

## INTRODUCTION

### Our history

Founded in 1972 by Life President Duncan Davidson, and with our headquarters in historic York, the Persimmon Group is made up of a network of 28 regional operating businesses, giving us nationwide coverage. We're building places to call home right the way from Scotland through to the South West of England.

### Our delivery

We build around 14,500 beautifully-designed new homes a year in more than 400 prime locations nationwide. Persimmon is proud to be the one of the UK's most successful house builders, committed to the highest standards of design, construction and service.

### Our work in Shaftesbury

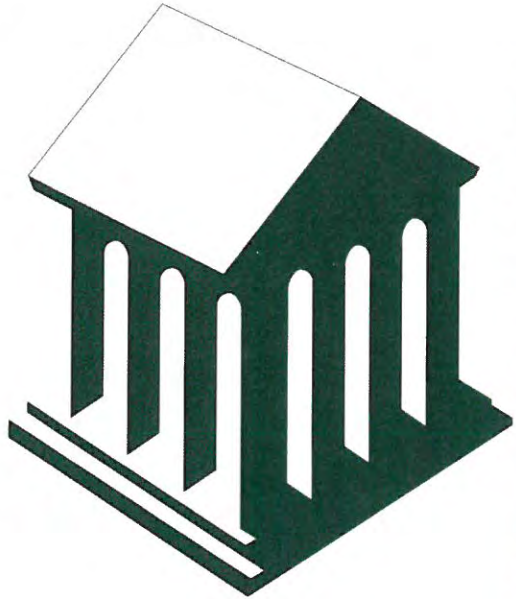
Persimmon Homes has delivered over 700 homes in Shaftesbury of which at least 300 are affordable homes.

## WHY WE ARE CONSULTING YOU

We have proposals for the land south of the A30, Shaftesbury which we would like to have your opinion on. It is anticipated that, through the residential development of the land south of the A30, Shaftesbury, a range of housing can be provided to meet community requirements as well as the provision of affordable homes to meet local needs.

As a company we pride ourselves on delivering high quality developments that better meet the needs of the local communities.

This presentation is an opportunity for you to view and comment on our proposals.



*Pembroke Gate, Shaftesbury*

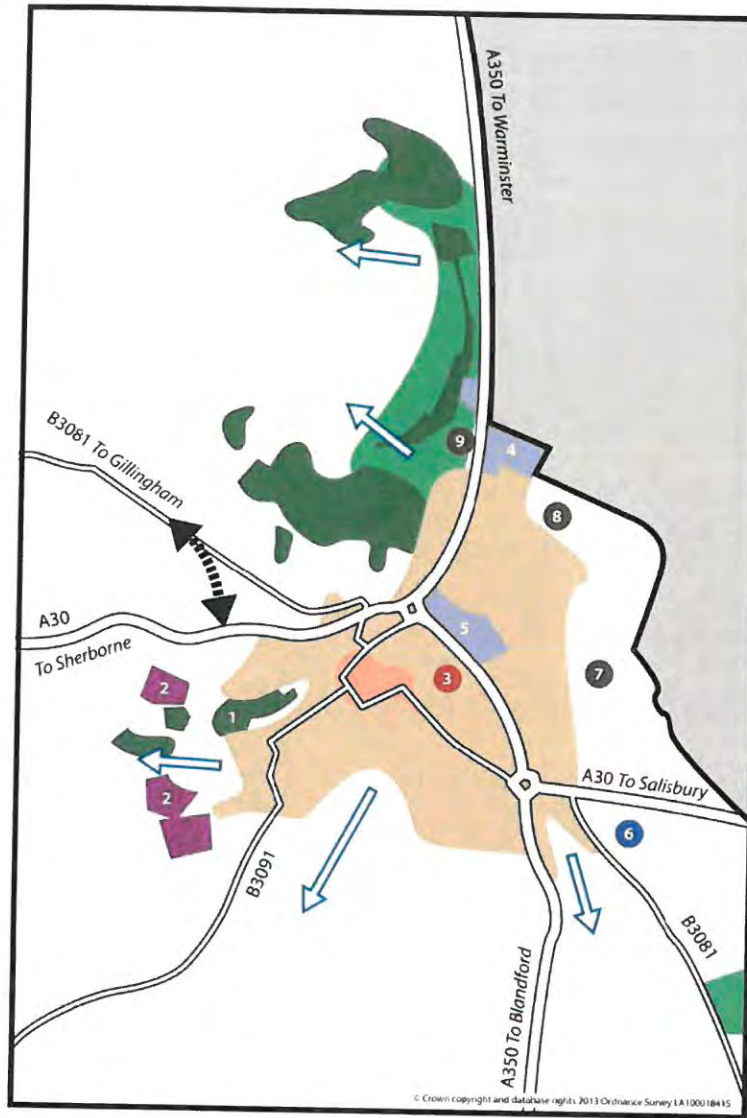
**LAND TO THE SOUTH OF THE A30, SHAFTESBURY**  
**PUBLIC CONSULTATION EVENT**  
**THURSDAY 11<sup>TH</sup> OF JANUARY 2018**

 **PERSIMMON**  
Together we make a home



# NORTH DORSET LOCAL PLAN

## CURRENT LOCAL PLAN



1. Castle Hill
2. Breach Fields SSSI
3. Land east of the town centre
4. Wincombe Business Park
5. Longmead Industrial Estate
6. Land south of A30
7. Land to the east of Shaftesbury
8. Land south east of Wincombe Business Park
9. Land west of A350 opposite Wincombe Business Park

- Existing Residential Areas
- AONB
- Regeneration Areas
- Town Centre
- SSSI
- Housing Growth
- Existing Employment Areas
- Enmore Green Link Road
- Employment Growth
- Local Natural Environment Designations
- Views from Shaftesbury
- Wiltshire Council
- District Boundary

Source: North Dorset LPP1 (2016)

North Dorset has an adopted local plan which sets out the housing and employment land required to meet the needs for the district. The North Dorset Local Plan Part 1 (LPP1) (2016) identifies Shaftesbury as one of the four main towns within the district that will be a focus for growth for the vast majority of housing and other development. At least 1,140 homes are to be provided in Shaftesbury during the period 2011–2031, with about 380 of these classed as affordable homes. The figure above illustrates the allocations in Shaftesbury as set out in LPP1.

The current development plan identifies 49.6 hectares (ha) of employment land which is 19.1 hectares more than is required.

The current plan also identified the need for a new 2 form entry primary school in Shaftesbury by 2016.

## EMERGING PLAN: INCREASED HOUSING NEED

The council has begun the process of reviewing its local plan beginning with the Issues and Options consultation running until the 22 January 2018. The Issues and Options document sets out the issues facing North Dorset and the options the council is considering in order to provide the employment and housing land required to meet the development needs of the district.

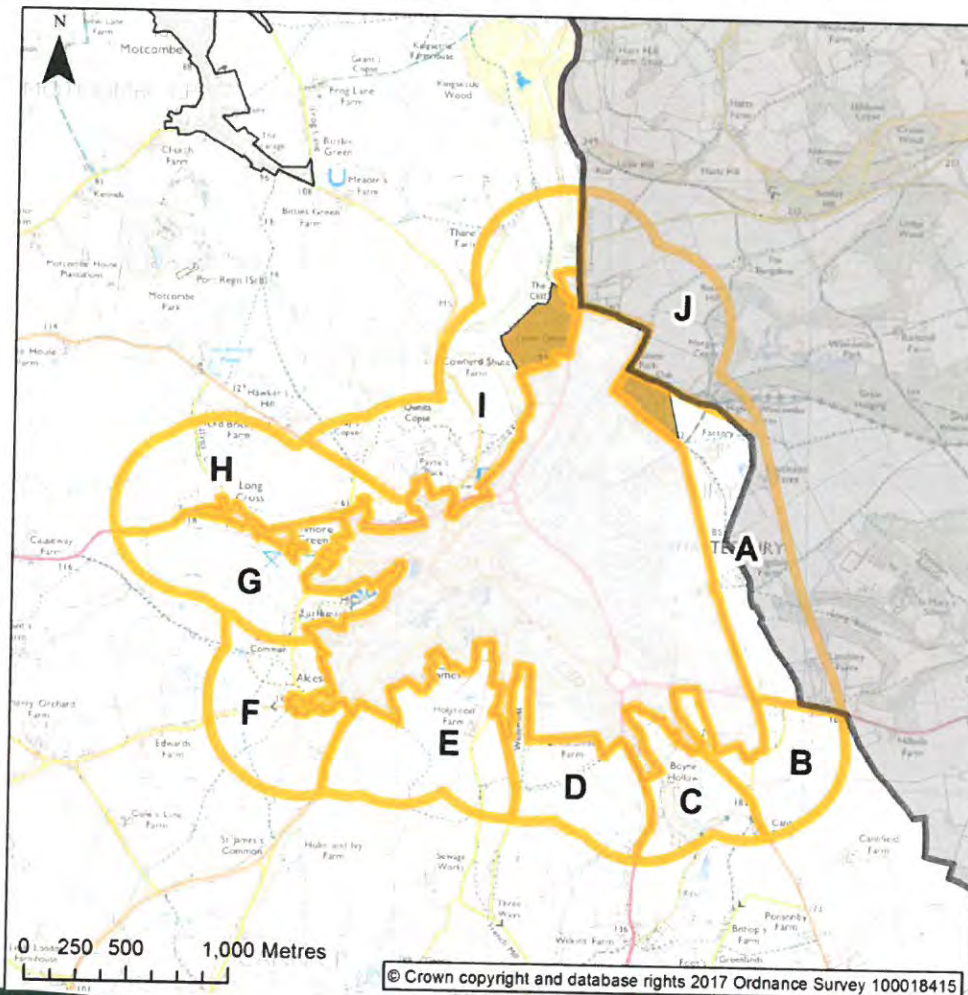
At present, the council needs to find an additional 3,000 dwellings.

### THE EMERGING LOCAL PLAN AND SHAFTESBURY

The local plan review seeks to retain the employment allocation for the Land south of the A30 Shaftesbury.

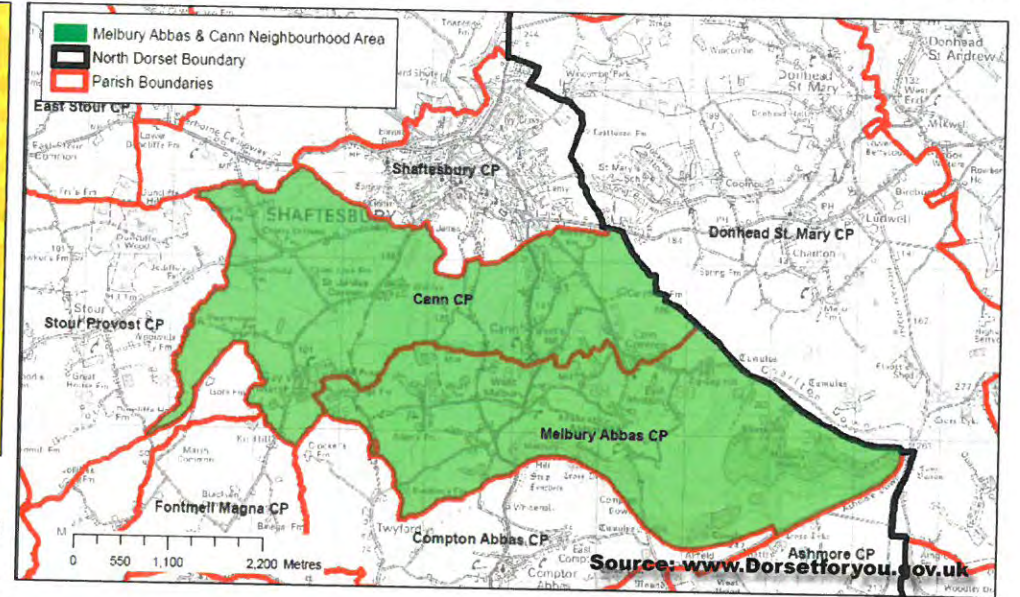
The land immediately south, east and west of our site has been identified as an area of search (Area B) and is viewed favourably by the council favourably as an area where development could come forward as part of the new local plan. The council does however note that the development of the land to the south of the A30 for employment uses could have a detrimental impact on the living condition of any future occupiers of housing development in the Area B.

- Area of Search
- Existing development sites outside settlement boundary
- Area outside North Dorset
- Inside settlement boundary (Local Plan 2016)

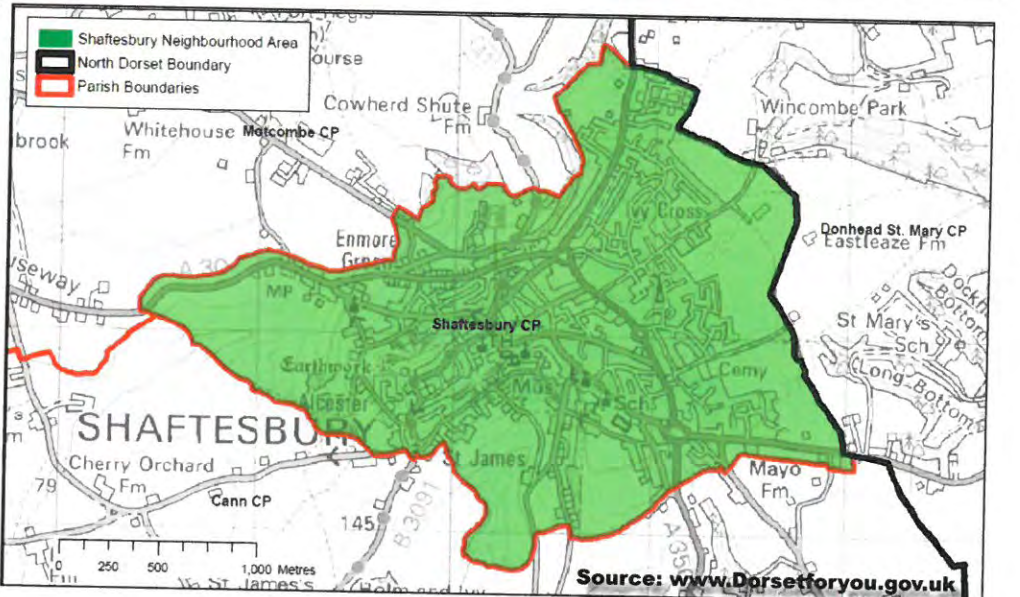


Source: North Dorset Issues and Options Consultation Document (2017)

## SHAFTESBURY AND MELBURY ABBAS & CANN NEIGHBOURHOOD PLANS



Source: www.Dorsetforyou.gov.uk



Source: www.Dorsetforyou.gov.uk

Shaftesbury and Melbury Abbas & Cann had their neighbourhood plan areas approved by the council on the 29th of November 2017. This milestone is one of the first steps to producing each area's own Neighbourhood Plan. Once the neighbourhood plans have been "made" (adopted) they will form a part of the development plan for North Dorset and be used in the determination of planning applications.

The neighbourhood plan designation boundaries for both areas cut across the land to the south of the A30. Persimmon Homes will therefore work with both Neighbourhood Plan groups as we progress our proposals. This follows discussions with the previous joint Neighbourhood Plan Group.

Two North Dorset Neighbourhood Areas are designated

Shaftesbury and Melbury Abbas & Cann have had separate applications for neighbourhood areas approved.

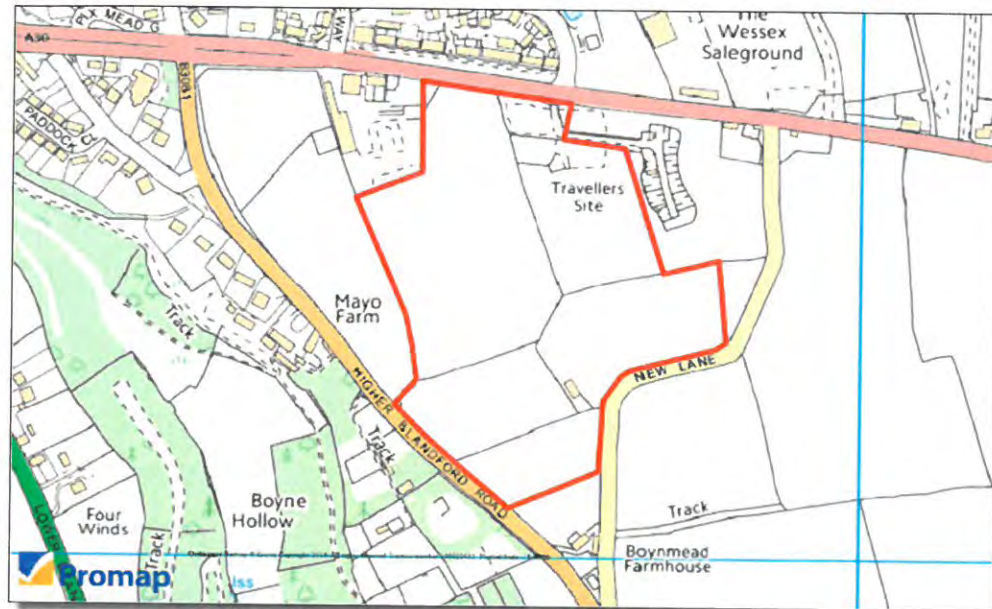


Source: North Dorset LPP1 (2016)

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# THE SITE



The land has been allocated for employment for the best part of 15 years but has not been developed. Although there has been some interest in the site from small occupiers, no viable development proposals have been brought forward.



A previous planning application for 29,000 sq.m of employment land lapsed in 2014.

Economic and employment growth has taken place in Shaftesbury during the past ten years without any development taking place on the site to the south of the A30 in Shaftesbury.

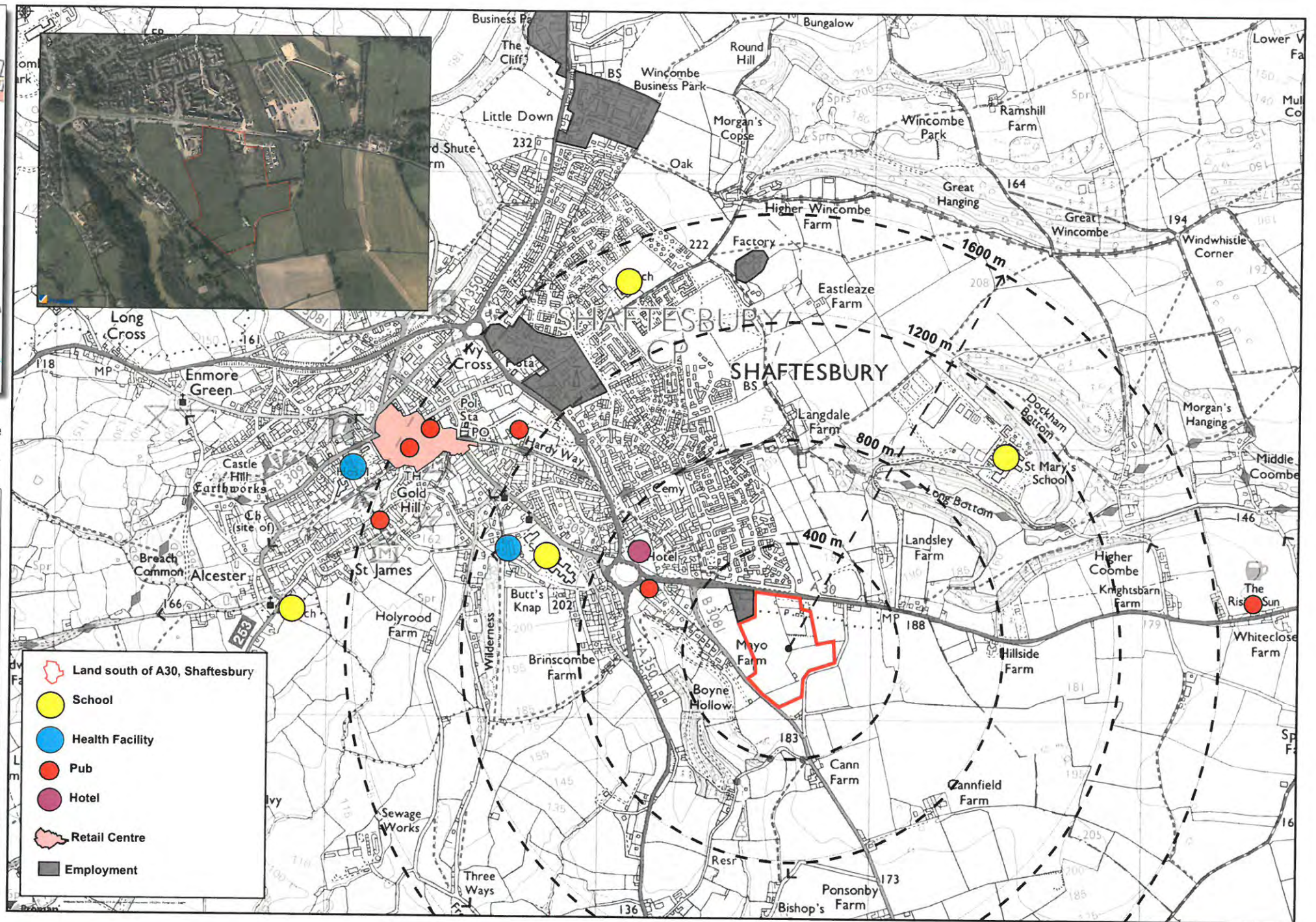


Image capture: Aug 2016 © 2016 Google



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# CONSTRAINTS & OPPORTUNITIES

## Policy

The site is an existing employment allocation with the majority of the site located within the settlement boundary.

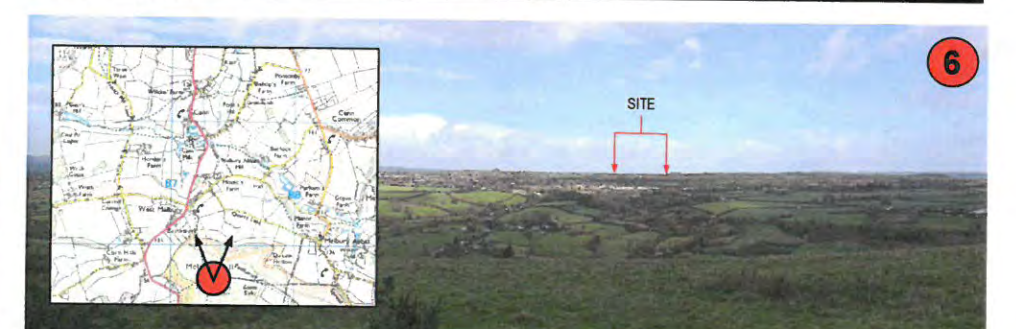
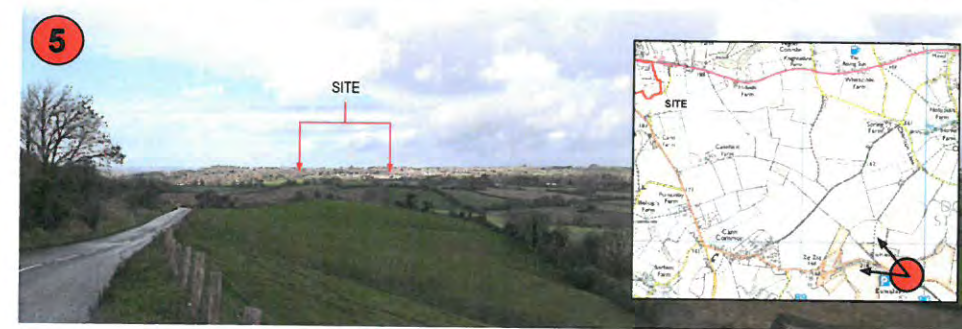
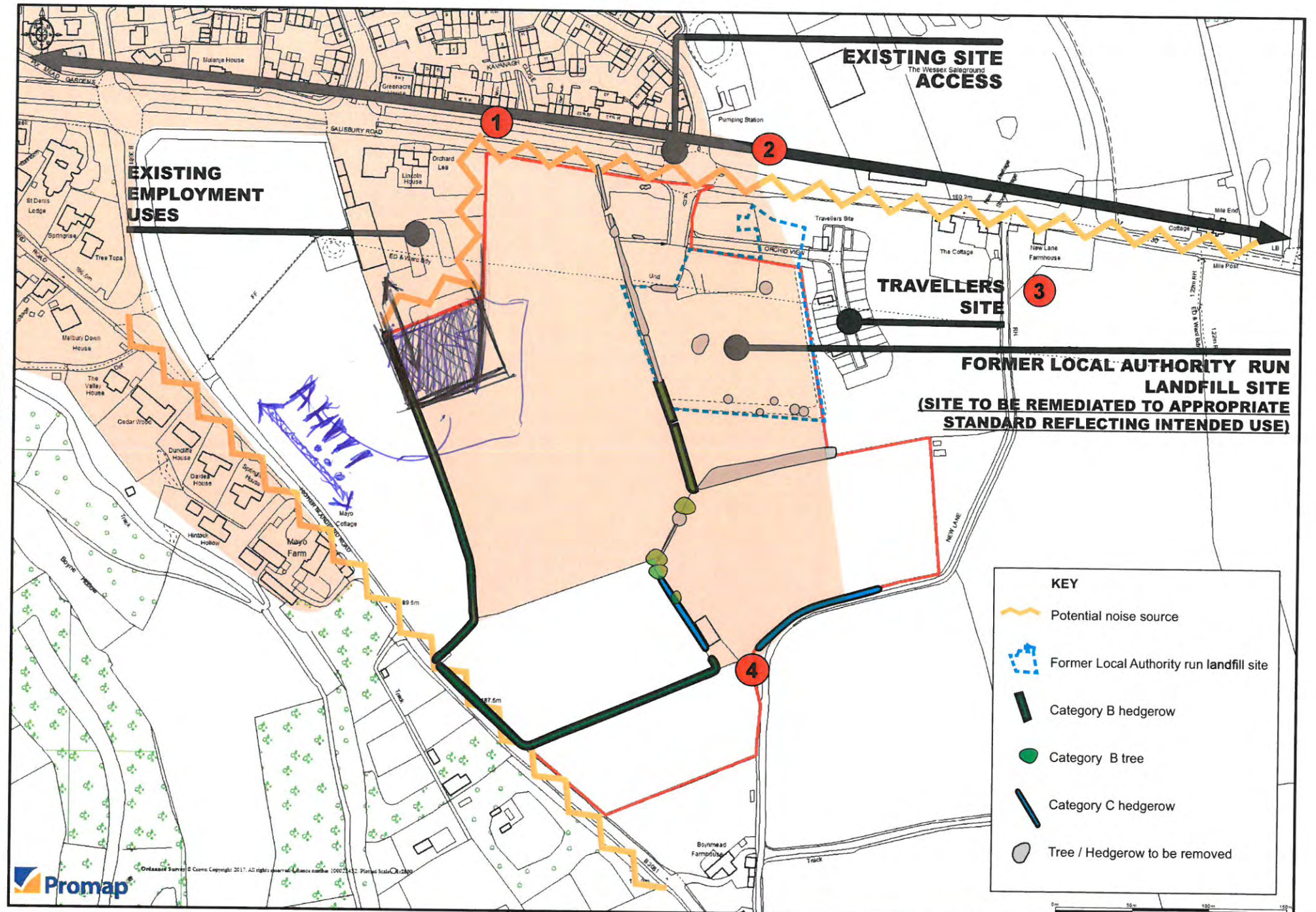
## Access

Access to the site is to be provided from the existing traffic light junction onto the A30.

## Landscape

A tree survey was undertaken which has informed the design of the development options.

In terms of visual impact, the site has been assessed by landscape consultants as being relatively well contained.



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## NEED FOR HOUSING

As part of National Policy, local authorities are required to identify land sufficient to provide 5 years worth of housing against their local plan targets.

**North Dorset are currently unable to demonstrate a 5 year housing land supply position.** A press release in July, 2017 announced that the housing supply position was just 3.42 years.

**The New Local Plan will need to find land for an additional 3,000 units** if considered in the light of the latest Government calculations.



### North Dorset Local Plan Review Issues and Options Consultation

November 2017 - January 2018

Have your say on our local plan review

Here's five reasons why you should have your say

1. We're considering how much land should be allocated for residential development

Establishing the amount of housing development needed to meet future needs is an important part of the planning process. It helps to ensure that we can plan for the required levels of housing within our area to keep our communities vibrant. We are currently planning for 285 homes per year but evidence suggests that we should be planning for 366 homes per year. Do you agree with identifying additional land for residential development? **Source: [www.Dorsetforyou.gov.uk](http://www.Dorsetforyou.gov.uk)**

## New campaign launched to tackle housing crisis

[No Comments](#)

Councils have launched a new campaign to tackle the housing crisis with a target of 20,000 new homes by 2033 in west Dorset, north Dorset and Weymouth and Portland.



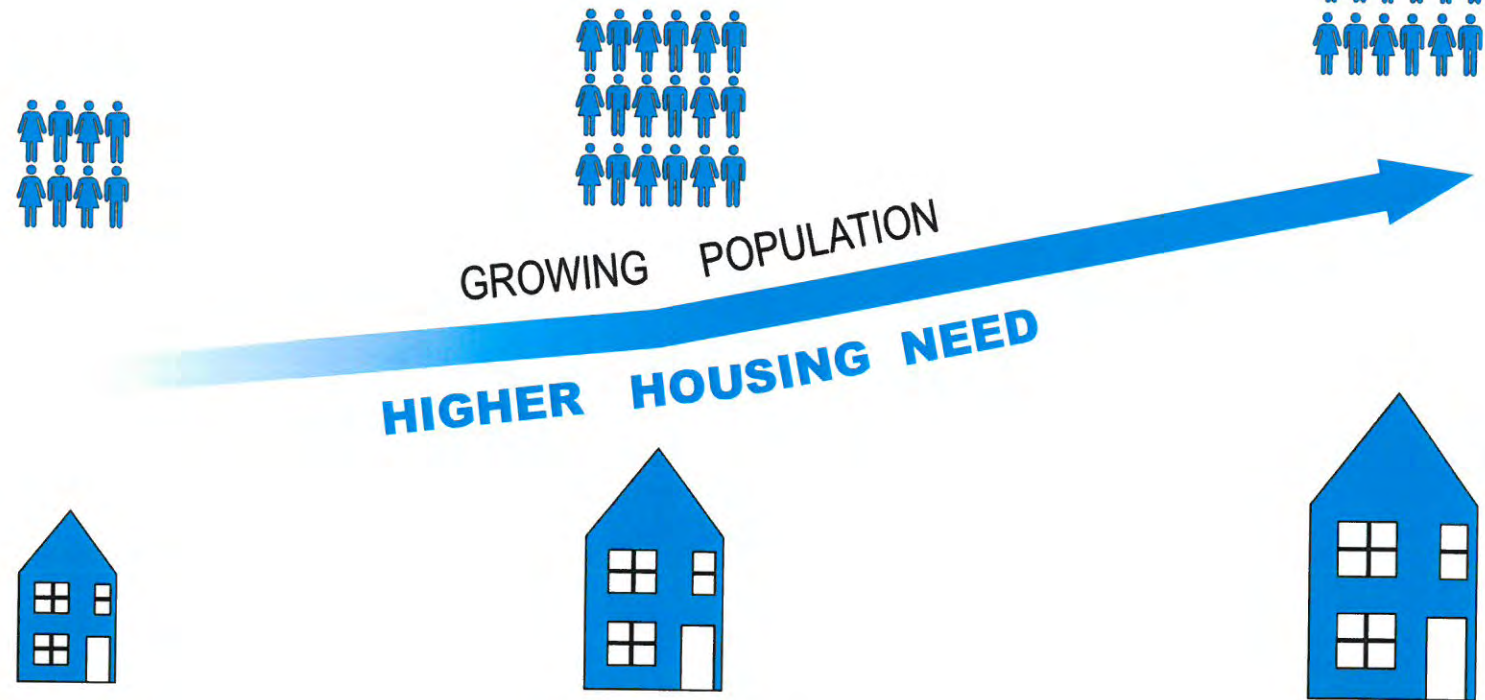
Source: [www.Dorsetforyou.gov.uk](http://www.Dorsetforyou.gov.uk)

## Development Pressure in North Dorset

[July 31, 2017](#) [11 Comments](#)

North Dorset no longer has 'five-year housing land supply'

Source: [www.Dorsetforyou.gov.uk](http://www.Dorsetforyou.gov.uk)



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## NEED FOR A SCHOOL

‘With the proposed growth of Shaftesbury the extension of existing primary and secondary schools will be required. At the time of preparing this plan **the preferred approach of Dorset County Council, the education provider, is for a new 2 forms of entry primary school in the town together with an expansion of facilities at the secondary school. A site for the new primary school has yet to be confirmed but additional capacity at a primary school level will be required by 2016.** The site for the new primary school site will be allocated in the Local Plan Part 2.

(Paragraph 8.127, North Dorset Local Plan Part 1)

There is a pre-existing identified need for the provision of a primary school within Shaftesbury. As part of our work exploring development options for the site, we have engaged Dorset County Council as the Education Authority who have indicated to Persimmon Homes that;

“Primary school provision in Shaftesbury is under considerable pressure for pupil places. As of the 2017/18 Academic year, Shaftesbury Primary School, is accommodating a 'Bulge' year group with 30 additional school places having been provided in the reception year group, which have been integrated with the school's normal reception year intake in the new modular classroom village on the site.

Dorset County Council, as the education authority, has identified the need for a new 2 form entry primary school in Shaftesbury. While this need is in the medium to long term, **there is a need to secure a site now in order to provide certainty for the community that the school can and will be delivered in a timely manner.** Securing a site now will also enable the authority to better plan for and deliver a school facility that reflects the needs of the community at the appropriate time. The land to the south of the A30, Shaftesbury has been previously identified as a suitable site for the primary school.”

(DORSET COUNTY COUNCIL EDUCATION SERVICE, 2018)



## IS THERE A NEED FOR EMPLOYMENT LAND?

Paragraph 22 of the National Planning Policy Framework states;

*‘Planning policies should avoid the long-term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Land allocations should be regularly reviewed. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land and buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.’*

Persimmon Homes commissioned a report on employment needs in 2017 which looked at the desirability of the land south of the A30 and demand for land across North Dorset. The report found that;

**The site has not been developed despite being allocated for employment for the best part of 15 years**

- Although there has been some interest in the site from small occupiers, no viable development proposals have come forward.
- It was last reviewed in 2007.

**Supply of employment land exceeds demand in North Dorset**

- There is some demand for employment land in North Dorset to accommodate future growth (driven by population growth and replacement building stock).
- However, there is an over-supply of B Use Class employment land in North Dorset and so Local Plan policy allows for other uses on employment land (see extract of Policy 11: The Economy, Local Plan Part 1).

**Uses on Employment Sites**

Existing employment sites and sites identified for future employment uses will be protected from other forms of development. On such sites, the Council will permit employment (B Class) uses and, where it would support businesses and/or provide a wider range of jobs, may also permit:

- o community uses, such as community halls; and
- p healthcare facilities, such as doctors' and vets' surgeries (but not any healthcare facility with a residential element, such as a care home); and
- q education facilities, including training facilities for businesses and pre-school nurseries; and
- r small-scale retail, which is ancillary to a B Class use.

- The supply of employment premises within the rural hinterland has been increased through farm diversification / conversion of rural buildings.
- The market for employment land in North Dorset would appear relatively weak.

**The economy and employment can grow in Shaftesbury without this site**

- Much future employment growth is in sectors that do not occupy B Use Class sites.
- There will be future economic and employment growth in Shaftesbury, even if B Use Class development takes place elsewhere within the functional economic market area.

Location	Need for Employment Land 2011 to 2026	Available Employment Land at April 2011
Blandford	6.0	10.3
Gillingham	9.2	17.5
Shaftesbury	7.1	8.4
Sturminster Newton	2.4	6.7
Rest of District	1.6	6.7
North Dorset	26.2	49.6

Source: North Dorset LPP1 (2016)

Given the over-supply of employment land in North Dorset, not all of the currently allocated sites are needed. Economic growth has taken place in the past, without any development taking place on this site. Given that demand and supply should be assessed at the functional economic market area level, future economic growth can take place with fewer sites than are currently allocated. The future economic growth potential in North Dorset can be met without the land south of the A30 being wholly developed for employment.



# DESCRIPTION OF PROPOSALS

## EXISTING EMPLOYMENT ALLOCATION

The site was originally allocated for employment uses in the 2003 Local Plan. Planning permission for 7.0 hectares of employment land delivering 29,000m<sup>2</sup> GFA of B1, B2 & B8 employment uses lapsed in 2014.



## OPTION A: Mixed Use including school

The first option is a mixed use development incorporating a new primary school, a retail element and some residential development. There is an acknowledged need for a new primary school in Shaftesbury, and the site offers the ability to provide 2.23ha of land for such a facility with easy access off of Salisbury Road. The location of the site is considered ideal for existing residents, especially those in the recently built extension to Shaftesbury to the north.



## OPTION B: Residential

As an alternative to the mixed use scheme set out in Option A, the site could be developed for residential uses in its entirety. It is acknowledged that there is a substantial need for new housing in the area, and alternative suitable sites in and around Shaftesbury are at a premium.



## COMPARATIVE ANALYSIS OF HIGHWAYS IMPACTS OF ALL DEVELOPMENT OPTIONS

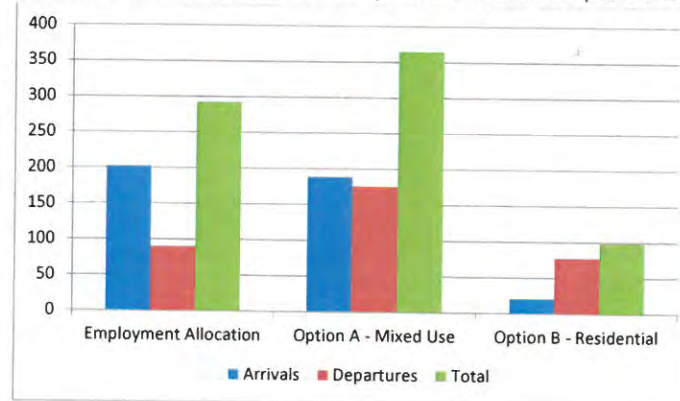
As part of our work informing the formulation of our proposals, a comparative highways assessment was undertaken in order to assess the likely highways impacts of each of the development options for the site;

- **Existing Employment Allocation:** 7.0 hectares of employment land delivering 29,000m<sup>2</sup> GFA of B1, B2 & B8 employment uses
- **Mixed Use Development (Option A):** 125 dwellings; two-form entry primary school; 1,068m<sup>2</sup> Food Retail Unit, and 75 bed Hotel
- **Residential Development (Option B):** 200 dwellings

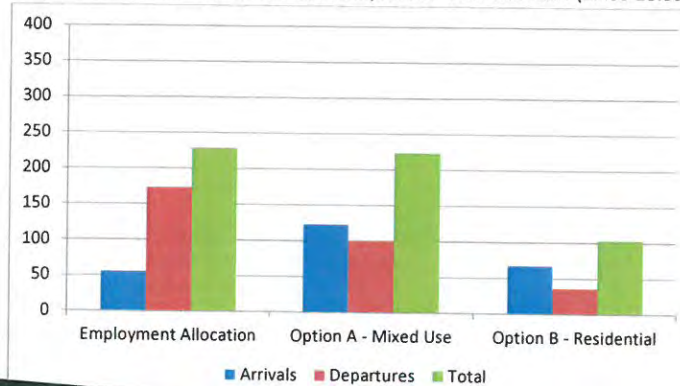
The results of the assessment are indicated graphically (see right). The graphs show that compared to the existing employment allocation the mixed-use development (Option A) will generate more traffic in the AM peak hour. This is accounted for by trips relating to the school. The residential development (Option B) however can be seen to generate significantly less traffic in both the AM and PM peak hours.

**The results of the highways capacity assessments found that the additional traffic from any of the three development options could be accommodated on the local highway network without the need for mitigation.**

Graph 4.1: Vehicular Trip Generation Comparison - AM Peak Hour (08:00-09:00)



Graph 4.2: Vehicular Trip Generation Comparison - PM Peak Hour (17:00-18:00)



## DELIVERABILITY

Persimmon Homes are one of the largest house builders in the country and have delivered a number of residential led schemes of this nature and scale both nationally and locally. The Company has the financial strength and commitment to ensure that the site is delivered in a timely fashion.

We have vast experience and a solid track record of delivering strategic housing sites and have worked with the district council to deliver a significant number of new homes across North Dorset and continue to do so on active sites at Blandford and the land immediately north of the subject site in Shaftesbury.

The site is owned freehold by the company with no known legal or site constraints that would prohibit development from coming forward as soon as a suitable planning permission is granted. Two alternative options have been presented to bring the site forward, with both a mixed use scheme and a purely residential scheme available for consideration. Both options presented could be delivered within a five year period, meaning the site could make an important contribution to the District Council's five year land supply position.

## CONCLUSIONS

Persimmon Homes believes that the land south of Salisbury Road, Shaftesbury is available, suitable and achievable as a development site. Should either of our alternative development proposals be brought forward this would reduce the pressure to find housing development sites outside of the settlements.

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# OPTION A



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# OPTION B



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## HAVE YOUR SAY

Persimmon Homes would like to have your views on our development proposals. You can do this by:

- indicating your support / preference for either development proposals by sticking a pin in it
- filling out our consultation voting slip
- responding to the Issues and Options Consultation by Monday January the 22nd directly to North Dorset Council.

<b>RETAIN THE EXISTING EMPLOYMENT ALLOCATION</b>	
<b>OPTION A</b>	
<b>OPTION B</b>	
<b>MORE RETAIL</b>	
<b>MORE HOUSING</b>	