

Core Strategy Area Profile

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

Grange

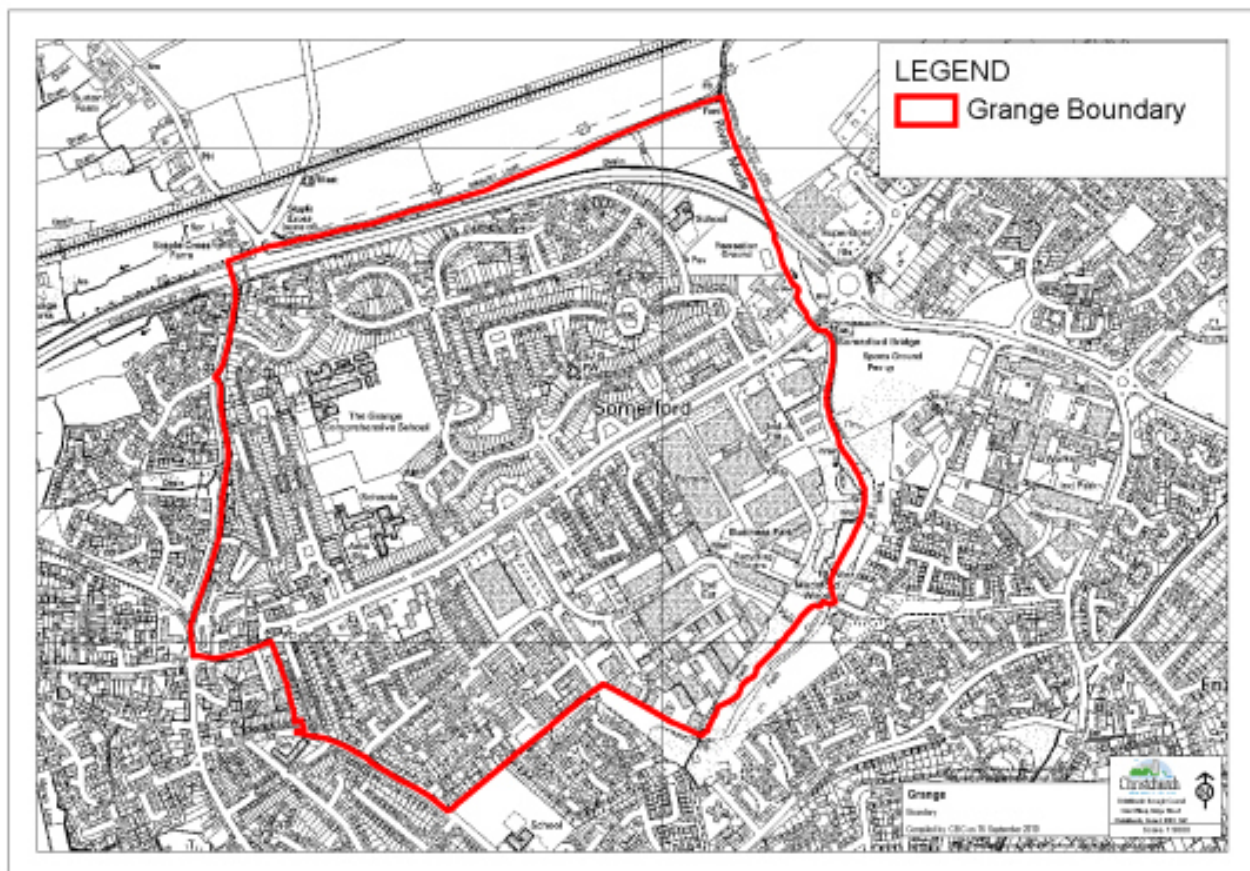


Prepared by Christchurch Borough Council and
East Dorset District Council as part of the Local Development
Framework

October 2010

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1 Area Overview



Picture 1.1 Boundary of Grange Area.

1.1 The Grange area is split into two by Somerford Road, which is the main route into Purewell, Stanpit and Christchurch Town Centre. To the north of Somerford Road is the former Somerford Council housing estate dating from the 1950's and 60's with primary and secondary schools and local shops and facilities. The area south of Somerford Road is more mixed in nature. A range of large scale retail and commercial premises are based alongside the southern side of Somerford Road interspersed with housing areas dating from various eras. The area includes the largest business park area within the urban area within the interconnected business parks located south of Somerford Road. In the south east the area is separated from the Mudeford neighbourhood by the Mude Valley open space.

Baseline Data

Area	Grange	Christchurch
Area	132.1ha	5170 ha
Population Growth		
1971	5250*	31400
1981	4450*	37700
1991	4900*	40330
2001	4720	44800

Source: Census figures		
Ward population estimated mid 2008	4730	45824
Source: ONS 2008 Mid Year Population Estimates		
0 – 15 years	960 (20%)	7223 (16%)
16 – 59 (F) 16 – 64 (M)	2760 (59%)	22969 (50%)
60(F) / 65(M)+	1000 (21 %)	15632 (34%)
Deprivation Data: Index of Deprivation 2007	<p>There are 30 Super Output Areas (SOAs) in Christchurch and the Somerford area has 3 SOA's within its boundary – Somerford East (22), West (16) and South (17). These are the top 3 most deprived areas within the Borough and all are ranked within the top 20 in Dorset.</p> <p>Two of the SOA's – Somerford East and Somerford West are ranked amongst the most deprived 25% nationally.</p>	Christchurch is ranked 220 th for the multiple deprivation score out of the 354 local authority areas in England and Wales. 1 = Most Deprived and 354 = least deprived.

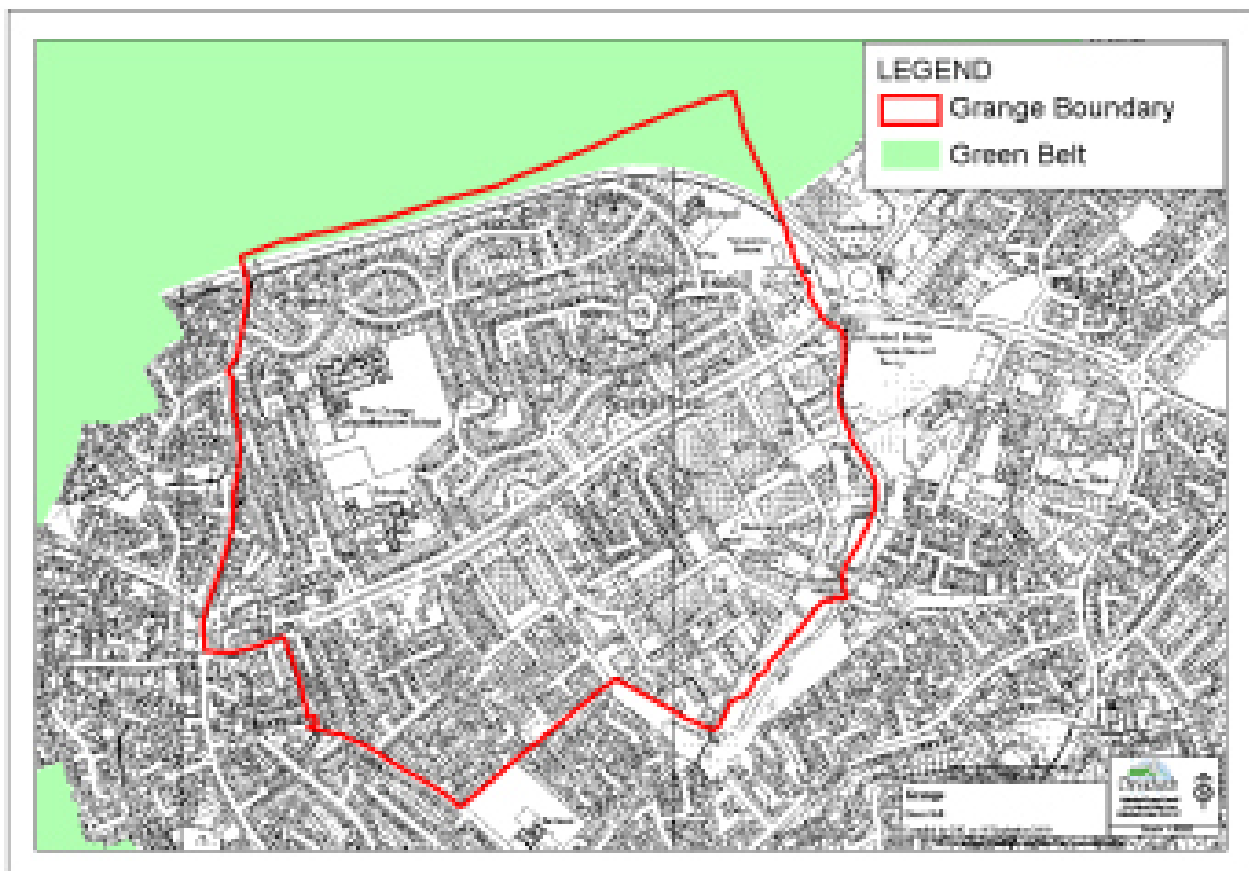
Table 1.1

1.2 * Prior to the 1999 ward boundary changes in Christchurch, Grange ward had a different boundary and included a wider area, so the best comparison is between 2001 and 2008 figures.

Strategic Issues

- The area has a younger age profile than that typical of the Borough with proportionally more 0-15 year olds. However, there are still a significant proportion of people of retirement age (21%), even though it is considerably lower than the Borough average of 34%.
- The area is the most deprived in the Borough. Although the Borough has an overall score in the Index of Deprivation which indicates that, compared with the rest of the country, Christchurch has less deprivation than many other areas, the research shows that there are serious deprivation issues in Somerford East and West as these are ranked among the top 25% nationally.
- When the individual “domains” of deprivation are examined, Somerford East and West have particularly high scores for education skills and training deprivation and crime and living environment deprivation – within the top 5 of the County.
- Both areas also score highly on health deprivation and disability (within top 7), income deprivation (within top 10) and employment deprivation (top 11).
- To conclude, it can be seen that the Grange area is not typical of Christchurch in both its population structure and deprivation score.

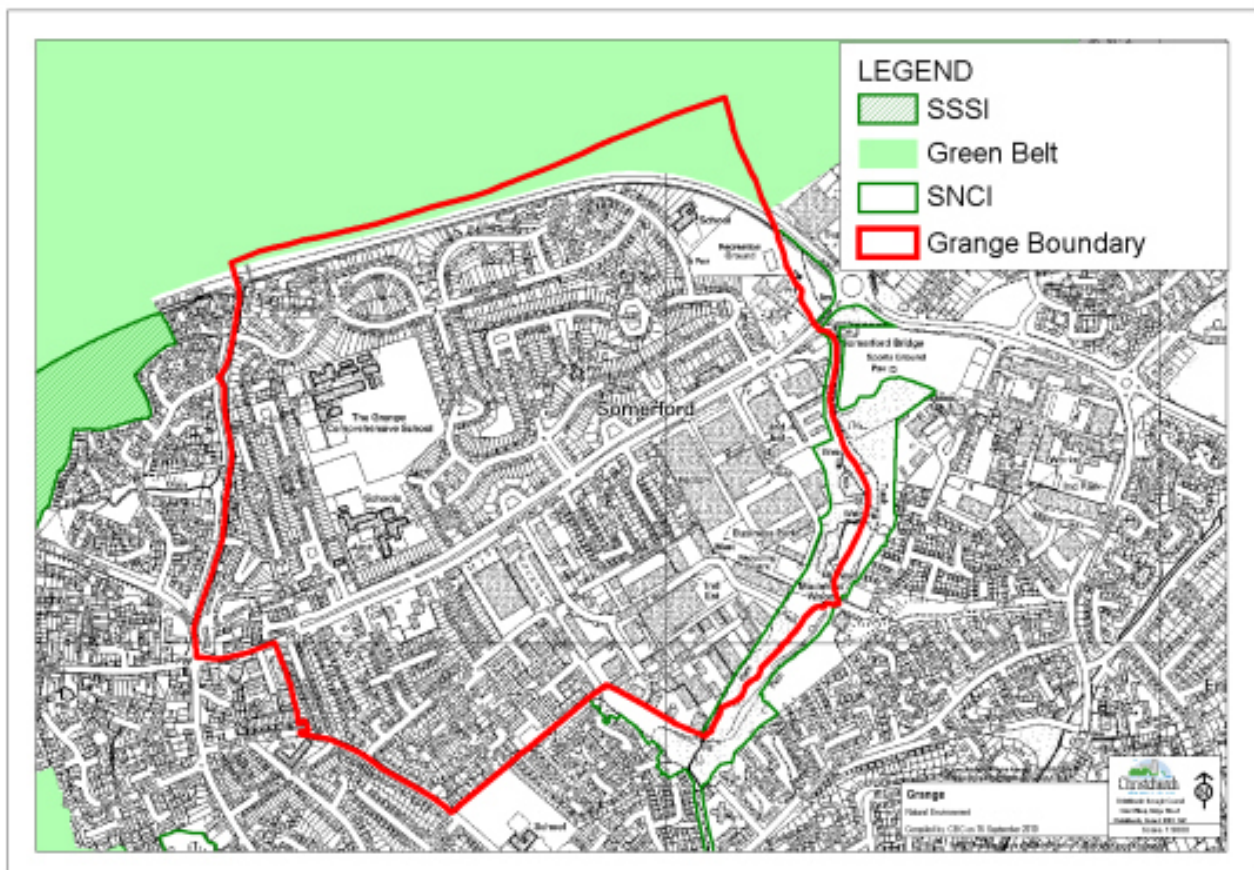
2 Planning Context



Picture 2.1 Green Belt boundary in relation to Grange area

2.1 The map shows how the Green Belt boundary relates to the Grange area. There are few site specific policies in the Borough of Christchurch Local Plan (2001) affecting the area and these are too small in scale to show on a map. The Green Belt area to the north east is contained within the South West Regional Spatial Strategy 'Area of Search' 7C for the proposed North Christchurch urban extension. Master planning will determine how many dwellings could be accommodated on this part of the 'area of search'.

Natural Environment



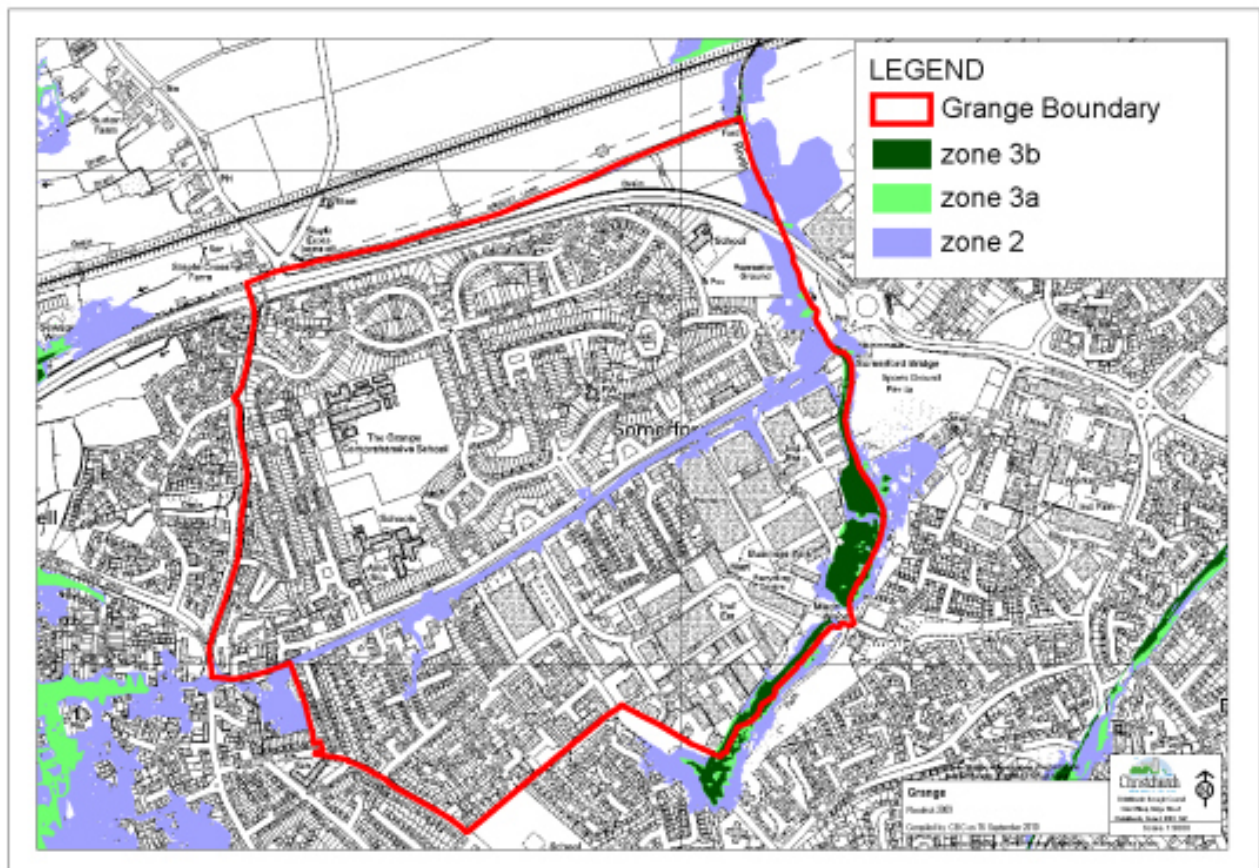
Picture 2.2 Natural environment designations

2.2 The Grange area comprises mainly existing built up urban area, with Green belt to the north, which is included within the Regional Spatial Strategy Area of Search. On the south east boundary of the area along the Mude Valley, is a Green Corridor designated under Policy ENV 15 of the Borough of Christchurch Local Plan (2001) to be retained for wildlife movement and where appropriate public enjoyment. The boundary of the Green Corridor broadly follows that of the SNCI identified in the above plan.

Flooding

2.3 Planning Policy Statement 25 'Development and Flood Risk' (PPS25) requires local planning authorities to prepare a Strategic Flood Risk Assessment (SFRA) in consultation with the Environment Agency to refine information on areas at risk of flooding, taking into account all sources of flooding and the impacts of climate change.

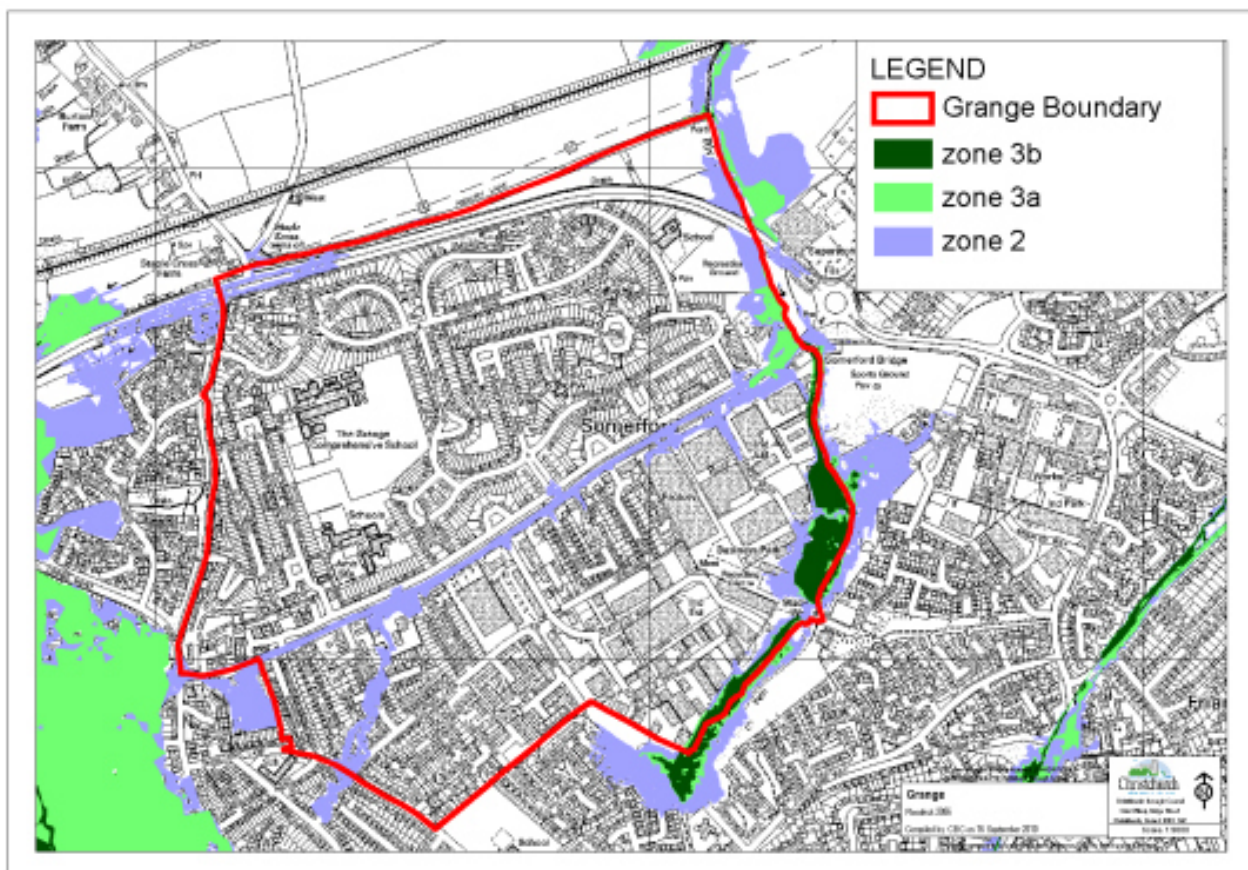
2.4 The Level 2 SFRA for Christchurch has been produced in consultation with the Environment Agency. A map for current flood risk at 2009 in the Grange area is set out below.



Picture 2.3 Strategic Flood Risk Assessment 2009

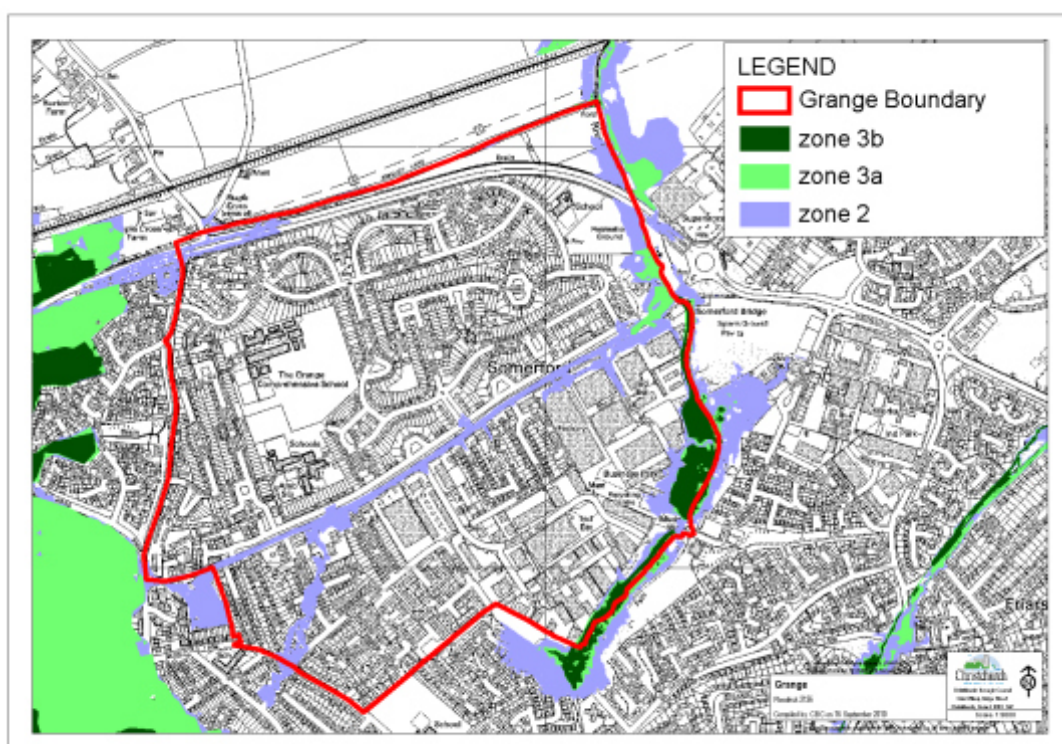
2.5 The SFRA also projects flood risk forward into the future, taking account of predicted sea level rise and increased annual rainfall as a result of climate change. Two sets of future flood mapping are provided showing how it may be theoretically assumed to be in the years 2086 and 2126. These are also reproduced below for the Grange area.

2.6 The map below is for planning purposes and shows how flood risk affects commercial development over its design life (60 years)



Picture 2.4 Strategic Flood Risk Assessment 2086

2.7 The map below is for planning purposes and shows how flood risk affects residential development over its design life (100 years).



Picture 2.5 Strategic Flood Risk Assessment 2186

2.8 The SFRA maps show that the entire length of Somerford Road itself is subject to Flood Zone 2 (medium risk, 1 in 1000 year probability) affecting frontages along this road. The area identified within Zone 3a (high risk) is mainly within the designated Green Corridor along the River Mude and within existing open space near the Somerford roundabout. Small parts of the southern fringe of the employment area near the River Mude are subject to Flood Zone 3a but these do not project far into the site. However there is some land south of the railway in Flood Zone 2 which may have implications for development within the urban extension.

Historic Built Environment

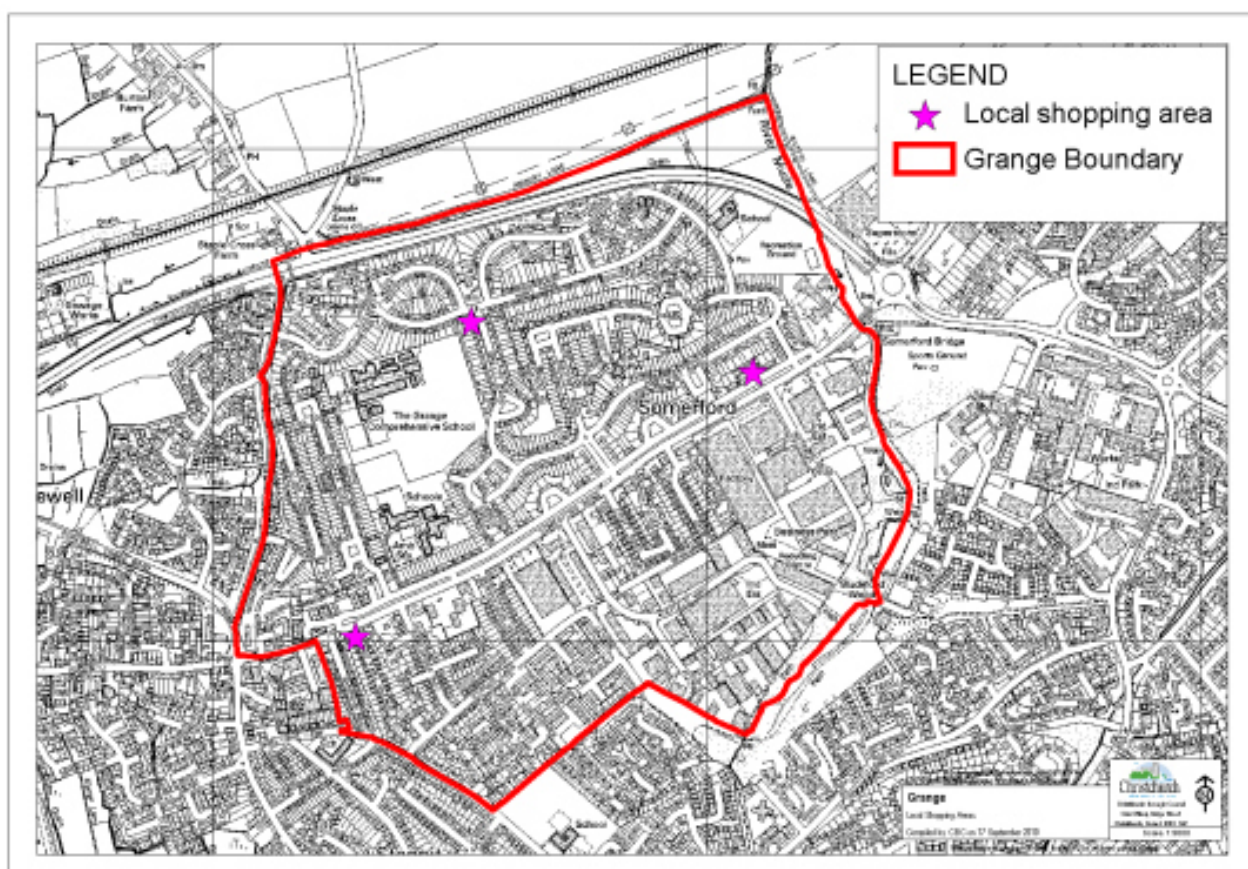
2.9 There are no listed buildings or Conservation Areas within the Grange area. The Borough of Christchurch Character Assessment (2003) refers to the Somerford estate as having a lower general quality and style of buildings and less by the way of design interest, although there is a better level of open space provision than the residential areas to the south of Somerford Road. The commercial and industrial areas on the southern side of Somerford Road are described as non-descript, universal style and scale developments, presenting an “anywhere” urban character.

2.10 Strategic Issues

- Part of the urban extension site falls within the Grange area. Master planning will determine how many residential units will be proposed.
- Flood risk is not a significant issue in the Grange area.

3 Existing Community Facilities

Retail Provision



Picture 3.1 Local Shopping Areas in the Grange area

3.1 The map shows that there are three Local Shopping Areas within the Grange Area:-

- One Stop, 42-44 Hunt Road
- 172 – 174 Somerford Road – a parade of 8 shops – a convenience store, chemist, launderette, bakery, fish & chip shop, hairdressers, pet shop and vacant former A2 use.
- 27-37 Somerford Road – a parade of 6 shops – a Post Office/general store, a cycle shop, dry cleaners, betting shop, video shop and tile shop.

3.2 There is a large Sainsburys foodstore just outside the area off the Somerford roundabout at Lyndhurst Road. There is a footbridge across the A35 linking the Somerford estate with this foodstore. The Sainsburys foodstore will also serve the retail needs of the proposed urban extension, part of which falls within the Grange area. Outside the area, to the west is a range of local shops along Purewell. There is good pedestrian and public transport access to the town centre shopping area.

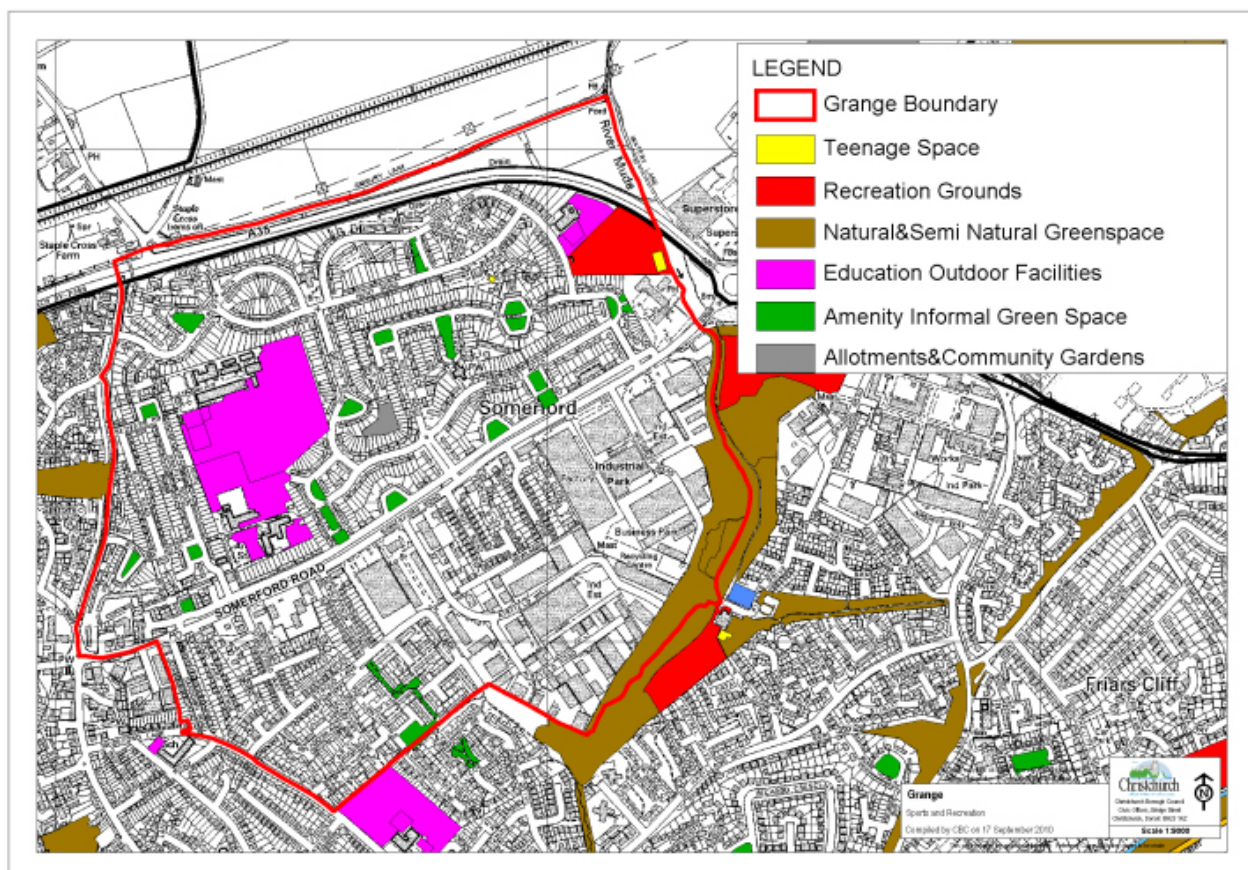
3.3 The area also contains 2 unimplemented planning permissions for deep discount foodstores:-

- 1 Meteor Retail Park, Somerford Road (1656m²)
- 81 Somerford Road – Purewell Electrical (1033m²)

3.4 There are also a number of large retail warehouses to the south of Somerford Road.

3.5 The Joint Retail Assessment 2008 confirms that the shopping areas in the Grange area are appropriately designated as local parades. The Study does not identify the area as having capacity for future retail growth. The impact of significant future retail development within this area needs to be treated with caution, having regard to the impact on the vitality and viability of the Town Centre shopping area.

Sports and Recreation



Picture 3.2 Categories of Open Space within the Grange Area: Planning Policy Guidance Note 17 Open Space, Sport and Recreation Study Final Report 2007 (produced by Inspace)

3.6 The Christchurch Open Space and Recreation Assessment (2007) includes a survey of all open spaces in the Borough which are accessible to the public and which provide opportunities for meaningful recreation activity. It provides useful evidence on sport and recreational needs in 4 “local needs areas” across the Borough. The Grange area falls within the Christchurch Central Local Needs Area.

3.7 The main open spaces are The Grange School, St Josephs Primary School, Dorset Road Recreation Ground and Waterman’s Park. There is a relatively high level of small amenity open spaces within the housing estate to the north of Somerford Road. Bordering onto the area is Purewell Meadows Site of Special Scientific Interest (SSSI) and a Site of Nature Conservation Interest (SNCI) to the South of Somerford Road. To the south of Somerford Road there is no significant open land and only limited open space provision.

3.8 Priorities for Open Space for the Grange Area

- Somerford is lacking in open space, particularly informal play space for children and active sports space. Opportunities must lie in reinstating some of the play areas and enhancing the amenity green space areas.
- Greater use of the Grange School which is a key resource within the wider Christchurch Central Local Needs Area - e.g. Use of its playing field or indoor sports facilities outside school hours.
- Development of more cycle paths and footpath links, building on the network which already exists.
- Management plans for Dorset Road Recreation Ground.
- No full size formal public football pitches in this area.
- Significant improvement and management of Natural Green Space required in certain sites (Mudford Wood Green Corridor).

Health

- GP Surgery: Kingsley House Surge, Somerford Road
- Pharmacy: Wessex Pharmacies, 186 Somerford Road

Education

- Primary Schools
- Somerford Primary School, Draper Road
- St Joseph's RC Primary School, Dorset Road
- Secondary School
- The Grange Comprehensive School, Redvers Road

General Community Facilities

Community Halls

- Somerford Community Centre, Southey Road, Somerford
- Somerford Youth & Community Centre, Bingham Road. Christchurch Youth Services operates a 5 day service from 3 youth centres at Lighthouse building which focuses on music, Burton youth centre – sports and Somerford Centre which provides sport and music facilities.
- Children's Centre based at Somerford Primary School

Post Office

- Purewell Cross Post Office, 33 Somerford Road

Public House

- Somerford Hotel, Somerford Road
- The New Lodge, 109 Somerford Road (vacant and planning application submitted for redevelopment to housing)

Garage/ Petrol Station

- None in area, but one just outside the area next to Sainsburys Superstore, Lyndhurst Road.

Strategic Issues

- Although the area contains 3 local shopping areas, there is good public transport and pedestrian access to a greater range of local shops in Purewell, pedestrian access to a large Sainsburys Superstore and public transport access to the town centre shops.
- There will be additional convenience foodstore provision in the area when the two planning permissions for deep discount foodstores along Somerford Road are implemented.
- The Grange School and its sports facilities are a key resource as the use outside school hours potentially offers opportunities to address the shortage of informal play space and active sports space in Somerford.
- The Grange area has very good access to primary and secondary schools. All of the residents live within 1200 m of a primary and a secondary school.
- The area appears to be well provided for community facilities. In the absence of evidence it is difficult to assess whether there is a need for additional community facilities provision. Certainly in view of the complex community needs of the local population, the loss of existing facilities should be resisted. Multi – use of existing facilities within the Grange area is already successfully being achieved and there is potential to increase this.

- If new facilities are required in the future either to serve new development or to meet existing needs, it is recommended that the Council works with partners and providers of services to achieve this.
- There are a variety of organisations and agencies working together and engaging the community to address local issues eg the Grange Ward Safer Neighbourhood Team, Friends of Grange Ward (FROGS), Sovereign Twynham, Grange School, the Grange PACT (Partners and Communities Together) and more broadly the Health & Care Action Group of the Christchurch Community Partnership.

Issues from the Community Strategy

3.9 Christchurch Community Partnership is in the process of producing a sustainable community strategy (SCS) for the Borough. A series of vision seminars with service providers and local residents have been held in 2009/10 to inform the production of a common vision for the SCS and Christchurch and East Dorset Core Strategy. Issues raised in these seminars that are relevant to the Grange area are:-

- Somerford is identified as the most health deprived Super Output Area in Dorset, also educationally deprived
- The Grange School is used as a base for a variety of community services, such as a Connexions outworker, Christchurch and Young People (CAYP), Drama Club.
- The Connexions outworker based at the Grange School identified a key barrier of finding suitable places to meet with young people outside of the home/school.
- Potential is identified for a former employment site on 63 Somerford Road, part of which had been previously used for a nursery, for community activities use. However this may be constrained by existing planning policy on protection of employment uses.
- The visioning day run on the 14th October 2009 to inform the Core Strategy and Sustainable Community Strategy identified the provision of affordable housing as a key priority for the Borough, including the Grange.

3.10 The Health & Care Action Group, part of the Christchurch Community Partnership is a multi-agency group which tackles health related issues across the Borough. Some of its actions are targeted towards the Grange area – eg supporting development of the Grange Sport's College and Dance & Fitness Studio in increasing opportunities and improving access to physical activity for the local community and developing play facilities for 0 – 16 at Waterman's Park.

Issues from Christchurch Place Survey 2008

3.11 The Christchurch Place Survey 2008 was a postal survey of residents and the analysis was broken down into 7 neighbourhood areas. Main issues relating to the Somerford and Grange area are set out below.

- Residents identified the top three priorities for improvement in Somerford and Grange area as reducing traffic congestion (48%), providing activities for teenagers (45%) and clean streets (42%). The provision of affordable housing was not identified within the top 3 priorities but is a key issue identified by the Housing Need and Demand Survey (2008)
- Traffic congestion is a priority issue for the Grange at (48%) but this is less than the Borough average of 58%
- Somerford and Grange has the lowest satisfaction with local area in the Borough, but even so, a significant proportion of 81% are happy with their area.
- Somerford and Grange has by far the highest proportion of people concerned by the levels of safety after dark (39%) compared to an average of 21% across the Borough.
- Residents in Somerford and Grange do not see public transport as a priority for improvement, with only 10% agreeing – the lowest in the Borough.
- Somerford and Grange is the area in Christchurch where teenagers hanging around the streets is seen as the biggest problem (55%) compared with an average of 28% across the Borough.

4 Housing

4.1 The number of households estimated in Grange ward is 2,120 (Source Christchurch Housing Needs and Demand Survey June 2008).

4.2 There are two distinct housing areas split by the main Somerford Road.

4.3 To the north of Somerford Road is the former Somerford council estate which dates from the 1950's and 60's. The houses are generally substantial semi-detached dwellings with generous gardens and spacing. The plot sizes are modest and the housing has an even density of around 20 dwellings per ha.

4.4 To the south of Somerford Road is a mixed area of industrial/retail warehouse development and housing. The housing dates from various periods. Early phases have modest plots of around 15 dwellings per ha and the more modern cul de sacs have small plots of around 25 dwellings per ha.

4.5 The following tables contain information extracted from Appendix A4: Ward Level Data of the Dorset Survey of Housing Need and Demand: Christchurch Report June 2008.

Tenure by Ward

Tenure of Housing	Grange		Christchurch	
	No.	%	No.	%
Owner Occupied (no mortgage)	371	17.5	10660	49.6
Owner Occupied (with mortgage)	732	34.6	6844	31.8
Social rented	902	42.5	2616	12.2
Private Rented	115	5.4	1380	6.4
Total	2120	100.0	21500	100.0

Table 4.1

4.6 The Grange has a significantly different tenure profile to the rest of the Borough. There is a high proportion of social rented housing (42.5%) compared to a Borough average of 12.2%. This is because the area contains the former Somerford council estate to the north of Somerford Road. Although some of the properties have been sold off under the Right to Buy legislation in the 1980's and 90's, the majority of the housing stock was transferred to Sovereign Twynham Housing Association. Other Housing Associations also have housing developments in the area. The housing areas to the south of Somerford Road are mainly private developments.

Dwelling Type

Type of Housing	Grange		Christchurch	
	No.	%	No.	%
Detached house	111	5.5	4157	19.3
Semi detached house	467	22.0	3260	15.2
Terraced house	415	19.6	3753	17.5
Detached bungalow	222	10.5	4980	23.2

Semi or terraced bungalow	117	5.5	880	4.1
Flat	783	36.9	4471	20.8
Total	2120	100.0	21500	100.0

Table 4.2

4.7 There are less detached houses and bungalows in the Grange than is typical for the Borough. There is a higher proportion of flats than the Borough average.

Household Type

Type of Household	Grange		Christchurch	
	No.	%	No.	%
Single pensioners	443	20.9	4585	21.3
2 or more pensioners	211	10.0	4299	20.0
Single non-pensioners	345	16.2	2352	10.9
2 or more adults – no children	566	26.7	6485	30.2
Lone parent	232	10.9	677	3.1
2 adults + 1 child	110	5.2	1347	6.3
2+ adults and 2+ children	214	10.1	1755	8.2
Total	2120	100.0	21500	100.0

Table 4.3

4.8 The Grange has the highest proportion of lone parents in the Borough, nearly 11% of households fall within this category compared with an average of 3.1% across the Borough. There are also proportionally more households with children (24.3% compared to the Borough average of 17.6%.) The proportion of households with pensioners, although high at nearly 31% is lower than the Borough average of 41.3%.

Household Size

Size of Household	Grange		Christchurch	
	No.	%	No.	%
One person	787	37.1	6987	32.3
Two person	615	29.0	9190	42.7
Three people	298	14.1	2297	10.7
Four or more people	419	19.8	3076	14.3
Total	2120	100.0	21500	100.0

Table 4.4

4.9 Grange has a higher proportion of households with 3 or 4 or more people than the Borough average, reflecting the higher proportion of households with children. However it also has one of the higher proportions of single person households in the Borough.

Overcrowding / Under Occupation

Occupation level	Grange		Christchurch	
	No.	%	No.	%
Overcrowded	39	1.8	162	0.8
OK	1599	75.4	13326	62
Under-occupied	483	22.8	8011	37.3
Total	2120	100	21500	100.0

Table 4.5

4.10 The definition of overcrowding is obtained from the bedroom standard used by the General Household Survey. The bedroom standard is calculated on the age, sex and relationships of those inhabiting the dwelling. An under-occupied dwelling is one in which the household exceeds the bedroom standard by two or more bedrooms, i.e. a four bedroom dwelling occupied by a single person or a married couple would be considered to be under-occupied. Although overcrowding is relatively uncommon in Christchurch, the Grange has the highest proportion of overcrowded households in the Borough, at 0.9%. Under-occupation is much more common, but the Grange has the lowest proportion of under-occupied households in the Borough at 22.8%.

Car Ownership

Number of households by car ownership	Grange		Christchurch	
	No.	%	No.	%
None	675	31.9	3665	17.0
One	966	45.6	10747	50.0
Two	334	15.7	5773	26.9
Three or more	145	6.8	1315	6.1
Total	2120	100.0	21500	100.0

Table 4.6

4.11 The Grange has the highest proportion of households with no car in the Borough at nearly 32%, whereas the Borough average is 17%. It also has the lowest proportion of households with 2 cars in the Borough.

Unsuitable Housing

Household type	Grange	Christchurch
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	No.	%	No.	%
In unsuitable housing	81	4.6	996	4.6
Not in unsuitable housing	1674	95.4	20504	95.4
Total	1755	100.0	21500	100.0

Table 4.7

4.12 Housing can be unsuitable because of its size, type, location, condition or cost. The Grange ward has the highest level of unsuitable housing in Christchurch, with 9.8% of households in unsuitable housing, compared with a Borough average of 4.6%.

Housing Need

Households in current need	Grange		Christchurch	
	No.	%	No.	%
In need	90	4.3	299	1.4
Not in need	2030	95.7	21201	98.6
Total	2120	100.0	21500	100.0

Table 4.8

Households in future need (annual)	Grange		Christchurch	
	No.	%	No.	%
In future need	64	3.0	348	1.6
Not in future need	2056	97.0	21152	98.4
Total	2120	100.0	21500	100.0

Table 4.9

4.13 Housing need is defined as the number of households who lack their own housing or live in unsuitable housing or who cannot afford to meet their needs in the market. The Grange has the highest level of current estimated housing need at 4.3% of households compared with a Borough average of 1.4%. The highest level of future need is estimated to be in the Grange where the future gross need per annum is estimated to be equivalent to 3% of the current number of households.

Special Needs Households

Household type	Grange		Christchurch	
	No.	%	No.	%
Special needs	677	31.9	4983	23.2
Non special needs	1443	68.1	16517	76.8

Total	2120	100.0	21500	100.0
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Table 4.10

4.14 The Housing Need and Demand Survey (2008) contains information on special needs households, which contain people who have specific needs, such as those associated with a disability. Special needs households are more likely to contain older people and are 4 times more likely to live in unsuitable housing as non-special needs households. The Grange has the highest proportion of special needs households in the Borough at nearly 32%, compared with a Borough average of 23.2%.

Older Person Households

Household type	Grange		Christchurch	
	No.	%	No.	%
Older person only households	654	30.9	8884	41.3
Other households	1466	69.1	12616	58.7
Total	2120	100.0	21500	100.0

Table 4.11

4.15 The table shows that the Grange has a relatively low proportion of older person only households compared with the high Borough average of 41.3%. However, nearly 31% of households in the Grange with only older people still represents a significant proportion.

Key Workers

Household type	Grange		Christchurch	
	No.	%	No.	%
Key worker households	144	6.8	1996	9.3%
Non-key worker households	1976	93.2	19504	21500
Total	2120	100.0	21500	100.0

Table 4.12

4.16 A national definition of key worker housing is “*people employed by the public sector in a front line role delivering an essential public service in health, education or community safety in areas where there are serious recruitment/retention problems*”. The Grange has a relatively low proportion of households headed by a key worker compared with the Borough average, although two wards had lower proportions. Evidence from the Housing Need and Demand Survey (2008) indicates that key workers appear to be in a better position than other households in respect of their ability to afford market housing.

Housing Requirements and Implementation

4.17 The Christchurch 2009 Strategic Housing Land Availability Assessment (SHLAA) has provided a calculation of the expected number of units in likely to come forward from 2009 – 2024 within each Area Profile Area. A total of 198 units were identified for the Grange area. Part of the urban extension

area accounts for 90 units, leaving a remaining 108 units identified within the urban area. The 198 units accounts for only 4.4% of the total number of units in Christchurch identified within the SHLAA for potential to come forward from 2009 – 2024.

4.18 The majority of sites are small in size – 1 – 5 units. However, as well as part of the urban extension site (90 units), there are a few more significant sites identified for housing potential.

- 129 Somerford Road – an isolated commercial use suitable for housing with an estimated capacity for 12 units.
- Priory House, 135 Somerford Road – acceptable loss of employment use. Estimated potential for 18 flats.
- New Lodge Pubic House and garden to the rear – redevelopment for mixed residential and commercial uses. Estimated potential for 18 units.

4.19 The Core Strategy is developing housing delivery options to meet identified need and requirements. In the event of a shortfall in meeting whatever housing target is decided upon, options to deliver more housing would need to be investigated. One option would be to review the housing potential of sites which are not identified in the current SHLAA. Providing there are no conflicts with employment sites retention objectives, sites along Somerford Road could offer a future source of housing.

4.20 Sovereign Twynham are progressing the regeneration of some the Housing Association stock on the Somerford Estate. The first phase of the redevelopment programme was at Cleveland Place which was completed in December 2009 and contained 39 affordable new homes in a mix of houses and flats. Sovereign Twynham is now looking at options for redeveloping Scotts Green.

Strategic Issues

- The high level of affordable housing need in the area justifies affordable housing provision as a priority.
- The high proportion of special housing needs households and households in unsuitable housing has implications for the design of housing as a critical issue when considering future housing design.
- In view of the shortage of large housing sites likely to come forward, the urban extension site will make a significant contribution to housing provision.
- Sites along Somerford Road may offer future housing potential providing there is no conflict with objectives to retain sufficient sites for employment use.
- The future regeneration of the Somerford estate will provide an important source of improved affordable housing stock to meet the needs of local residents.

5 Employment

5.1 There are three main industrial areas within the Grange – the industrial units along Somerford Road, and the two industrial parks located directly off Somerford Road – Airfield Way and Wilverley Road. These are general industrial / business areas containing uses including general manufacturing, construction and distribution industries, including light industrial B1, B8 warehousing and some B1 office uses. Sizes range from small units to larger premises.

5.2 The Grange ward contains approximately 190 firms, providing work for 2,200 employees (source: Annual Business Inquiry 2007) which represents about 12% of the Borough employees.

5.3 The Employment Land Review Stage 2 report does not identify specific sites within the Grange area to meet the projected demand for employment land across the area for B1, B2 and B8 uses because the employment sites are already developed. It puts forward a proposed Employment Site hierarchy, which is included within the Core Strategy Preferred Options.

5.4 For the employment area along Somerford Road, and the sites located directly off Somerford Road (Airfield Way and Wilverley Road) a more flexible approach to proposed employment uses is proposed, and provision of appropriate non B uses will be supported, providing the projected requirements for B1, B2 and B8 uses are met.

5.5 For the sites located directly off Somerford Road (Airfield Way and Wilverley Road), there is a recommendation to upgrade the area to ensure a greater diversity of employment character and business premises type. This proposal is put forward to realise the potential of this employment area and to attract a wider range of business activity.

5.6 The Grange ward has the highest rate of unemployment in the Borough – 4.2% compared with a Borough average of 2.4% (ONS April 2010 Claimant Count data). There is a significantly high rate of male unemployment in the Grange at 6.9% compared to a female rate of 1.4%.

Strategic Issues

- The industrial areas within the Grange make a significant contribution to the employment provision of the Borough. However there is potential to increase this contribution if the sites off Somerford Road are upgraded to attract a greater diversity of businesses through provision of a greater diversity of premises and locational improvements.

6 Transport

6.1 The Grange area is split into two by Somerford Road which connects Christchurch town centre to Somerford. Although the road is busy it has not been identified as having serious congestion problems. To the north of the area is the Christchurch by pass – A35 which runs from the Sainsbury's roundabout to Stony Lane roundabout. The A35 is identified as a traffic congestion hotspot, particularly at the Stony Lane roundabout and Fountain roundabout and along Barrack Road.

Frequency / proximity of public transport services

6.2 The majority of the Grange area is within 400m of a bus stop (source: WSP Public Transport Provision Map – draft of North Christchurch Urban Extension Report April 2010.)

6.3 The Somerford estate area to the north of Somerford Road is served by the 1c Transdev Yellow bus which goes from Sainsbury's at Somerford to Poole via Boscombe. It runs every 20 minutes.

6.4 The area to the south of Somerford Road is served by the 1A Transdev Yellow Bus which goes from Sainsburys, Somerford to Bournemouth via Boscombe.

6.5 The area is not served by a railway station, the closest one being at Stour Road in Christchurch town centre.

6.6 The Grange has the highest proportion of households with no car – nearly 32%, compared with a Borough average of 17%.

Strategic Issues

- The Grange area has a good level of access to public transport, with high frequency bus services along Somerford Road. This is a particularly significant issue as the area has the highest proportion of households with no car.

7 Core Strategic Messages

- The Grange area is unique in several respects and is not typical of the rest of the Borough.
- The high level of deprivation, high level of affordable housing need, tenure profile weighted towards social rented housing (42.5%) highest proportion of lone parents, highest unemployment rate, particularly amongst males and lowest level of car ownership are some of these unique factors.

- It is important that Core Strategy policies assist in redressing any identified environmental, social and economic disadvantages within this area. In particular the provision of affordable housing needs to be a priority.
- The area has good accessibility to public transport and schools and appears to have a good level of community facilities.
- The Grange is the focus of partnership working between organisations, agencies and individuals offering community facilities, services and support to the local community.