

1. INTRODUCTION

- 1.1 Bournemouth, Christchurch and Poole Council with Dorset Council commissioned Icen Projects to prepare an Employment Land Study.
- 1.2 The commission included an assessment of a number of existing and potential employment sites. Sites were visited throughout the days between 22 and 26 of November 2021
- 1.3 The following criteria were used in assessing the sites:

Settlement	(name)				
ID	(site ref)				
Gross area	(ha)				
Overview / existing development	(description)				
Policy status	Previous authority area: (name) Previous allocations: (yes / no) Call for Sites Submitted Use: (yes / no / type)				
Clustering	Primary current use (employment / agriculture etc.)				
Adjacencies / issues	Description of adjacent uses, highlighting sensitivities. Reference to utilities / facilities as appropriate.				
Potentially limiting factors	Environmental constraints e.g. contaminated land, AONB, flood risk, TPOs etc				
Available land	(ha) (undeveloped / potential intensification – see blue area designated) Comments as applicable, assumes limiting factors can be overcome unless otherwise stated. Sites with development potential / potential in part may not have an area identified where there are uncertainties regarding site specifics.				
Accessibility	Rating based on proximity to A roads and / or direct access. Comment on any sustainable access options.	High – immediate access to A roads. No direct access issues.	Medium – Reasonable A road access typically up to 1km and unfettered.	Low – Primarily local road network access to A roads 1km+. Possible constraints.	
Age and quality of buildings	Quality visually assessed, age noted. Age quality not always directly correlated.	Good	Average	Poor	N/A (undeveloped)

Vacancy Rate	Visual assessment / CoStar information	0-10%	10-25%	50%+	N/A (undeveloped)
Quality of existing Environment	Visual assessment (public realm, where developed, N/A if undeveloped)	Good	Average	Poor	N/A (undeveloped)
Market Attractiveness	Assessment of demand for units relative to that location dependent on accessibility, local population mass, and performance of near / adjacent site (vacancy / quality)	High	Med	Low	
Suitability	Yes / no, reference constraints where known	Yes: (i.e. existing employment area)	Yes: Subject to environmental constraint (i.e. landscape, trees etc) / other constraints	No: due to environmental / other constraints	
Availability	Refer to identifier (officer / landowner / developer)	Officer identified, assumed available – recommend landowner engagement	Landowner / developer identified, assumed available	Not available – developed for other use	
Deliverability / viability	Refer to ownership, nature of any site promotion, known infrastructure issues, potential viability issues.				
Development potential	Description of area that could be developed				
Overall Rating and Recommendation	<ul style="list-style-type: none"> • Retain (as employment site / allocation / key site / existing non employment use) • Release (from employment use) • Review Boundary • Development potential (potential allocations for new sites subject to wider assessment, currently non employment) • Potential in part (potential allocations for new sites subject to wider assessment, currently non employment, only part of the site likely to be suitable, quantitative recommendation not provided) • N/S (not suitable, currently non employment site) 				
Comments / recommendations	As required				