and the good officers of Natural England have explored this. The EPR 'Proposed Layout' is the outcome. It sets out how this mitigates for the site in SPA terms and brings the diversionary open space for the nearby existing population as well as offering benefits for walkers on the Stour Valley Way. It underlines the provision which can be made for a single SANG area of over 16 ha.
- *General Comments*
- Do not take away from the personality of West Parley.

- Support. The informal park and open space would be an added facility, unlike the current site which can only be crossed by a public footpath.
- West Parley is a quiet (aside traffic) parish with a subtle peacefulness. This will be completely destroyed.

2.89 Green Belt

- DC Planning for Wyatt Homes - Any development proposed on this designation has to be assessed against the 5 purposes of Green Belt set out in PPG2, material considerations and whether very special circumstances exist. The evidence base gives rise to no concerns on these points. We agree that the housing and other needs outweighs the protectionist stance on the Green Belt and that in any event the 5 purposes of Green Belt would not be contravened by a well planned version of FWP5. We agree that it is important to keep the old settlement (and Conservation Area) of Parley Cross to the south east separate from any growth of West Parley, and Bournemouth too – our development strategy (and FWP5) would do this.
- West Parley Residents Association - Concerns of coalescence issues along the "key edge" between West Parley and Bournemouth.
- *General Comments*
- The Green Belt should be preserved for future generations.
- Preserve the Green Belt.

2.90 Transport

- Highways Agency - Support. These options are located south of the A31. There is concern about the congestion of the A31 to the north of Ferndown.
- Dorset County Council - Development in this location is sustainable within the South East Dorset context as it is within the existing urban area and there is opportunity to use alternative modes of transport to access employment, education, shops and other services provided locally and within Poole and Bournemouth. Whilst additional development in this location will generate more traffic, a pre-requisite to this development is the reduction in congestion in the vicinity of Parley Cross. Development of a large enough scale here can help improve transport conditions at the crossroads. If only a small level of development occurs then very little benefit can be achieved for the existing or new residents as transport improvements will not be financially viable. Current peak hour traffic congestion problems at Parley Cross are acknowledged and various junction improvements have been investigated. It is recognised that the longstanding proposal for a gyratory in that location might provide a solution in highway engineering terms but it is unlikely to provide an attractive, permeable urban design solution. Development on both sides of Parley Cross should contribute towards provision of a solution to reduce traffic flows and therefore congestion at the existing crossroads because traffic arising from both developments will further worsen conditions there. Wording in the Core Strategy should reflect this pre-requisite. Ideally the developers of the land to the east and west of the cross roads would work together to create a joint solution which would remove a certain level of traffic from the existing Parley Crossroads. DCC Transport Planning Officers have met with consultants representing developers of both sites and have suggested this course of action. A potential solution could be the construction of new streets through each of the developments which would both serve the development itself and remove west – south, south – west, east – south and south – east movements from the crossroads. Parley Cross could then benefit from a reduction in vehicular traffic, provision of better facilities for cycling, walking, public transport and become a more vibrant centre for the community with additional shops and services
- DC Planning for Wyatt Homes - Concerns over either traffic additions to the Parley Crossroads or the environmental result of new works here on any new community are unfounded. The reverse is actually the case; endorsement of the development is a pre-requisite to achieving both capacity and

environmental improvements at this junction and its environs. The Broadway Malyan / WSP work on problems and solutions at Parley Crossroads, and the DCC investigations, provide no evidence that 100 homes would be technically and environmentally complementary to junction and other highway works and that 400 homes would not. The reason for objecting to the larger scheme has no sound technical or environmental basis; it is arbitrary. The respondent's transport consultants, PFA, have concluded that a 'by-pass' for part of the Parley Crossroads traffic, through and serving development on this quadrant, would be one positive way forward. Rightly few parties would be in favour of a gyratory as per an earlier Peter Brett Associates solution. Works, however, must be done at this junction. There is no transport reason to object to the concept of FWP5, on the contrary transport enhancement is a reason to support comprehensive development along these lines.

- West Parley Residents Association - The traffic impact on the already overloaded Parley Cross Junction will be large and unsustainable.
- *General Comments*
- It can take 10 minutes to get out of our close to get to the traffic lights.
- A new road structure is required before any development takes place.
- No building before infrastructure is improved.
- The road network suffers high levels of congestion.

2.91 Facilities and Utilities

- Dorset County Council - A potential solution could be the construction of new streets through each of the developments which would both serve the development itself and remove west – south, south – west, east – south and south – east movements from the crossroads. Parley Cross could then benefit from a reduction in vehicular traffic, provision of better facilities for cycling, walking, public transport and become a more vibrant centre for the community with additional shops and services.
- DC Planning for Wyatt Homes - At a local level the scheme can deliver facilities which have been called for in local consultation (e.g. Core Strategy Issues and Options responses) – allotments, playground, teen facilities and a health centre. Shopping will greatly improve locally, adding to self-containment and lessening the need to travel. Concern is expressed in the evidence base Profile Information over poor shopping facilities at West Parley and professional studies have shown more are needed. Through this site West Parley will become a more balanced community with a range of ages, house types, social strata and skills. Locally public transport, already recognised as good, will improve further in long term viability, service frequency and speed through avoiding congestion. Significant wide landscape areas will be aligned where the site lies closest to, or abuts, existing dwellings. New parkland and walking routes will be available to all. Much of the substantial 'New Homes Bonus' can be spent at the behest of local people.
- West Parley Residents Association - Neither the proposed 3,000 sq metre food store nor the proposed formal park have been discussed in any way with the community. They have emerged out of the blue.
- Support, major rethink about shops in West Parley is needed. Food shops that people can go into as it used to be 25/30 years ago. - butcher, fruiterer, baker etc, less tiles, bathrooms, kitchens, beauty treatments as it now.

2.92 Comments from Ferndown and West Parley New Neighbourhood Focus Group (4th November 2010)

2.93 Comments for FWP4 and FWP5 have been considered together.

- Could deliver a better centre which would create a sustainable development .
- Suitable Alternative Natural Greenspace (SANG) and Country Park would be a good idea – a big benefit.
- The land is not of good agricultural value – can't keep livestock on it and the silage crop doesn't pay for the field.
- Transport issues – congestion at Parley Cross roads.
- Are we over-emphasising the traffic issues? The police representative said there were worse traffic in other areas eg Ham Lane, Canford Bottom and between Bear Cross and Longham village.
- Could gain a centre more like West Moors.
- Coalescence of Church Lane and the rest of West Parley is not a problem. If the open space is designed with the scheme it will help if placed along the rear of Church Lane.
- Would improvements to roads elsewhere improve Parley Cross?
- Need to connect the new housing with the existing centre.

2.94 Officer Response

2.95 The consideration of the two larger sites in West Parley cannot be made in isolation. The present poor urban environment of the village centre is compromised by the steady flow of through traffic at Parley Crossroads, and the large stretches of tarmac road surface which dominate. Whilst there are a handful of local shops, many of the units are occupied by specialist home improvement retailers that do not provide exclusively for local community needs. This has been highlighted by a number of respondents to the consultation, who wished to see a better selection of shops for day to day needs of the community. The representatives of West Parley Residents Association (WPRA) suggested at the New Neighbourhood Focus Group (4th November 2010), that an urban environment similar to the village centre at West Moors would be desirable for West Parley.

2.96 Parley Crossroads suffers from severe congestion and over time the Highways Authority has implemented a range of measures to alleviate this, but at the expense of the local environmental amenity of the village shops and services. Roads have been widened and it is now the case that well over 1 hectare of tarmac covers the area around the Crossroads and shopping service roads. The area to the south of Christchurch Road, New Road and the associated service road and car parking, are about 35 metres wide which is the equivalent of eight lanes of a normal highway with standard footpaths on either side. Such engineering solutions have sought to maximise the effectiveness of the Crossroads in terms of traffic movement, but this is clearly not

enough as severe congestion is common during ever lengthening peak times in the morning and afternoon. Consequently the centre of the village is very unattractive, particularly for pedestrians and cyclists. Respondents to the consultation have stated that the roads are very difficult to cross and coupled with the constant noise from traffic, make the whole area an unpleasant shopping environment for pedestrians.

2.97 The local community and the Council are left with a difficult choice. The allocation of New Neighbourhoods gives the opportunity to reorganise traffic movements and alleviate congestion at the Crossroads, but results in a significant change to the built character of the area. If New Neighbourhoods are not allocated, traffic alleviation will have to rely upon public funds and alternative solutions. Previous assessments of the Crossroads have identified that limited congestion alleviation can be provided if a gyratory system were to be built which would expand the road dominated area to 90 metres wide. This would simply be a traffic alleviation engineering solution which would significantly increase the tarmaced highway area and lead to further deterioration of the shopping streets and urban environment. Additionally due to funding shortfalls it may never be implemented during the 15 year lifetime of the Core Strategy, leaving the residents and community with a further deteriorating local environment.

2.98 The Council takes the view that it should positively plan the area to significantly improve the environmental quality of New Road and Christchurch Road, provide improved services and facilities for the local community, deliver much needed affordable housing and facilitate the setting out and safeguarding of very large areas of Suitable Alternative Natural Greenspace and more formal areas of open space.

2.99 The principle of allowing development in the Green Belt is accepted because affordable housing needs cannot be met by building in the urban areas. The removal of this land from the Green Belt would cause minimal harm as it would not cause coalescence and a new strong boundary can be identified.

2.100 This Option FWP5 together with FWP3 will provide the potential to radically change the Parley Crossroads congestion, by removing 30% of traffic movements and enabling significant environmental improvements to the New Road area. This includes removing traffic lanes and turning movements. This will allow a much improved pedestrian environment to be provided with wider paved areas, landscaping and crossing points where people will not have to wait excessive amounts of time to cross New Road and Christchurch Road. The intention would be to create a new retail and commercial development to extend the range for the community, creating a two sided shopping street, with a proper sense of place and identity in contrast to that which currently exists.

2.101 The land at New Road offers an opportunity to deliver a New Neighbourhood to provide much needed affordable housing, new facilities for the community, and significant areas of Suitable Alternative Natural Greenspace (SANG) to divert people away from the heathland at Parley Common. This option has proved to be the only viable option for this site through the viability testing of the options, in order to deliver community enhancements and road infrastructure so desperately required in West Parley.

Consideration of Evidence and Policy

2.102 Planning Policy Statement 3: The policy approach in FWP5 remains consistent with PPS3 in respect of achieving the goal of ensuring that everybody has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

2.103 The policy approach of FWP5 remains consistent with the Local Plan evidence base including the following:-

- The East Dorset Housing Needs and Demands Survey (2008)
- The East Dorset Housing Market Assessment (2008 and 2012)
- The East Dorset Strategic Housing Land Availability Assessment (2008, 2009 and 2011)
- The East Dorset Level 1 Strategic Flood Risk Assessment (2008)

2.104 The policy approach complies with the guidance set out in the Draft National Planning Policy Framework, which states that (para10) 'For the planning system delivering sustainable development means:

- planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure
- planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
- planning for places (an environmental role) – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Non Preferred Option FWP5
Objective 1: Protect, enhance and expand habitats and protected species.	NEGATIVE
Objective 2: Make sustainable use of resources	NEGATIVE DIRECT EFFECT
Objective 3: Minimise pollution	POSITIVE
Objective 4: Minimise factors contributing to climate change	POSITIVE
Objective 5: Provide access to meet people's needs	STRONG POSITIVE
Objective 6: Provide a safe and secure environment	UNCERTAIN/NEUTRAL
Objective 7: Create conditions to improve health, promoting healthy lifestyles	POSITIVE

Relevant Sustainability Appraisal Objectives	Non Preferred Option FWP5	
Objective 8: Help make suitable housing available and affordable for everybody	STRONG POSITIVE	
Objective 10: Protect and enhance historic buildings, archaeological sites and other culturally important features.	UNCERTAIN/NEUTRAL	
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	NEGATIVE DIRECT EFFECT	UNCERTAIN/NEUTRAL SECONDARY EFFECT
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	POSITIVE	

Table 2.13

‘Options for Consideration’ Habitats Regulations Assessment

2.105 The assessment identified that there will be a likely impact as part of the site lies within 400 metres of a protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.106 The assessment identified that there will probably be an increase in traffic associated with development which could result in higher levels of air pollution. Employment opportunities will exist during the construction phase. Facilities and services will be provided in line with the scale of development and the need.

‘Options for Consideration’ Equalities Impact Assessment

2.107 The assessment concluded that the provision of new housing will benefit a wide range of people, in particular the old, disabled and young.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
FWP5 Land to the east of New Road, West Parley	A new link road that will join Christchurch Road and New Road to the south of the existing urban area, diverting traffic from the Parley Crossroads.	To be delivered contemporaneous with the housing development. It must be fully operational prior to the occupation of 50% of the new homes.	Developer and CIL	Developer and DCC Transport Planners
FWP5 Land to the east of New Road, West Parley	Major environmental enhancements to West Parley village, to include new public spaces shops, services and facilities, in association with wholesale changes to the Parley Crossroads and associated service roads.	To be delivered contemporaneous with the housing development.	Unknown	Developer and DCC Transport Planners
FWP5 Land to the east of New Road, West Parley	A SANG is to be provided as part of the provision of new housing, to incorporate significant areas of open space to the east of Church Lane, to the south of the allocated development area and housing on Church Lane.	To be delivered contemporaneous with the housing development.	Developer	Developer and EDDC Countryside Rangers
FWP5 Land to the east of New Road, West Parley	A park is to be provided adjacent to the village centre.	To be delivered contemporaneous with the	Developer	Developer and EDDC Countryside Rangers

Site	Infrastructure	Timing	Funding	Responsibility
		housing development.		
FWP5 Land to the east of New Road, West Parley	Access to the village centre extension is to come from the link road.	To be delivered contemporaneous with the housing development.	Developer	Developer and DCC Transport Planners
FWP5 Land to the east of New Road, West Parley	Dedicated pedestrian and cycling links are to be provided throughout the housing area with connections into the existing networks to the north, east and west.	To be delivered contemporaneous with the housing development.	Developer	Developer and DCC Transport Planners

Table 2.14

Conclusions

2.108 The New Road site is a flat featureless area of land bordered on three sides by urban development. It offers an opportunity to deliver a New Neighbourhood to provide much needed affordable housing, new facilities for the community, and significant areas of Suitable Alternative Natural Greenspace (SANG) to divert people away from the heathland at Parley Common. It creates a chance to provide a more welcoming village centre with an attractive sense of place. The New Neighbourhood must provide traffic alleviation for the Crossroads and substantial areas of Suitable Alternative Natural Greenspace to attract people away from the protected heathland at Parley Common. This will include parkland to both the east and west of Church Lane as well as the south of the new housing extending to about 25 hectares (60 acres). Additionally, a more formal park is to be provided adjacent to an extension to the village centre which can provide a village square and additional shops and services.

2.109 Although the land is presently Green Belt, development of this area would not result in coalescence of settlements and would be contained by strong defensible new Green Belt boundaries. Option FWP5 has proved to be the only viable option for this site through the viability testing of the options, in order to deliver community enhancements and road infrastructure so desperately required in West Parley, and will be carried forward into the Pre-Submission document.

2.110 Omission Sites

2.111 87 Christchurch Road

2.112 Mr Phil Janaway of Phil Janaway (Planning) Ltd is promoting this 1.04 hectare site in the Green Belt as land suitable for housing development. It has a single dwelling house on it, and is bounded to the north by the Council owned `Belle Vue Plantation`, and the B3073 `Christchurch Road` to the south. The agent maintains it is a viable site being in relatively close proximity to Holmwood House and Coppins Nursery, and has the same attributes as them. He states the land is underused at present and could provide new housing in the area to support growth of employment at the airport and a younger workforce.

2.113 *Officer Response*

2.114 This residential single plot is significantly smaller than either the Holmwood or Coppins sites and isolated from both. Whilst the merits of the site are noted, it is not considered that the release of this land would justify the exceptional circumstances required to release the land from the Green Belt as a strategic housing allocation.

2.115 Plymouth Brethren Community Hall, 300 -324 Christchurch Road West Parley (FWP4 and FWP5)

2.116 Mr Raymond Silverthorne and Mr J Aris propose the use of this land for community buildings including one third of the site with a small "Bungalow Style" Brethrens Gospel Hall and associated landscaping, screening, car park and entrance. The remaining two thirds of the site could be used for a Medical Surgery or Elderly persons care facility, something which would be of tangible benefit to the whole of Parley. We are aware that because of its proximity to an SSSI it would be very unlikely to be used for housing. However, it is understood there may be an opening for community buildings or non-dwellings, especially if the larger Parley development comes to fruition.

2.117 *Officer Response*

2.118 This site should be considered as part of the wider development options of West Parley for FWP5 as a community facility.

2.119 Land between Ringwood Road and Glissons, Longham

2.120 Mr Malcolm Brown of Sibbett Gregory suggests the Area of Search should extend west to include the land between Ringwood Road and Glissons. He suggests this area of land should be included as an option for a mixed use development comprising residential, some employment and some retail, together with open space provision. His clients have commissioned a Masterplan to demonstrate how this land could be developed in a manner which would enhance the visual amenity of Longham and provide community benefits. This would include an element of affordable housing and allotments, with a view to encouraging sustainable living.

2.121 *Officer Response*

2.122 This proposal represents a substantial expansion to the linear village of Longham. It would project into open countryside beyond the natural confines of the existing settlement. The Council's Masterplanners, Broadway Malyan have considered locations in the Area of Search and do not consider this area would be suitable to provide a strategic housing allocation in the Core Strategy. Longham is identified in the Core Strategy as a Green Belt settlement where exceptionally land adjoining the defined rural settlement which would otherwise be considered inappropriate for development, may be developed in order to provide affordable housing in perpetuity, under Policy LN4.

2.123 Eco Village at Little Canford

2.124 Mr Andrew Patrick of Pro Vision representing Wessex Water proposes an Eco Village at the Little Canford Depot (Non Preferred Option PC 8) of a traditional Dorset design (a 'mini Poundbury') or a modern approach. It would retain the lakes, and most boundary trees and group cottages around a pond, providing offices in a campus, with quality industrial units to the northern side. Also, work-home units, new vehicular access to the B3073 and a footpath to Hampreston School along the verge would be provided, and affordable housing. In addition to the above, an alternative incorporating Stourbank Nurseries would include employment focused at the nurseries.

2.125 Officer Response

2.126 This site has been considered under Non Preferred Option PC 8, as an alternative site for employment use. However, this site does not adjoin an existing urban area and lies within an important Green Belt gap. Its development would compromise this gap. The land does have substantial structures on it, although the majority being for agricultural/horticultural purposes makes them appropriate in the Green Belt. There is a lack of accessibility to the site to nearby services and public transport, and the site is considered not large enough to support these. Part of the site is also a Site of Nature Conservation Interest. For these reasons, this site is considered unsuitable for housing or employment development.

2.127 Hilltop Nurseries, Wimborne Road, Ferndown

2.128 Mrs Carol Fooks the part owner of this site suggests the land could be used to provide much needed homes in Ferndown.

2.129 Officer Response

2.130 The site lies within 400m of an internationally designated heathland, where housing development cannot be permitted under European law.

2.131 New Service Station at Ameysford Roundabout, Ferndown

2.132 Mr Raymond Silverthorne and Mr R T Jackson both suggest that land should be allocated by the Ameysford Roundabout entrance to the Ferndown Industrial Estate for a "Premier Inn" style hotel with an adjoining Conference facility to be used by local businesses. He suggests a hotel would draw revenue from passing travellers along the A31 and provide useful accommodation for visiting business personnel.

2.133 Officer Response

2.134 Part of the site is a Special Protection Area and it is within 400m of internationally protected heathland. The previous permission for an Esso service station has lapsed. This site specific suggestion will be considered later at the Site Specific Allocations stage of the Local Plan preparation process.

Conclusions

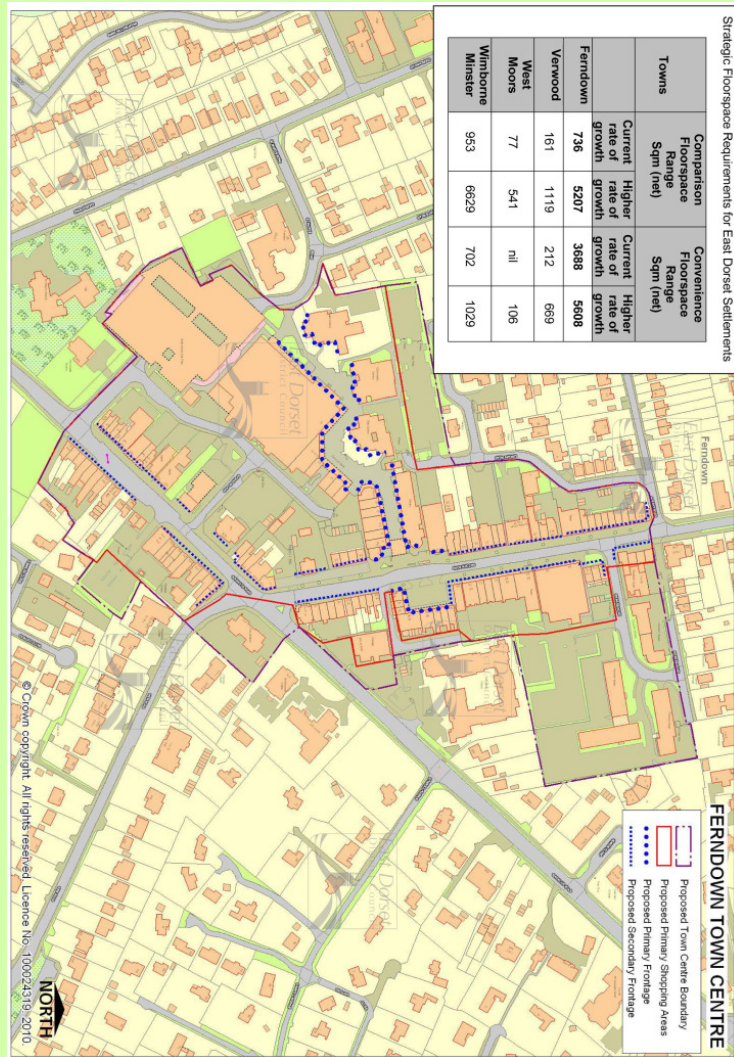
2.135 None of the above sites are considered to be suitable for inclusion as allocations in the Pre-Submission document for the reasons stated above.

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

2.136 Issue: What should be the extent of the Ferndown Town Centre boundary?

Preferred Option FWP 6

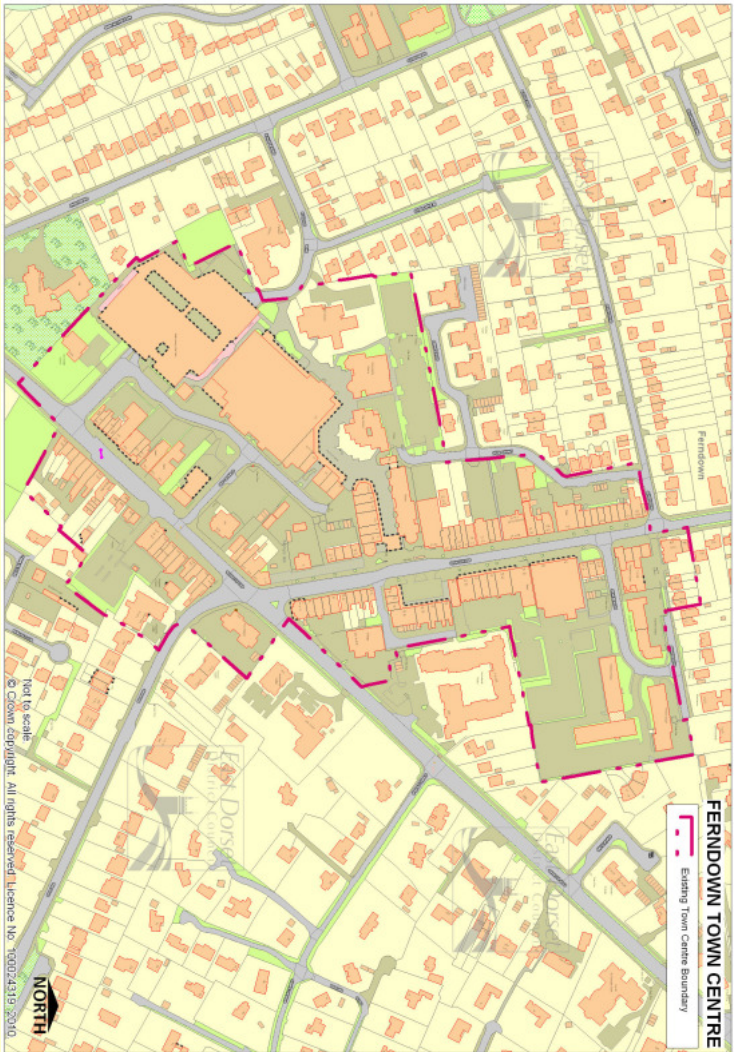
The proposed Town Centre boundary for Ferndown is as follows:



Picture 2.6

Non Preferred Option FWP 7

Retain the existing Town Centre boundary for Ferndown.



Picture 2.7

Consultation Response

Option	Support	Object	No Opinion	Total
Preferred Option FWP6	1	0	0	1
Non Preferred Option FWP7	0	0	0	0

Table 2.15

2.137 The one comment received for these options came in support from Ferndown Town Council.

- The commercial centre of Ferndown is in dire need of fresh outlook as it is currently dated, poorly laid out and not using the assets that it has to encourage commercial vitality to all shopping areas in the town centre. Redrawing the boundary as described should go some way towards a future regeneration of the area as described in the proposal FWP8. (Ferndown Town Council)

2.138 Officer Response

2.139 This response is very encouraging with the Town Council actively sharing the same aspirations for Ferndown Town Centre as East Dorset District Council. This response endorses the proposed boundary for Ferndown Town Centre, the Primary and Secondary Shopping Frontages and the Town Centre Boundary as proposed in FWP6.

Consideration of Evidence and Policy

2.140 Option FWP6 is in line with PPS4 and PPS6 and continues to be supported in the Draft National Planning Policy Framework (NPPF):

2.141 'Planning polices should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Local planning authorities should:

- Recognise town centres as the heart of their communities and pursue policies to support the viability and vitality of town centres
- Define a network (pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes
- Define the extent of the town centre and the primary shopping area, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations
- Recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites

- Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, community services and residential development needed in town centres. It is important that retail and leisure needs are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites.
- Allocate appropriate edge of centres sites where suitable and viable town centre sites are not available, and if sufficient edge of centre sites cannot be identified, set policies for meeting the identified requirements in other accessible locations; and
- Set policies for the consideration or retail and leisure proposals which cannot be accommodated in or adjacent town centres.'

2.142 The Joint Retail Assessment produced by Nathaniel Lichfield and Partners (2008) recommended that the frontage designations of those parts of the town not covered by Local Plan Policy FWP5 should be reassessed and redesigned as primary and secondary frontages as per PPS6. This would enable the secondary frontages to also to protected from a high concentration of non A1 use classes where appropriate.

2.143 Option FWP7 supports the existing Local Plan Town Centre boundary as adopted in 2001. Since then, PPS4, PPS 6 and the Draft NPPF have been introduced. In view of these changes to policy guidance, it is considered that this option no longer accurately reflects the economic Town Centre area, and should therefore be re-drawn to show the new boundary as suggested in Preferred Option FWP6 above.

'Options for Consideration' Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Preferred Option FWP6	Non Preferred Option FWP7
Objective 3: Minimise pollution	STRONG POSITIVE	NEGATIVE
Objective 4: Minimise factors contributing to climate change	STRONG POSITIVE	NEGATIVE
Objective 5: Provide access to meet people's needs	POSITIVE	UNCERTAIN/NEUTRAL
Objective 9: Help communities to support social cohesion through a reduction in the fear of crime and the provision of basic services and facilities, learning, training, skills, knowledge and culture.	POSITIVE	NEGATIVE
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	STRONG POSITIVE	UNCERTAIN/NEUTRAL
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	STRONG POSITIVE	NEGATIVE

Table 2.16

‘Options for Consideration’ Habitats Regulations Assessment

2.144 These options will not have an effect on the protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.145 These options were considered to have no measurable health impacts.

‘Options for Consideration’ Equalities Impact Assessment

2.146 These options were considered to have no measurable equalities impacts.

Infrastructure Requirements

2.147 There are no infrastructure requirements associated with these options.

Conclusions

2.148 The Policy Option FWP6 should continue to be pursued in the Core Strategy supporting the viability of Ferndown Town Centre. Non Preferred Option FWP7 should no longer be pursued, as it no longer reflects National Policy or accurately reflects the Town Centre boundary.

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

2.149 What should the vision be for Ferndown Town Centre?

Preferred Option FWP 8

Our vision is that Ferndown will continue to act as a key town centre in the District and will remain a key focus for retail development. The comparison and convenience retail offer will be enhanced and the shopping environment improved to provide a more pleasant and pedestrian friendly townscape, public transport routes will be supported, and facilities and services will continue to be located in this central location for residents and visitors to the town.

To achieve this vision:

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre; convenience units up to 2,064 sq m and comparison units up to 4,239 sq m. The strategy will seek to enhance the niche retail offer and with a mix of unit sizes to improve the presence of national multiples, to provide for better choice in comparison shopping. An enhanced pedestrianised Penny's Walk will help to attract national multiple chains whilst niche retail shops will continue to thrive on Victoria Road.
2. Residents of the town will continue to have access to a variety of important community services and cultural facilities located in the town centre, such as the Barrington Theatre and the Library. These will be retained, supported and where possible enhanced.
3. The evening economy uses such as restaurants, cafés and pubs will be supported in the secondary shopping locations to enhance the vibrancy of the afternoon and evening economy of the town.
4. The townscape quality of the centre will be improved to achieve a safe, high quality and attractive environment that will give the centre a distinct character and enhance its sense of identity. This will benefit residents, visitors and businesses, improving ease of movement around the town for pedestrians and offer better legibility.
5. Higher density residential and commercial development will take place alongside the projected requirement for retail growth to provide for a balanced, mixed use environment.
6. In order to improve the vitality of the town centre and improved pedestrian safety around the town, traffic management and calming measures will be considered to reduce pedestrian/vehicular conflict in Victoria and Ringwood Roads. Public transport will be promoted as the primary means of travelling into the town centre.
7. To minimise congestion and air pollution, the use of sustainable modes of transport will be encouraged. Ferndown benefits from a comprehensive public transport network providing links both within the town and its surrounding areas via bus services. Public transport will be promoted as the primary means of travelling into town.
8. The Council will ensure that appropriate public parking levels and accessibility are maintained within the town to maintain the vitality and viability of the centre, with an appropriate signage strategy.

Consultation Response

Option	Support	Object	No Opinion	Total
FWP8	6	0	0	6

Table 2.17

2.150 Comments received in support of this Option:

- Ferndown Town Council - A new vision for the Ferndown Town Centre is urgently required and Ferndown Town Council would be very pleased to see any achievable changes to the structure of the area included in the Core Strategy. Such options should not just pander to businesses and residents calls for improvements but should form a vital part of the strategy for the area. We welcome the fact that the Review confirms that the centre of Ferndown is in need of updating and refurbishment and the redevelopment of some public buildings could be the trigger to start a comprehensive redevelopment to create a more coherent centre for Ferndown.
- Ferndown Town Council - We are working with the Chamber of Commerce to make Ferndown a more attractive place for visitors and residents. We have also been working on a number of creative ideas to improve the look of the Town. The Town Council would like to be involved along with the whole community to work with the District Council on long term changes to the town centre. Whilst such long term changes will take some time to achieve, it would be useful to put together some ideas for a 'Ferndown Vision' so that all agencies have an overall coherent strategy for Ferndown and future developments can fit within it.
- Ferndown Chamber of Commerce - We recognise that there are fundamental problems with the design and past planning of Ferndown. The main car park is in the wrong place and exacerbates the “drone” pedestrian traffic between Tesco’s and its car park. Therefore siting a car park on the east of Victoria Road will go a long way to bringing pedestrians back to the main centre and therefore along Penny’s Walk. The Day Centre offers no advantage to the traders of Ferndown and is taking up retail space. The Chamber wishes to make the following suggestions:-
 - A radical remodelling of Penny’s Walk which involves covering it in and creating more shops. It has been identified that the Barrington and Tesco’s bring a considerable amount of footfall to the town but these shoppers don’t necessarily stay. The Day Centre isn’t essential for the town centre; the library doesn’t have to be on the ground floor so the opportunity for re-modelling exists. Ideas for a “piazza” or open area with cafe style seating or something that will attract shoppers and visitors into Penny’s Walk including covering it in are plentiful. One suggestion is to create a community project that pulls people together with classes and activities for all ages that interact with shoppers and visitors alike. Development of this side of Penny’s Walk should include smaller and affordable units to attract unique and “boutique” businesses. Creating a totally “concrete” area should be avoided. “Open Air” activities should be allowed within Penny’s Walk
- -The volume of traffic through Ferndown via Ringwood Road is considerable. So Ringwood Road would be most people’s first impression of the town. However, the tatty and general run down appearance of Ringwood Road is not likely to encourage passing trade to visit Ferndown. We also meant that we feel Ringwood Road needs a complete overhaul / new look. New street lighting, new signage and yes we suggested some additional smaller things that would help, because if money is to be spent on Ferndown we’re assuming the finishing touches will be included as well.
- Highways Agency - The Agency supports the proposal for Ferndown to continue as a key town centre in the District because it is well served by public transport. Enhancements to local services and facilities should encourage self containment.
- *General Comments*

- The Council needs to attract a more vibrant niche shopping experience supported by two or three anchor stores (Tesco plus two more) which draw shoppers on a regular basis. It would be beneficial if a small number of units could be taken by restaurants which in addition to providing daytime refreshments also offered evening meals, this would stimulate the evening economy of the Town.
- As a 'vision' it is difficult not to support this, but I am a little concerned about the possibility of achieving it, given the current character of the town centre and the demographics of the town. As you have noted elsewhere, there is a distinct lack of chain/national presence in the town, and a total absence of, for example, clothing, sports, books. Instead we have lots of estate agents and hairdressers and several florists. The mix does not attract shoppers. Comments made by school children at the Pupil Voice Conference and at Ferndown Jujitsu Club requested more shops and more chain stores in the town.

2.151 Officer Response

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

Consideration of Evidence and Policy

2.153 Option FWP8 is in accordance with PPS4 and PPS6 and continues to be supported in the Draft National Planning Policy Framework (NPPF):

2.154 'Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Local planning authorities should:

- Recognise town centres as the heart of their communities and pursue policies to support the viability and vitality of town centres
- Define a network (pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes
- Define the extent of the town centre and the primary shopping area, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations
- Recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites
- Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, community services and residential development needed in town centres. It is important that retail and leisure needs are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites.
- Allocate appropriate edge of centres sites where suitable and viable town centre sites are not available, and if sufficient edge of centre sites cannot be identified, set policies for meeting the identified requirements in other accessible locations; and
- Set policies for the consideration of retail and leisure proposals which cannot be accommodated in or adjacent town centres.'

‘Options for Consideration’ Sustainability Appraisal

Relevant Sustainability Appraisal Objectives	Preferred Option FWP8	
Objective 2: Make sustainable use of resources	POSITIVE	
Objective 3: Minimise pollution	POSITIVE DIRECT EFFECT	UNCERTAIN/NEUTRAL CUMULATIVE EFFECT
Objective 4: Minimise factors contributing to climate change	POSITIVE DIRECT EFFECT	UNCERTAIN/NEUTRAL CUMULATIVE EFFECT
Objective 5: Provide access to meet people's needs	STRONG POSITIVE	
Objective 6: Provide a safe and secure environment	STRONG POSITIVE	
Objective 7: Create conditions to improve health, promoting healthy lifestyles	POSITIVE	
Objective 8: Help make suitable housing available and affordable for everybody	POSITIVE	
Objective 9: Help communities to support social cohesion through a reduction in the fear of crime and the provision of basic services and facilities, learning, training, skills, knowledge and culture.	STRONG POSITIVE	
Objective 11: Maintain and enhance local distinctiveness and create places, spaces and buildings that work well, wear well and look well.	STRONG POSITIVE	
Objective 12: Facilitate a sustainable and growing economy that creates economic and employment opportunity, as well as providing for vital and viable town centres.	STRONG POSITIVE	

Table 2.18

‘Options for Consideration’ Habitats Regulations Assessment

2.155 This option will not have an effect on the protected European wildlife sites.

‘Options for Consideration’ Health Impact Assessment

2.156 This option was considered to have a number of positive effects. This is due to the promotion of enhancing activity in central, accessible locations.

'Options for Consideration' Equalities Impact Assessment

2.157 Expansion of retail provision, services and facilities in town centres should support all people.

Infrastructure Requirements

Site	Infrastructure	Timing	Funding	Responsibility
Pennys Walk	To enhance the pedestrian shopping area of Pennys Walk	1 - 5yrs	Unknown	Ferndown Town Council Ferndown Chamber of Commerce EDDC / DCC Transport Engineers/Tesco
Ringwood and Victoria Road	Traffic calming measures, Heavy Goods Vehicle diversions to the A31 and enhancements to the shopping area	1 - 5yrs	Unknown	Ferndown Town Council/ Ferndown Chamber of Commerce / EDDC / DCC Transport Engineers

Table 2.19

Conclusions

2.158 There is overwhelming support for this Option, highlighting the need to work collaboratively to enhance and improve Ferndown Town Centre. The list of suggestions for improvement are numerous and exciting from the community and local representatives. This Vision should continue to be part of the Core Strategy, as it reflects national guidance and supports the local community's aspirations.

3 Pre Submission Options

3.1 The following policies for the Ferndown and West Parley Housing and Town Centre Options have been established following consideration of consultation responses, stages 1 and 2 of master planning process, viability appraisal and sustainability appraisal, habitats regulations assessment and the health and equalities impact assessment. Please refer to Stage 1 and 2 master planning reports and viability assessments which are available on www.dorsetforyou.com. Other policies contained within this chapter in the Pre-Submission document are set out in the Key Strategy Background Paper (relating to sites to be included in the Green Belt) and the Creating Prosperous Communities Background Paper (relating to the identification of Employment sites).

3.2 Ferndown Town Centre

Policy FWP1

Ferndown Town Centre

Our vision is that Ferndown will continue to act as a key town centre in the District and will remain a key focus for retail development. The comparison and convenience retail offer will be enhanced and the shopping environment improved to provide a more pleasant and pedestrian friendly townscape, public transport routes will be supported, and facilities and services will continue to be located in this central location for residents and visitors to the town.

To achieve this vision:

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre; convenience units up to 2,064 sq m and comparison units up to 4,239 sq m. The strategy will seek to enhance the niche retail offer and with a mix of unit sizes to improve the presence of national multiples, to provide for better choice in comparison shopping. An enhanced pedestrianised Penny's Walk will help to attract national multiple chains whilst niche retail shops will continue to thrive on Victoria Road.
2. Residents of the town will continue to have access to a variety of important community services and cultural facilities located in the town centre, such as the Barrington Theatre and the Library. These will be retained, supported and where possible enhanced.
3. The evening economy uses such as restaurants, cafés and pubs will be supported in the secondary shopping locations to enhance the vibrancy of the afternoon and evening economy of the town.
4. The townscape quality of the centre will be improved to achieve a safe, high quality and attractive environment that will give the centre a distinct character and enhance its sense of identity. This will benefit residents, visitors and businesses, improving ease of movement around the town for pedestrians and cyclists and offer better legibility.

5. Higher density residential and commercial development will take place alongside the projected requirement for retail growth to provide for a balanced, mixed use environment.
6. In order to improve the vitality of the town centre and improve pedestrian safety around the town, traffic management, HGV diversions and calming measures will be considered to reduce pedestrian/vehicular conflict in Victoria and Ringwood Roads together with the diversion of Heavy Goods Vehicles. Public transport will be promoted as the primary means of travelling into the town centre.
7. To minimise congestion and air pollution, the use of sustainable modes of transport will be encouraged. Ferndown benefits from a comprehensive public transport network providing links both within the town and its surrounding areas via bus services. Public transport, cycling and walking will be promoted as the primary means of travelling into town.
8. The Council will ensure that appropriate public parking levels and accessibility are maintained within the town to maintain the vitality and viability of the centre, with an appropriate signage strategy.

The town centre as defined by the town centre boundary will be the focus for town centre uses including higher density residential, employment, retail, leisure and entertainment, offices, arts and culture and tourism development subject to compliance with other national and local policy.



Picture 3.1

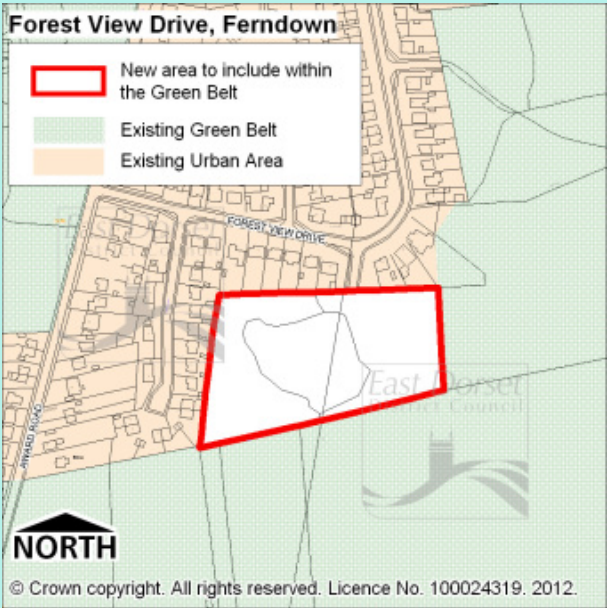
3.3 Green Belt Policy - Forest View Drive and Woodland Walk, Ferndown

Policy FWP2

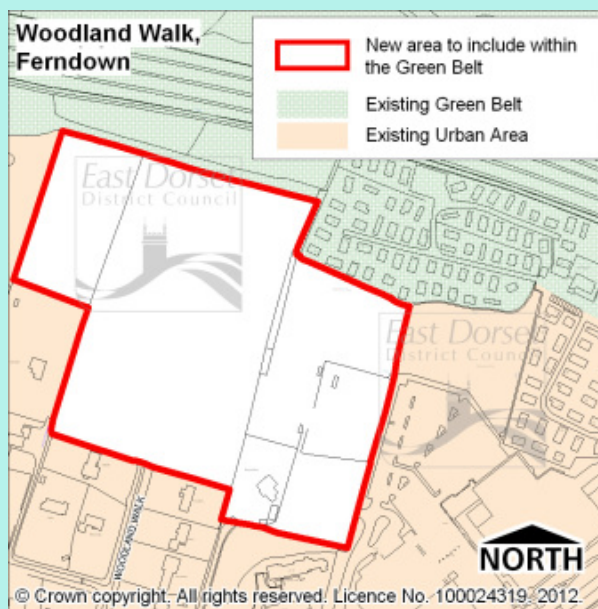
Forest View Drive and Woodland Walk Green Belt Boundaries, Ferndown

These polices have been discussed in the Key Strategy Paper, but will now form part of the Ferndown and West Parley Housing, Employment and Town Centre Paper.

The Green Belt boundary will be redrawn to include land within it at Forest View Drive and Woodland Walk Ferndown.



Picture 3.2



Picture 3.3

3.4 Land Adjacent to Holmwood House

Policy FWP3

Holmwood House New Neighbourhood, Ferndown

A New Neighbourhood is allocated adjacent to Holmwood house, south of Ferndown to provide about 110 homes and large areas of informal open space. To enable this the Green Belt boundary will be amended to exclude the land identified for new housing.

Layout and design

- The New Neighbourhood will be set out according to the principles of the Masterplan Reports.
- A design code will be agreed by the council, setting out the required standards.

Green Infrastructure

- A Suitable Alternative Natural Green Space strategy is to be implemented as part of the provision of the new housing as required by Policy ME3. This includes open space to be provided south of the allocated housing which will enhance the existing open space at Poor Common and protect the Green Belt Gap between Ferndown and Longham.

Transport and access

- Vehicular access is to be provided from Ringwood Road to the north of Holmwood House.
- Dedicated pedestrian and cycling links are to be provided throughout the housing area connecting into the existing networks to the north, east and west.



Picture 3.4

3.5 Coppins Nursery

Policy FWP4

Coppins New Neighbourhood, Ferndown

A New Neighbourhood is allocated at Coppins Nursery, south of Ferndown to provide about 30 homes. To enable this the Green Belt boundary will be amended to exclude the land identified for new housing.

Layout and design

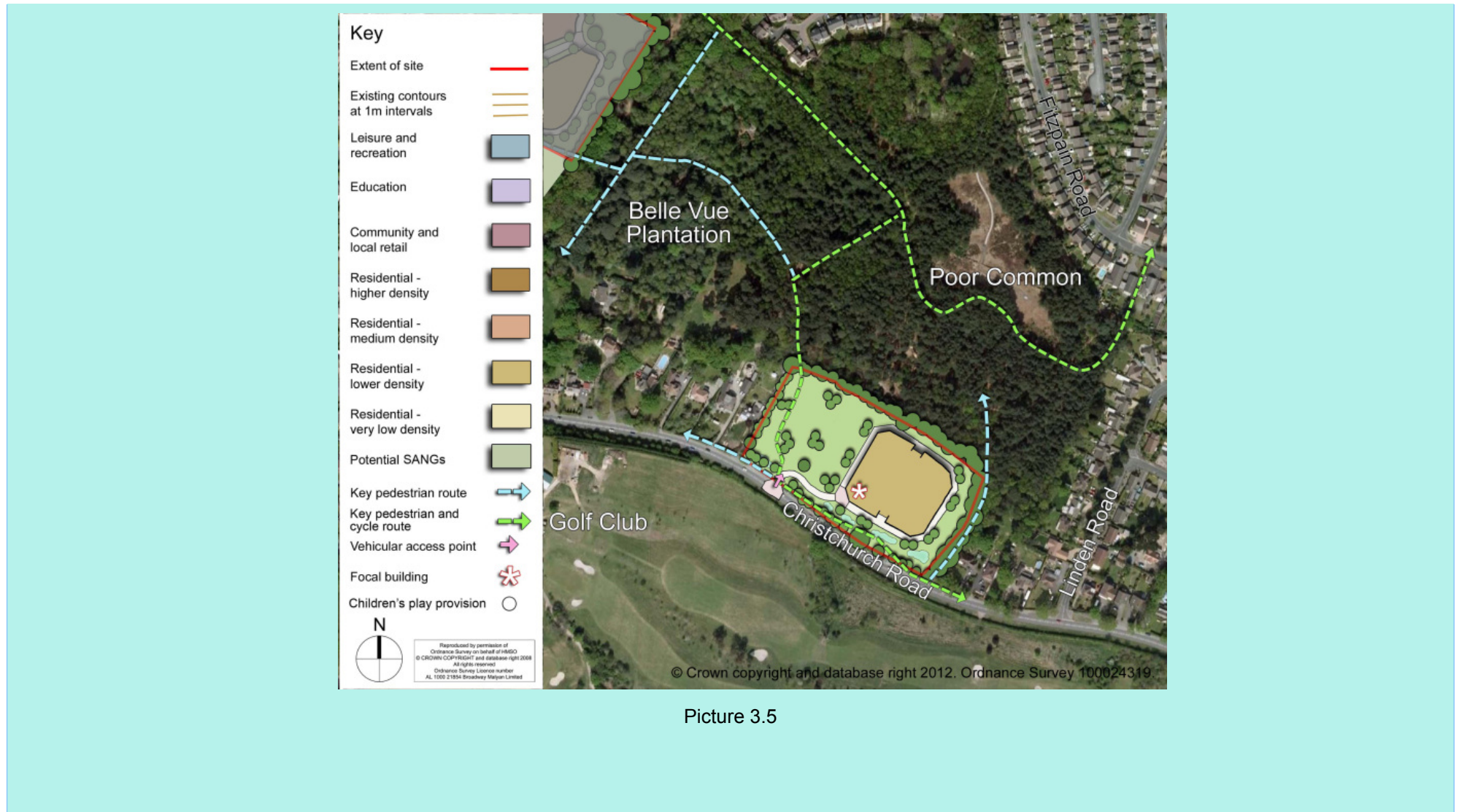
- The New Neighbourhood will be set out according to the principles of the Masterplan Reports.
- A design code will be agreed by the Council, setting out the required standards.

Green Infrastructure

- A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing as required by Policy ME3. Open space is to be provided to enhance the existing open space at Poor Common, providing green links along the southern fringe of the urban area. This should extend to a least 50% of the identified site.

Transport and access

- Vehicular access is to be provided from Christchurch Road.
- Dedicated pedestrian and cycling links are to be provided throughout the housing area and link into the existing networks to the north, east and west.



Picture 3.5

3.6 West Parley Village Centre

Policy FWP5

West Parley Village Centre Enhancement Scheme

A major environmental enhancement of West Parley Village Centre is to be implemented to improve its vitality and viability. New public spaces, shops, services and facilities are to be provided in conjunction with wholesale changes to the parley Crossroads and the associated service roads. This relies upon new link roads to be provided in conjunction with the New neighbourhoods allocated in polices FWP6 and FWP7.



Picture 3.6

Land to the East of New Road, West Parley

Policy FWP6

North east of New Road New Neighbourhood, West Parley

A New Neighbourhood is allocated to deliver about 320 homes, and additions to the village centre which could include a convenience foodstore of about 3,000 sq metres. To enable this the Green Belt boundary will be amended to exclude the land identified for new housing and new commercial and community uses.

Layout and design

- The New Neighbourhood will be set out according to the principles of the Masterplan reports.
- A design code will be agreed by the Council, setting out the required standards.

Green Infrastructure

- A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing as required by Policy ME3. This is to incorporate very significant areas of open space to the east of Church Lane, to the south of the allocated housing area and between the allocated development area and housing on Church Lane.
- A park is to be provided adjacent to the village centre.

Transport and access

- Vehicular access is to be provided via a new link road that will join Christchurch Road and New road to the south of the existing urban area. This road is also to divert traffic from the Parley Crossroads.
- Vehicular access to the village centre extension is to come from the link road.
- Dedicated pedestrian and cycling links are to be provided throughout the housing area with connections into the existing networks to the north, east, west and south towards Bournemouth.
- Improvements to public transport services.

Phasing

- The link road must be fully operational prior to the opening of a convenience foodstore, or the occupation of 50% of the new homes.



Picture 3.7

Land to the West of New Road at Ridgeway, West Parley

Policy FWP7

West of New Road New Neighbourhood, West Parley

A New Neighbourhood is allocated to deliver about 200 homes, and facilitate major improvements to the village centre. To enable this the Green Belt boundary will be amended to exclude the land identified for new housing.

Layout and design

- The New Neighbourhood will be set out according to the principles of the Masterplan Reports.
- A design code will be agreed by the Council, setting out the required standards.
- Development is to be kept at least 75 metres from the Dudsbury Hillfort Ancient Monument. The land between is to be set out as parkland.

Green Infrastructure

- A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of new housing as required by Policy ME3. This will significantly extend and enhance public access, providing green links along the southern fringe of the urban area.

Transport and access

- Vehicular access is to be provided via a new link road that will join Christchurch Road and New Road to the south of the existing urban area. This is to divert traffic from the Parley Crossroads enabling environmental enhancement to the village centre.

Phasing

- The link road must be operational prior to the occupation of 50% of the new homes.



Picture 3.8

Blunts Farm, Ferndown Industrial Estate

Policy FWP8

Blunts Farm Employment Allocation, Ferndown

This policy has been discussed in the Creating Prosperous Communities Background Paper, but will now form part of the Ferndown and West Parley Housing, Employment and Town Centre Paper.

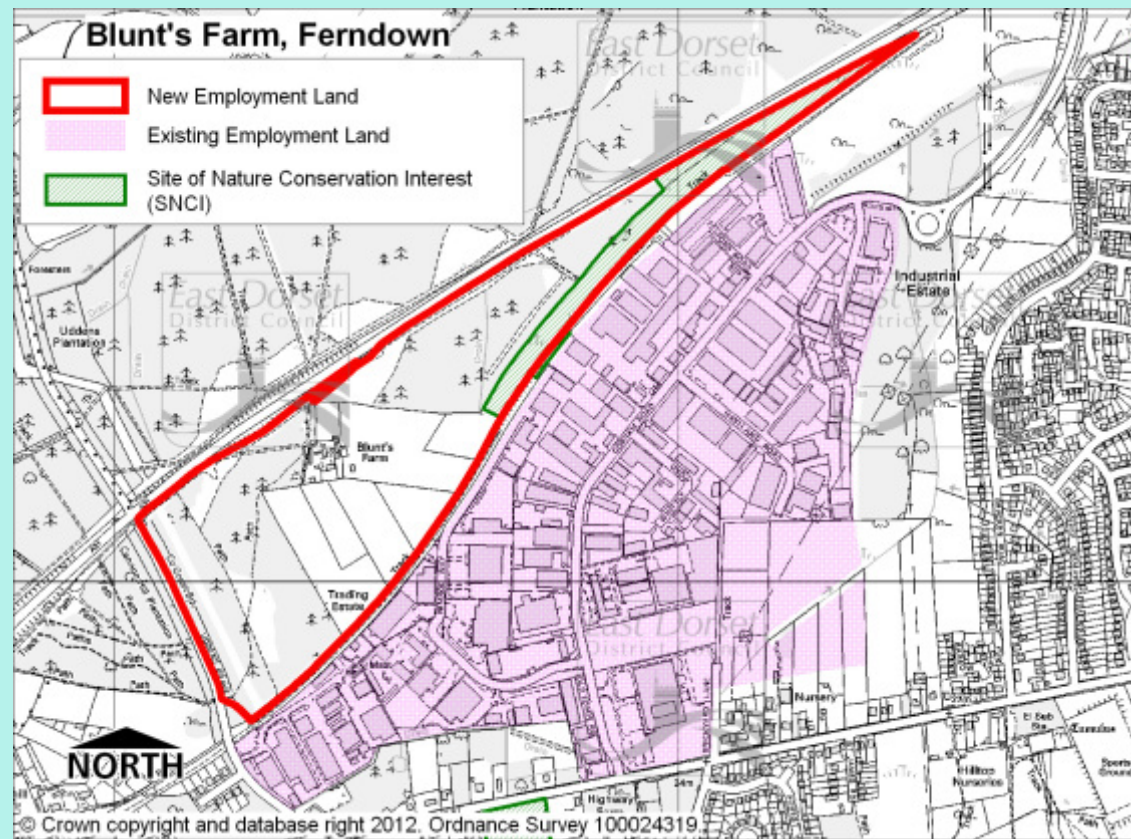
30 hectares of land to the west of Ferndown and Uddens Industrial Estates is removed from the Green Belt and allocated for employment development.

This should involve:

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

Prerequisites for development include:

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



Picture 3.9