

8. Summary of Effects

- 8.1 The following section provides an overall summary of conclusions of each the technical assessments included within this ES. This chapter has been compiled by Black Box Planning and is informed by each the technical chapters of the ES.
- 8.2 This ES has assessed the potential for significant effects, both adverse and beneficial, considered likely to arise as a result of the proposed development. Any proposed mitigation and enhancement measures have been detailed within the individual chapters. conclusions of each of the assessment chapters are presented in turn below.

Socio-economic Effects

- 8.3 A socio-economic effects assessment has been undertaken (refer to Chapter 5) identifying the headline demographic and economic baseline conditions of the area and then assessing the predicted effects of the development. The assessment acknowledges the changes that have taken place to economic conditions (for example due to the Covid pandemic and inflationary pressures) since the last application was submitted and provides an updated assessment of gross and net direct and indirect impacts.
- 8.4 The assessment concludes that the redevelopment would generate some ██████████ spend on the construction process generating 265 person-years employment as a one-off impact, equating to ██████████ of Gross Value Added (GVA). The operational phase is anticipated to generate ██████████ per year and a further ██████████ on indirect spend through supply chain and from visitor spend outside of the resort in the local area.
- 8.5 The updated Socio-economic assessment supports the overall conclusions of the previous assessment that the anticipated effects during both construction and operation are predominantly considered to be moderate to major beneficial with no significant residual adverse effects anticipated.
- 8.6 Through this development, the existing hotel use will be retained and enhanced as an asset to the local visitor economy on a previously developed brownfield site, continuing to contribute to the local tourism industry and employing local people, helping to retain families within the local area. There will also be beneficial impacts within the wider local visitor economy through visitor spend.
- 8.7 The Covid pandemic has placed even greater pressure on local economies and the redevelopment would provide an important contribution towards economic recovery within the local area.
- 8.8 The redevelopment of Knoll House Hotel as a major visitor attraction has the potential to deliver some wider catalytic effects for the local area. This could include investment in new/upgraded visitor accommodation in the vicinity of the site; local food and retail investments to capture enhanced

visitor spend; and further investments in attractions as the project demonstrates success in drawing in large numbers of visitors to the area.

Landscape and Visual Effects

- 8.9 The Landscape assessment has considered the landscape and visual effects of the proposal and represents a Landscape and Visual Impact Assessment (LVIA) with associated viewpoint analysis (refer to Appendix 6.4 of Chapter 6). The LVIA work for this project has been produced independently of the design process and has been used to inform the design process to limit the landscape and visual effects and optimise the development with respect to its setting.
- 8.10 The assessment has considered predicted effects upon landscape character and visual receptors within the study area. The area is highly designated and popular with visitors pre-occupied with enjoyment of the scenery. Nearly all sensitivity values are high. For landscape character this means assessment of the predicted effects upon the described landscape character, landscape designations and, in particular, the special qualities of the Dorset AONB.
- 8.11 The proposal involves changing one complex of buildings for another within the same site boundary. No changes are proposed to land outside the existing site which will remain as the baseline condition.
- 8.12 This revised proposal benefits from consultee feedback on an earlier 2019 application which was refused in Feb 2022. This has enabled a detailed iterative design response to the site and its surroundings resulting in a wholesale re-design for the site to reduce adverse effects which were identified as shortcomings in the previous scheme.
- 8.13 The existing hotel complex is in poor condition and its replacement is not in question. The LVIA has considered matters of site design, architectural style, scale, massing, and materiality. In all cases it is assessed that the Proposal will provide (post construction phase) a short, medium and long term benefit to the landscape compared to the existing baseline condition.
- 8.14 Particular sensitivity to development on this site comes from its visibility from the south. 11 viewpoints were assessed from the north, south and west. Those close to the site (Ferry Road and the footpaths and bridleways immediately south of the site) will notice a moderate to large change to the view. This is assessed as beneficial compared to the baseline condition. From Godlingston Heath, especially from higher ground above Agglestone Rock and from Black Down Mound, the site is visible as a minor element within wide panoramic views. Most of the buildings are, and will continue to be, screened by woodland from westerly and south-westerly directions. The most visible part of the site is along its southern boundary. The Proposal has paid close attention to the effects upon visual receptors from these viewpoints and the site design and architecture creates important inherent design mitigation to significantly reduce the adverse effects of the baseline view. The

effects upon views in Year 1 is assessed as slightly beneficial. Once the proposed vegetation, especially the trees, have established the benefits will increase over time.

- 8.15 A similar effect is assessed from high ground along the Purbeck Hills south of the site. These are more distant views where the site visually reads as a minor element with the wide panoramic landscape. Knoll House Hotel is the northernmost development visible from these viewpoints and therefore has a special significance in the view, albeit minor and with any detail not possible without magnification. The baseline view is of a random complex of white buildings with orientations drawing the eye towards flat elevations which are visually obvious in the view. The proposal re-orientates the majority of buildings north-south so that they are visually less obvious. When combined with a recessive materials palette, a green-roofed spa building, a large central open landscape space and proposed boundary tree and hedge planting, the change to views from these locations is significantly beneficial compared with the baseline view.
- 8.16 This focus upon reducing visual effects from the south has meant that the larger and taller buildings are located at the north end of the site where they are less visible. The northern accommodation blocks will be most visible from Ferry Road where the change in architecture will be most apparent. This is not assessed as being adverse compared with the baseline view. Ridge heights are lower than the existing buildings and the proposed accommodations blocks set further back from the road. The visual receptors along Ferry Road are travelling such that views are short-lived and in the direction of travel.

Ecology

- 8.17 An updated ecological impact assessment has been undertaken (refer to Chapter 7).
- 8.18 Any significant potential adverse effects during construction and operation arising as a result of the proposed hotel redevelopment have been addressed through appropriate mitigation measures, as well as additional enhancement measures. This includes potential effects to designated sites, habitats and wildlife. Additional sensitive working practices required for the protection of Badgers, nesting birds, bats and reptiles, have been incorporated into the proposed mitigation. A number of additional enhancements are proposed within the Wider Study Area and are illustrated on the Ecological Enhancements Plan (Figure 7.5 within Appendix 7.1 of Chapter 7).
- 8.19 No significant adverse impacts have been identified that are considered likely to have any effect on the integrity of any of the nearby designated sites or favourable conservation status of their designated features. Furthermore, no additional recreational pressure is anticipated on these sites post-development as the overall number of people on-site is to reduce post-development, with the emphasis on creating a luxury five star retreat with extensive new facilities to retain guests on site, rather than increasing capacity. A number of additional measures are also proposed, which are considered to represent enhancements to the designated sites over the existing situation. Further information with regard to designated sites is detailed within the shadow Habitat Regulations Assessment included at Appendix 7.2 of Chapter 7.

8.20 The existing development is of relatively low ecological value given the amenity and developed nature of existing habitats. The redeveloped site will particularly deliver long-term, significant beneficial effects to a range of wildlife including Badgers, bats, birds, reptiles and invertebrates through the provision of habitats of greater ecological value such as green roofs, green walls and species-rich grassland. Losses to existing bat roosts are to be offset through the provision of new bat boxes on new buildings, with additional bat and bird boxes proposed as enhancements, together with the creation of new log piles. Additional enhancement measures are also proposed within the Wider Study Area delivering further improvements to biodiversity within the local area, over the existing situation.

Cumulative Effects

8.21 As part of the original scoping exercise with Purbeck District Council it was agreed that there were no committed or potential future development sites in close proximity that should be included within the cumulative assessment process. Therefore, the extent of the cumulative assessment within the ES has been limited to identifying any in-combination effects arising from the interaction of the different environmental effects. As set out above, subject to commitments to the proposed mitigation measures specified within the individual chapters above; it can be concluded that there are no significant cumulative adverse effects considered likely to arise as a result of the proposed development.

Summary of Effects Conclusion

8.22 This ES concludes that whilst a range of significant effects have been identified, both adverse and beneficial, a comprehensive package of mitigation and enhancement measures have been proposed to avoid and reduce any adverse effects wherever possible. Following consultee feedback on the previous application on this site, a significant amount of work has been undertaken to maximise the beneficial effects of the development and to minimise any adverse effects anticipated. The redevelopment of the hotel provides the opportunity to deliver a number of associated enhancement measures giving rise to beneficial effects, such as improved woodland management, improving education of staff and guests about the surrounding environment, improving the local economy and increasing employment opportunities for the local community.