

Jobs theme

1. Background - Outline the Background for this theme topic in the Neighbourhood Plan.

1.1 This theme paper is produced to support the considerations of the Jobs Theme Group and will form the basis for this theme within the Weymouth Neighbourhood Plan (WNP).

1.2 The Theme Group comprises 4 members of the WNP Steering Group, Dorset LEP, Economic Dev Officer from Dorset Council, Community Land Trust plus representatives from residents of Weymouth.

Action: Membership could be extended to South Dorset Business Advisory Panel, Local Colleges and further education institutions, Weymouth Area Development Team, Weymouth and Portland Business Leaders Coastal Community Alliance, Dorset LEP, Weymouth BID, Weymouth and Portland Chamber of Commerce, Dorset Coast Forum and Weymouth College and further education providers.

1.3 The theme seeks to cover the issues of Employment sites, Employment types, Town Centre Retail, all-year round tourism, heritage asset enhancement, leisure operation, new ways of working, business start-ups, aquaculture, coastal/maritime jobs, young people opportunities and development, skills. It has been developed as a result of the initial engagement work undertaken in 2021.

Action: The background research and titles suggests that skills are important therefore it may be worth revising the title to Jobs and skills.

2. Overview - Provide a description of the character of Weymouth with respect to the Theme topic. Possibly drawing upon the Character Area Assessment or another published source.

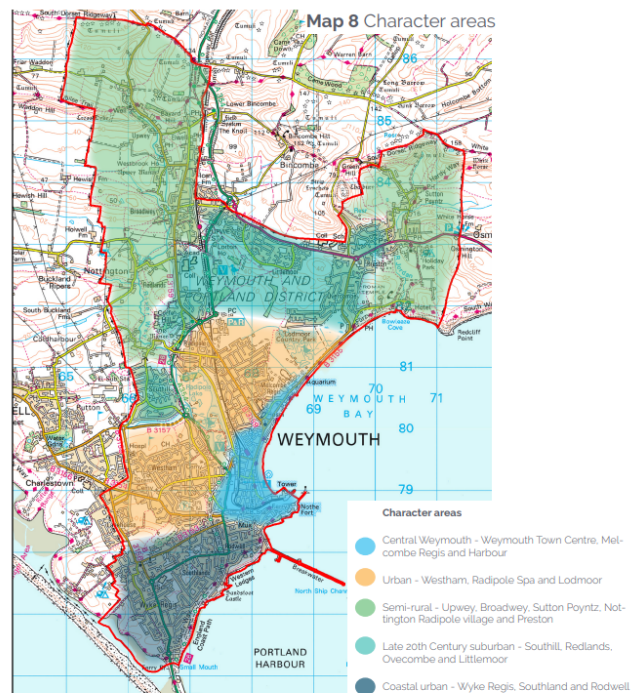
2.1 Weymouth is located on the south coast of England, at the mouth of the River Wey. It is sited 7 miles south of Dorchester and 5 miles north of Portland. Weymouth lies on the A354 which connects to the A35 at Dorchester. Weymouth is bounded to the north by the South Dorset Ridgeway and to the south by the sea.

2.2 Weymouth is an important tourist and recreation destination, with a beautiful seascape and built heritage. The northern parts of Weymouth lie within the Dorset Area of Outstanding Natural Beauty.

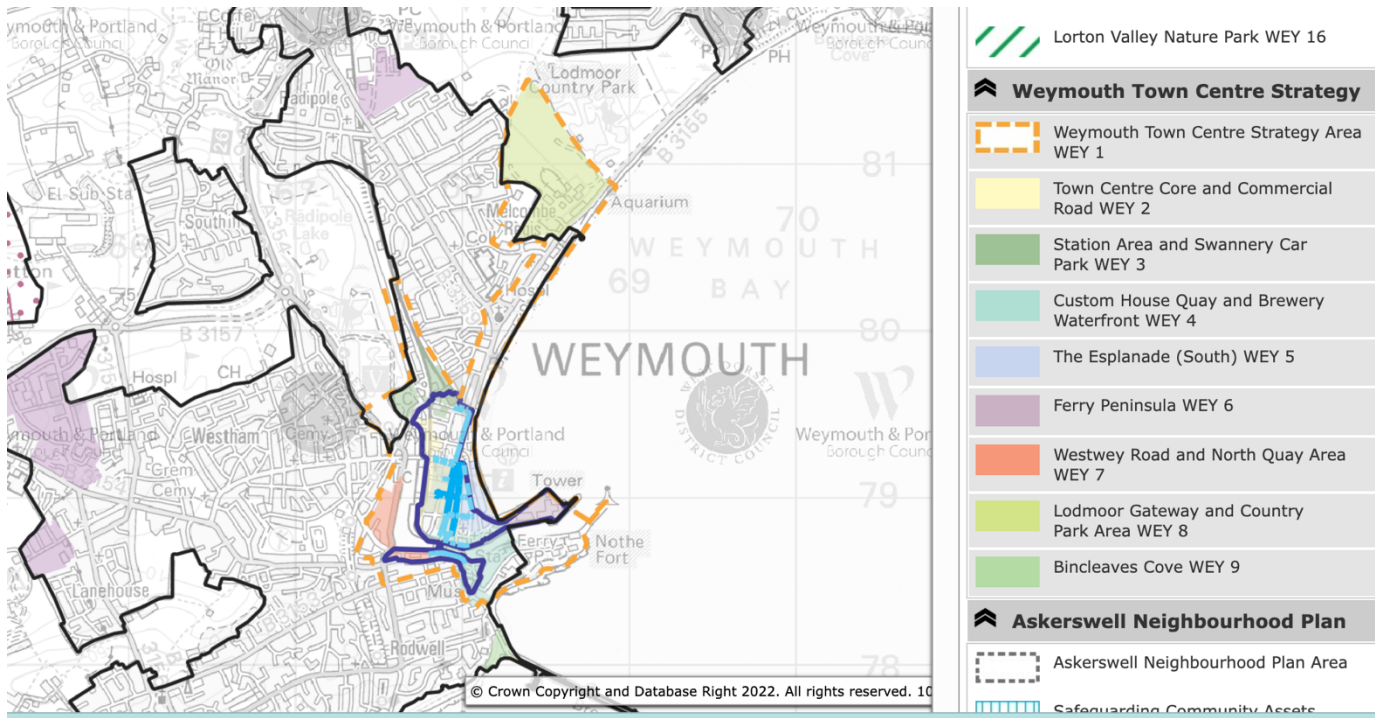
2.3 Weymouth is the third largest settlement in Dorset and the largest town in the Dorset Unitary Council Area. The 2011 census states Weymouth has 52,323 residents. According to Dorset Council the population of Weymouth in 2021 is 53,128 people. The Weymouth plan area is made up of 23,360 households.

2.4 Weymouth can be divided up into 18 separate areas. These 18 areas have been grouped into 5 character area types as the areas share characteristics in terms of how urban the area is and access to facilities etc. These character areas are as follows and have access to various facilities and job opportunities.

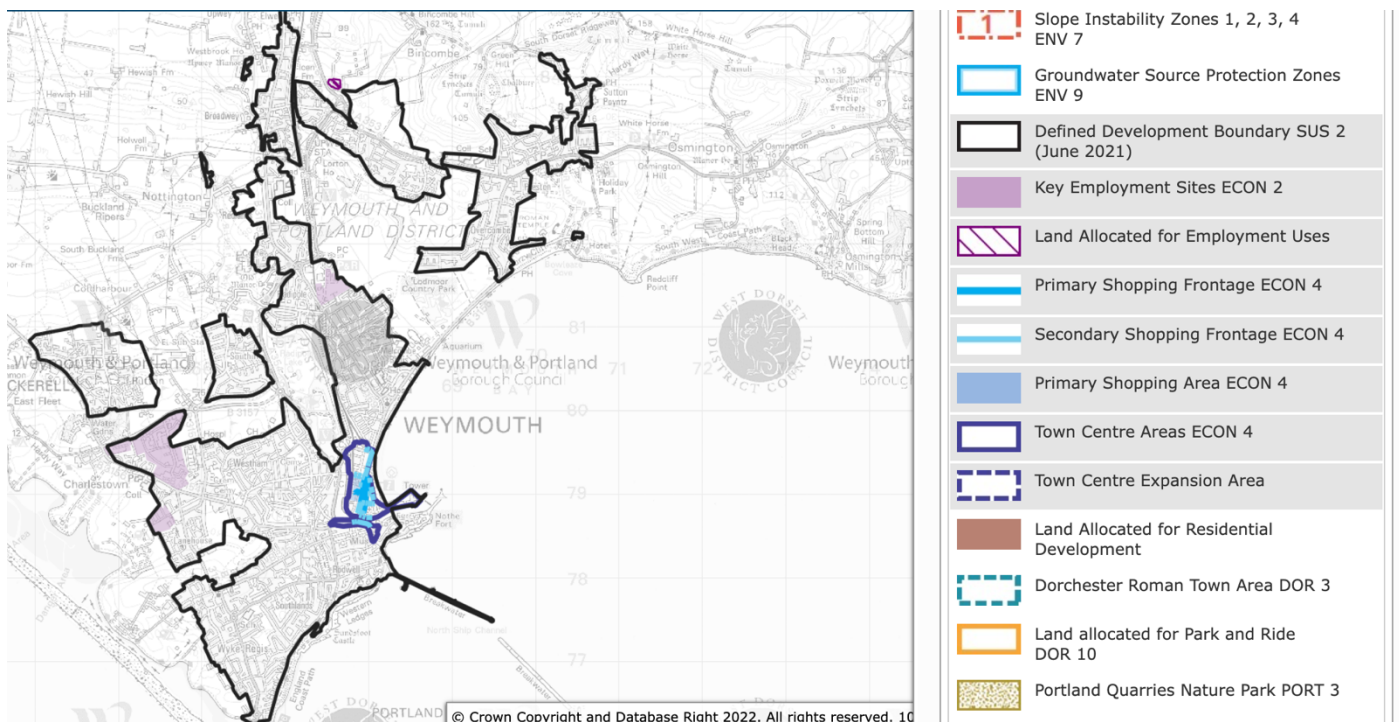
2.5 **Character area 1** is the central historic core of Weymouth, the town centre, the harbour and Melcombe Regis. This area is urban core/central urban area with higher densities. It contains the rail and bus stations with links to both London and Bristol. There are no sites allocated or protected for industrial employment (B1 light industrial, B2 General Industrial and B8 storage and distribution uses) within these areas however other employment uses exist. The town centre (dark navy blue) has a large area of protected primary shopping (medium blue) and secondary



frontages (lightest blue). In these areas, shops are encouraged as well as other commercial uses such as offices at first floor. Tourist attractions include Weymouth beach, the Esplanade, the harbour, Nothe Fort, Treasure Trails, Radipole Lake and Lodmoor Nature Reserve, Sealife Centre. The area contains many hotels and other types of tourist accommodation.



2.6 Character area 2 is Westham, Radipole Spa and Lodmoor which are urban areas on the periphery of the central town centre area. Mount Pleasant Business Park provides employment opportunities for the local area and has the potential for more provision as part of a site allocated for employment. The business park hosts 3 large supermarkets and the New Look Head Office as well as a budget hotel. Other hotels and guest houses are also located in Radipole or Lodmoor. The Granby Industrial Estate and Weymouth Football club is located just outside the boundary of the Neighbourhood Plan area on the periphery of Westham. The Rodwell trail access, Radipole Lake, Park and Gardens, Lodmoor Nature Reserve and golf course provides important tourist facilities. Various shops and services are located along the main Abbotsbury Road for Westham and along Dorchester Road for Lodmoor and Radipole Spa which contains a further supermarket. There are business and offices dotted within these areas.



2.7 Character area 3 consists of the rural/suburban parishes of Sutton Poyntz, Preston, Broadwey, Upwey, Nottingham and Radipole village. These areas have a lack of facilities and hubs. Two large holiday parks with in house entertainments are located in Bowleaze Cove, Preston and other campsites and guest houses are located in and around the rural and surrounding areas which appears to be the only large employer. Shops are focussed to small sporadic provisions of convenience stores and fish and chip shops. There is employment from a few public houses and tea rooms with some home working businesses and some rural enterprises such as a Sandschool and Garden nursery. Bincombe and Lodmoor trails are the only tourist attractions in these areas other than the holiday parks and beach.

2.8 Character area 4 is Southill, Littlemoor, Overcombe and Redlands which developed between the 1960's and present day. Southill and Littlemoor are suburban/urban areas have been designed around central facilities such as shops. Access to services and jobs is limited in Overcombe and Redlands meaning they aren't very walkable. Littlemoor and Southill have busy central areas which includes shops and food outlets and at Littlemoor there are further services. Littlemoor, Southill and Redlands are limited in the way of general business uses and space with no allocated employment sites. Outside of the neighbourhood plan area there is Granby near to Southill and the Littlemoor Urban extension which is outside of the Neighbourhood Plan area but has an employment allocation. These areas do not contain any tourist attractions or facilities. To the North is Tumbledown farm which is a community enterprise.

2.9 Character area 5 consists of the urban area Wyke Regis and is the original parish of Weymouth is now its own distinct area which includes Southland and Rodwell. It is distinct from area 2 as the area lacks access to employment facilities within walking distance although it does benefit from access to the sea, harbour, and the tourism employment that this brings. It has a local centre on Portland Road. Sandsfoot castle and the Rodwell trail are also a tourist destination and there is a holiday park located at the very tip of Weymouth to the south by the Fleet.

3. Local Plan Policies - List the relevant Dorset Council Local Plan Policies for this Theme topic. The source for this is the Dorset Council Draft Local Plan for Consultation document released in January 2021. Suggest List the policies verbatim without comment.

3.1 In 2019 the new unitary authority Dorset Council (DC) was formed. DC are producing a new Dorset Local Plan to replace the existing West Dorset, Weymouth, and Portland Local Plan. The emerging Local Plan has gone through Options Consultation and they are in the process of reviewing the responses received. The existing local plan is the currently adopted local plan until it is replaced. The relevant policies from this plan are listed below.

Adopted West Dorset Weymouth and Portland Local Plan (2015)

ENV4. HERITAGE ASSETS – This policy reflects what is suitable in terms of protecting heritage assets such as listed buildings and conservation areas.

ENV14. SHOP FRONTS AND ADVERTISEMENTS – This policy ensures that shop fronts are well designed and safe.

ENV15. EFFICIENT AND APPROPRIATE USE OF LAND – ensures appropriate densities of development.

ENV16. AMENITY – requires development to be mindful of neighbours and not cause detrimental harm.

SUS5. NEIGHBOURHOOD DEVELOPMENT PLANS – gives guidance on neighbourhood plan making.

ECON1. PROVISION OF EMPLOYMENT – encourages the provision of addition employment in appropriate locations.

ECON2. PROTECTION OF KEY EMPLOYMENT SITES - Protects B1, B2 and B8 uses in key employment areas as shown in the table below and discourages shopping.

Table 4.1: Key Employment Sites

TOWN	SITE	STATUS
Weymouth	Littlemoor urban extension	Proposed (mixed-use)
	Mount Pleasant	Under development

ECON3. PROTECTION OF OTHER EMPLOYMENT SITES – ensures that future development in unallocated employment sites does not impact on existing employment uses or neighbours.

ECON4. RETAIL AND TOWN CENTRE DEVELOPMENT – seeks to protect shopping frontages.

ECON5. TOURISM ATTRACTIONS AND FACILITIES – tourist attractions and employment is encouraged in sustainable locations.

ECON6. BUILT TOURIST ACCOMMODATION - New built tourist accommodation is supported in sustainable locations.

ECON7. CARAVAN AND CAMPING SITES – caravan and camping sites are encouraged in sustainable locations.

ECON8. DIVERSIFICATION OF LAND-BASED RURAL BUSINESSES – existing businesses outside of development boundaries can diversify and expand.

ECON10. EQUESTRIAN DEVELOPMENT Equestrian developments, including extensions to existing premises, will be permitted where appropriate.

WEY1. WEYMOUTH TOWN CENTRE STRATEGY – seeks to protect the town centre character, improve the public realm, encourage national and independent traders, encourage activity between 5pm –9pm, by introducing more family friendly activities in appropriate locations, manage residual flood risk, citing the use of the masterplan prepared by Weymouth & Portland Borough Council as a supplementary planning document.

WEY2. TOWN CENTRE CORE AND COMMERCIAL ROAD AREA - main retail core, encourage modern retailing and seeks to avoid increase the number of late night entertainment uses in the area.

WEY4. CUSTOM HOUSE QUAY AND BREWERY WATERFRONT - retain a mix of small scale restaurants, bars, cafes and retail uses. The old brewery will be retained as a major tourist facility.

WEY5 THE ESPLANADE (SOUTH) seeks to reduce crime and anti-social behaviour by restricting in late night entertainment uses and supporting uses between 5 to 9pm.

WEY6. FERRY PENINSULA - re-developed to include leisure / tourist-related uses, supported by complementary town centre uses.

WEY7 WESTWEY ROAD AND NORTH QUAY AREA - for mixed uses which may include residential, hotel, commercial and small scale retail development

WEY8. LODMOOR GATEWAY AND COUNTRY PARK AREA - tourism, low key recreation and ancillary uses

WEY9. BINCLEAVES - redevelopment of this former employment site through an alternative employment use appropriate to a maritime location or through the comprehensive mixed use re-development

WEY10. LAND AT MARKHAM AND LITTLE FRANCIS is allocated for residential development, and may include an element of

WEY12. LAND AT WEY VALLEY - residential development and should include an element of employment use

WEY14. BOWLEAZE COVE - time-limited tourist and leisure related development.

WEY16. LORTON VALLEY NATURE PARK -promote sustainable tourism, management of conservation and heritage interest, enhancement of public access and open spaces

Emerging Dorset Local Plan

Note: Theses are as published in the January 2020 draft and are subject to change as the plan develops.

DEV3: Growth in the central Dorset functional area - In the central Dorset functional area housing growth will be delivered: at the county town of Dorchester, including through major urban extensions at Poundbury and North of Dorchester; at the major coastal resort of Weymouth

DEV9: Neighbourhood plans Neighbourhood plans should be prepared

WEY2: Weymouth town centre strategy

WEY3: Town centre core and Commercial Road area

WEY4: Station area and Swannery Car Park

WEY6: The Esplanade south

WEY7: Ferry peninsula

WEY10: Bingleaves Cove

National Policy

National Planning Policy Framework, 2021

Chapter 6. Building a strong, competitive economy

81. Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential.

82. Planning policies should: a) set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration; b) set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period; c) seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and d) be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.

83. Planning policies and decisions should recognise and address the specific locational requirements of different sectors. This includes making provision for clusters or networks of knowledge and data-driven, creative or high technology industries; and for storage and distribution operations at a variety of scales and in suitably accessible locations. Supporting a prosperous rural economy

84. Planning policies and decisions should enable: a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings; b) the development and diversification of agricultural and other land-based rural businesses; 42 The Government's Industrial Strategy sets out a vision to drive productivity improvements across the UK, identifies a number of Grand Challenges facing all nations, and sets out a delivery programme to make the UK a leader in four of these: artificial intelligence and big data; clean growth; future mobility; and catering for an ageing society. HM Government (2017) Industrial Strategy:

Building a Britain fit for the future. 24 c) sustainable rural tourism and leisure developments which respect the character of the countryside; and d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.

85. Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist. 25

Chapter 7. Ensuring the vitality of town centres

86. Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should: a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters; b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre; c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones; d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary; e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

87. Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.

88. When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored.

Chapter 8. Promoting healthy and safe communities

92. Planning policies and decisions should aim to achieve healthy, inclusive and safe places which: a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages; b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of attractive, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.

93. To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should: a) plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments; b) take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community; c) guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs; d) ensure that established shops, facilities and services

are able to develop and modernise, and are retained for the benefit of the community; and e) ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.

National Planning Practice Guidance

- **Health and well being** - <https://www.gov.uk/guidance/health-and-wellbeing>

A healthy place is one which supports and promotes healthy behaviours and environments and a reduction in health inequalities for people of all ages. It will provide the community with opportunities to improve their physical and mental health, and support community engagement and wellbeing.

It is a place which is inclusive and promotes social interaction. The [National Design Guide](#) sets out further detail on promoting social interaction through inclusive design including guidance on tenure neutral design and spaces that can be shared by all residents.

It meets the needs of children and young people to grow and develop, as well as being adaptable to the needs of an increasingly elderly population and those with dementia and other sensory or mobility impairments.

- **Neighbourhood Planning** – <https://www.gov.uk/guidance/neighbourhood-planning--2> - Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and shape the development and growth of their local area.
- **Town Centres and retail** – <https://www.gov.uk/guidance/ensuring-the-vitality-of-town-centres>

A wide range of complementary uses can, if suitably located, help to support the vitality of town centres, including residential, employment, office, commercial, leisure/entertainment, healthcare and educational development. The same is true of temporary activities such as ‘pop ups’, which will often benefit from permitted development rights.

4. Evidence Base - *Collate the evidence gathered for this Theme Topic again without comment quoting the reference.*

4.1 Dorset Council Ward Profile Data for Weymouth - *Using the data extract provided by ECA.*

Census Data: 25% of Weymouth residents have no qualifications of 23% nationally. In 2018 48% of workers were earning less than the real living wage.

The 2019 Index Of Multiple Deprivation (IMD) identified Weymouth as the area in Dorset with most deprivation; 7 areas are in the bottom 20% nationally; Melcombe Regis Town Centre is in the bottom 4% nationally.

The IMD has worsened since 2015. Lack of employment (8 of Weymouth’s 31 LSOAs are in bottom 20% nationally) and low pay underly this data. There are also significant numbers of people who receive Employment Support Allowance 6.2% in W&P cf 3.9% in Dorset and in 4 parts of Weymouth the rate is between 10% and 13.6%.

4.2 Other Government Published Data for Weymouth - *Using other Government sources, quote relevant data relating to Weymouth referencing the source.*

- Project Weymouth - Data and Evidence report for Weymouth and Portland 2020 and Index of Multiple Deprivation, 2019

The documents highlight a significant decline in their performance through their school journey with a progress score of – 0.38. This is even more stark for boys with a figure of -0.69. Only just over a quarter of boys and a third of girls in the area manage to achieve a good pass (Grade 5 or more) in English and Maths.

Within the Lower Tier Local Authority rankings for Multiple Deprivation Weymouth and Portland is within the top third most deprived area. Weymouth and Portland is the fifth most deprived area in the South West taking. There are 219 of these Lower Layer Super Output Areas (LSOA) across Dorset Council and of those, eleven fall within the most deprived nationally. Ten of these eleven areas are within Weymouth and Portland. Of these ten areas, six of them are within the 10% most deprived areas nationally and the top three on the list are within the top 5% most deprived nationally.

LSOA code (2011)	Dorset LSOA Name	LSOA name (2011)	Local Authority District code (2019)	Local Authority District name (2019)	Index of Multiple Deprivation (IMD) Rank (where 1 is most deprived)	Index of Multiple Deprivation (IMD) Decile (where 1 is most deprived 10% of LSOAs)
E01020554	Melcombe Regis Town Centre	Weymouth and Portland 004B	E06000059	Dorset	1,142	1
E01020552	Littlemoor West	Weymouth and Portland 001B	E06000059	Dorset	1,396	1
E01020555	Melcombe Regis Park District	Weymouth and Portland 004C	E06000059	Dorset	1,524	1
E01020569	Fortuneswell North	Weymouth and Portland 008D	E06000059	Dorset	2,073	1
E01020575	Westham North Westhaven	Weymouth and Portland 003B	E06000059	Dorset	2,076	1
E01020582	Rodwell and Chapelhay	Weymouth and Portland 004F	E06000059	Dorset	3,273	1
E01020553	Melcombe Regis Carlton Road	Weymouth and Portland 004A	E06000059	Dorset	3,531	2
E01020573	Westham East Knightsdale Road	Weymouth and Portland 005B	E06000059	Dorset	4,723	2
E01020563	Tophill East Grove Road	Weymouth and Portland 008A	E06000059	Dorset	5,796	2
E01020499	Bridport Court Orchard	West Dorset 006B	E06000059	Dorset	6,009	2
E01033200	Fortuneswell South	Weymouth and Portland 008E	E06000059	Dorset	6,203	2

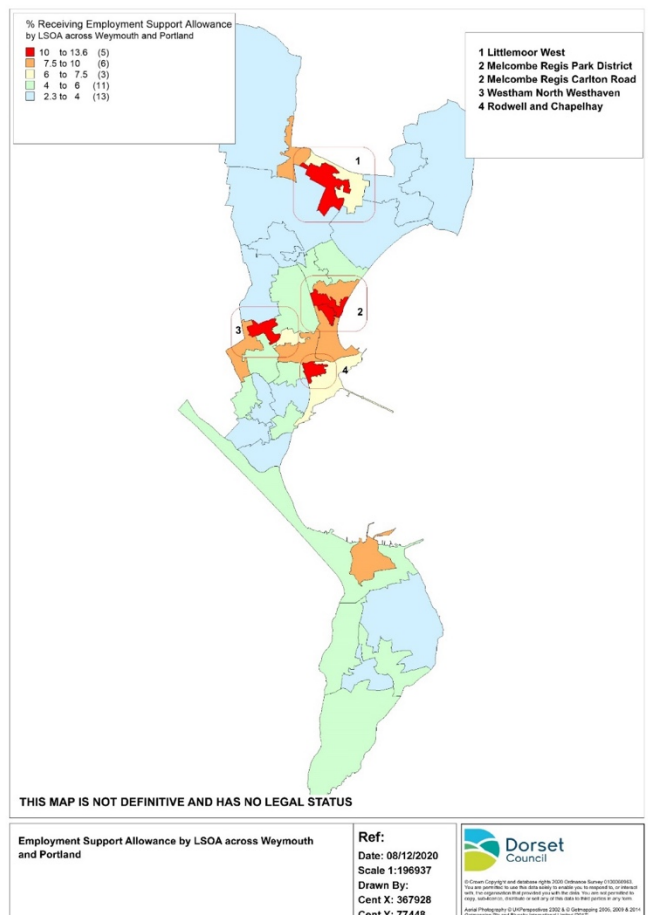
Table below highlights Employment Deprivation across the Dorset Council area and shows fourteen areas that are significantly deprived in relation to Employment Deprivation – the top nine areas are all in Weymouth and Portland with seven of those areas in the top 10% most deprived nationally.

LSOA code (2011)	Dorset LSOA Name	LSOA name (2011)	Local Authority District name (2019)	Employment Rank (where 1 is most deprived)	Employment Decile (where 1 is most deprived 10% of LSOAs)
E01020575	Westham North Westhaven	Weymouth and Portland 003B	Dorset	1189	1
E01020555	Melcombe Regis Park District	Weymouth and Portland 004C	Dorset	1223	1
E01020552	Littlemoor West	Weymouth and Portland 001B	Dorset	1455	1
E01020554	Melcombe Regis Town Centre	Weymouth and Portland 004B	Dorset	1687	1
E01020569	Fortuneswell North	Weymouth and Portland 008D	Dorset	2248	1
E01020553	Melcombe Regis Carlton Road	Weymouth and Portland 004A	Dorset	2773	1
E01020573	Westham East Knightsdale Road	Weymouth and Portland 005B	Dorset	3198	1
E01020582	Rodwell and Chapelhay	Weymouth and Portland 004F	Dorset	3797	2
E01020556	Melcombe Regis Lodmoor Hill	Weymouth and Portland 004D	Dorset	3812	2
E01020499	Bridport Court Orchard	West Dorset 006B	Dorset	4375	2
E01032645	Dorchester Centre Brewery Square	West Dorset 009I	Dorset	5032	2
E01020502	Bridport Skilling	West Dorset 008A	Dorset	5459	2
E01020564	Weston West	Weymouth and Portland 009B	Dorset	5896	2
E01020543	Sherborne East Gryphon	West Dorset 001B	Dorset	5936	2

The proportion of people claiming Employment Support Allowance is higher in Weymouth and Portland than in the other former Districts and Boroughs (6%) compared to 4% for Dorset Council. Melcombe Regis Carlton Road has 14% of Working age residents claiming ESA (one in seven of the working age population) whereas Upwey and Brodaway West has 2%. Melcombe Regis, Littlemoor West, Westham North and Rodwell and Chapelhay all have greater than 10% of the working age population claiming ESA.

- Town centre after dark, 2010

The report identifies five themes that are considered essential to a healthy, safe and successful town centre after dark: Local Culture, Family Friendly, Action and Sports, Fine Dining and Dancing and Music. At present, the after dark experience in Weymouth Town Centre is dominated by the Music and Dancing theme, defined by the report to include the pubs, clubs bars and other venues with an emphasis on an alcohol-led night out. While these uses are a positive attribute to the town, popular with both residents and visitors, they are also closely linked to a well-documented crime and disorder problem in the town centre. Meanwhile, other themes are noticeably under-represented. The report therefore recommends practical measures to reposition the Dancing and Music theme within a greater mix of uses. Potential changes to licensing and policing strategy can help further reduce crime and anti-social behaviour



associated with this activity while planning policy, economic development and events strategies can enable the other themes to play a greater role in the town after dark, broadening Weymouth’s appeal for longer term cultural and economic success. It is therefore the intention that this strategy leads to the creation of a food-focused destination by the waterside (Fine Dining) building on the operations already there; the identification of investment opportunities for more mid-range restaurants (Family Friendly); and the use of festivals, events and sports to animate public spaces, helping bring a greater range of people and activities into public spaces after dark to ensure no single demographic dominates the town after dark (Action and Sports, Local Culture).

- Weymouths Seaside Heritage, 2008

Reviews the historic holiday destination and heritage.

- Weymouth Town Centre Master Plan, 2015

This document sets out the long term regeneration strategy for Weymouth town centre. The focus is on achieving improvements to the public realm and traffic flows together with the redevelopment of five key sites. The redevelopment proposals look to regenerate 58 hectares of brownfield land, delivering significant new jobs and homes for the town.

- Bournemouth, Dorset and Poole workspace strategy 2016
- Bournemouth, Dorset and Poole workspace update 2020

The increase in employment demand results in demand for 87 hectares of employment land in the Dorset LEP area. 60% of the projected increase in baseline demand for employment land is expected to take place in the DC area. In terms of land use class, there is substantial growth over 2018-2038 in the industrial land requirement of 66ha – this is driven by employment growth in construction and business services. Growth in office land requirements is lower at 21ha. The increase in employment demand results in an additional demand for 147 hectares of employment land in the Dorset LEP area.

65% of the projected increase in baseline demand for employment land is expected to take place in the DC area. 3.2.4. In terms of land use class, there is substantial growth over 2018-2038 in the industrial land requirement of 111ha. Growth in office land requirements is lower at 36ha.

- Joint Retail and Commercial Leisure Study – 2018. Carter Jonas on behalf of North Dorset District Council, West Dorset District Council and Weymouth & Portland Borough Council (March 2018)

The document states that capacity beyond 5 years should be used with caution. This insinuates that a further study is needed. For example if internet shopping changes. Since this time Covid-19 has happened and changed the way in which people shop. It may therefore be worth commissioning a document on this topic.

Overall it was considered that Weymouth is fulfilling its role and function as the main town centre in the District’s network and hierarchy of centres. The health check assessment has identified that there is a relatively limited food and convenience goods provision in and on the edge of the town’s primary shopping area (PSA). The document states that Weymouth benefits from a strong comparison goods offer, which appeals to both residents and day/overnight visitors. This statement is based on the fact Debenhams and Marks and Spencer are the two key anchor stores that help to underpin the centre’s vitality and viability, however Debenhams since shut. There is also a particularly strong leisure service provision including cafés, restaurants, bars/nightclubs, public houses, takeaways, and a cinema. There are also leisure uses unique to Weymouth that reflect its important role and function as a coastal resort, and also make a significant contribution to its overall vitality and viability; such as amusement arcades, a theatre and Sea Life Centre. The local authority has identified 14 sites in Weymouth that could potentially accommodate the forecast need for circa 3,160 sqm net of new convenience goods floorspace over the plan period, up to 2036.

- Background paper Level of growth – employment land - issues and options consultation version, 2017

The level of employment growth was broken down to about 4,900 FTE jobs in Weymouth & Portland until 2031.

The study showed a requirement for 15.2 hectares of employment land – for Use Classes B1 (business), B2 (general industrial) and B8 (storage and distribution) – in Weymouth & Portland between 2011 and 2031. A ‘flexibility allowance’ further increased the requirement to 16.7 hectares.

The study also showed a supply of 10.4 hectares of employment land for Use Classes B1 (business), B2 (general industrial) and B8 (storage and distribution) in Weymouth & Portland all of which was available in the period 2011 to 2021 (i.e. with none phased for delivery during the period 2021 to 2031). Allowing for 20% flexibility, this required the identification of a further 6.3 hectares of land, primarily to meet needs in the period 2021 to 2031.

- Background paper - Protection of employment sites - issues and options consultation version, 2017

The combination of high quality built and natural environments means that the Local Plan area is a favourite tourist destination and a popular place to live. The success of the area in this respect has caused competition for land between residential uses and other uses such as employment. High residential land values coupled with low prices and rents for employment units resulting in additional pressures on employment land. Employment land developers are very often priced out of the market in preference to higher value uses. Even where this is not the case, the high demand for residential land can inflate landowner’s price expectation such that it is prohibitive to employment uses even on land which is unlikely to be deemed suitable for residential development. It also indirectly impacts employment land as other economic uses not traditionally thought of as employment are increasingly seeking plots and premises on employment sites as they are unable to compete with the residential land values. Historically, the area has experienced losses of employment land to residential use as premises or sites are no longer fit for purpose or alternatively as a result of the pressures on employment land. The loss of employment land could generate a demand for replacement land and space in addition to the demand created through growth. The problem of adequately providing for employment need whilst also addressing the issue of demand for housing is a major issue

- Background paper – Retail and Tourism - issues and options consultation version, 2017

Local centres are defined as Wyke Regis, Littlemoor Centre, Abbotsbury Road, Westham, Lodmoor Hill, Southill Centre.

- Background paper - Tourism - preferred options consultation version, 2018

4.3 Other Published Data for Weymouth

Using other sources, quote relevant data relating to Weymouth referencing the source.

- South Dorset Business Advisory Panel 2021

The paper reveals the area has excessive dependence on seasonal employment, suppressing average earnings and perpetuating long standing social deprivation. Parts of South Dorset are amongst the most deprived in the country and have been for many years. The lack of career opportunities and a relatively poor record in education, often traps young people with little prospect of advancement, or they leave the area to develop their career. 31% of children from Weymouth and Portland achieve a good pass (grade 5 +) in English and Math compared to 43% nationally. There is a need for high-quality attractions that provide differentiation to the visitor mix and have all-year-round sustainability

- Weymouth Economic Plan, Weymouth and Portland Business Leaders Coastal Community Team, 2015/16

Project ideas for Regeneration

1. Renewables – Commercial Wave Farm – Tidal and wave power being a catalyst for generating a new economic purpose and a funding mechanism from companies looking to supply and manage which will include employment, construction and manufacturing of components. Potential also for partial community or public ownership of these creating localised sources of revenue for investment in the community.
2. Pavilion and peninsula – restoration to former glory and venue for Conference Trade with a hub of dining venues with outdoor seating and apartments and/or indoor water park. Possibility also for commercial hub for small to medium enterprises.
3. Community ferry covering the Jurassic coast towns and speedy ferry to France
4. Colleges to work towards University status including student accommodation and potential for overseas students. Hospitality Training in fine dining with diplomas and degrees courses to enhance skills and employability
5. Retail Park possibly situated at current Park & Ride venue running at a substantial loss
6. Restore Brewers Quay to former glory and redevelop into a five star hotel incorporating heritage emblems.
7. Maiden Street Chapel (currently derelict) to be restored for a Culture & Arts Centre nurturing cultural creativity with cheap spaces to turn into galleries and workshops.
8. Weymouth Harbour – used by our sailing visitors and sailing community but also by our fishermen who provide us with sustainability. The Harbour not only needs to be made pedestrian only during peak times (seasonal) but also requires proper chilling and ice machines and docking bays (a draft plan for the Harbour has already been put together but not utilised as yet)

- Weymouth Peninsula Economic Impact Assessment, Regeneris, 2018

Evidence suggests that employment between 2010 and 2015 in Weymouth and Portland has declined by 5% equivalent to a loss of around 1,000 jobs. 3.7 This underperformance is further pronounced, when looking at the area relative to the broader geographies of Dorset and England, who both experienced growth in employment over the same period. 3.8 Despite the loss of jobs across the Weymouth and Portland local authority, the number of businesses operating in the area has increased by 4% over the same period (1,300), suggesting that the types of business activity that has moved into the area require less intensive levels of employment.

According to the 2011 census, 81% of the working age residents in Weymouth and Portland were economically active; a rate that sits marginally below the county average but 4 percentage points above the national rate. Economic activity indicators however, suggest that in terms of youth unemployment as a proportion of the working age population Weymouth and Portland (58%) is performing broadly in line with the national average (60%) and markedly below the Dorset average.

Linked to the above, levels of worklessness² in Weymouth and Portland is comparatively high. In May 2016 11% (4,200) of Weymouth and Portland’s working age residents were claiming out-of-work benefits. Notably, this exceeds Dorset as a whole where 7% (15,500) of its residents are claiming out-of-work benefits and the England average of 8%.

Job Seeker Allowance claimants³ provide an indication of the pool of local residents who are actively seeking work, and provides an insight into the types of jobs which are sought after by local unemployed residents. 3.15 Around 400 residents in the Weymouth and Portland area were claiming JSA benefits in December 2016, representing 1.1% of the working age population. This compares unfavourably to the rate across the county as a whole which lies at 0.6% of working age residents and yet is performing in line with the national average (1.1%).

Of those claiming JSA benefits across Weymouth and Portland, 16% (65) of all JSA claimants were seeking sales assistant and retail cashier work a higher rate than that of the county (14%) and national (11%) average.

According to the 2011 Census. 25% of the working age population in Weymouth and Portland have no qualifications, exceeding the national average of 23%. This underperformance is also reflected in the representation of higher skill level residents: in 2011 23% of Weymouth and Portland residents were qualified to NVQ Level 4 and above, a level markedly below both that of the Dorset (22%) and national average (27%).

Across Weymouth and Portland around 4 (10%) of its neighbourhoods are amongst the worst 10% deprived neighbourhoods nationally and 10 (26%) are amongst the 20% most deprived areas nationally.

4.4 Assessments undertaken for the Weymouth Neighbourhood Plan - *Report any additional evidence relevant to the Theme derived from the Walkabouts, Housing Needs Analysis, Sites Options and Assessment, SEA, HRA.*

- Housing Needs Assessment undertaken by Aecom for Weymouth and reported in April 2021

Weymouth is a seaside resort, the third largest settlement in Dorset and the largest town in the Dorset Unitary Council Area. It is dominated by lower-paid employment and has a significant amount of outward commuting to Dorchester and other areas for employment purposes. Unemployment and lower-paid work is a significant local issue. The 2019 Index of Multiple Deprivation (IMD)¹ shows that the area in and around Weymouth is in the 20% most deprived Lower Super Output Areas (LSOAs) in the country and some of the most deprived in Dorset, while other parts of Weymouth, particularly to the north, are more affluent and in the 20% least deprived category. This makes for a very varied Neighbourhood Plan area with significant contrasts. A number of Weymouth LSOAs feature in the most deprived in Dorset for all domains (categories), including employment, health and disability, barriers to housing and services, education and skills, crime, environment, children, older people. The housing deprivation domain relates to household overcrowding, threat of homelessness and difficulty in accessing owner-occupation due to income, as well as distance to services such as GP, shops, schools and post office.

The Weymouth local economy largely depends on tourism, the harbor and local visitor attractions. There are also a significant number of residents working in Defence and Aerospace, mostly employed at the Granby Industrial Estate in Chickerell but also on Portland and at Winfrith and Yeovil. Additionally, there are a large number of people working in the building and housing industry, many of whom commute out of Weymouth to work. The area is on the coast, and the floodplain of the River Wey runs through the town.

Weymouth is also the location of two key employment sites, one of which showed as proposed in the adopted plan and one as under development.

- Character Area Assessment undertaken by ECA, which divided the town into 5 character areas reflecting the history and geography of Weymouth.
- Weymouth Walkabouts, 2021-22
- DC Ward Profile Data, ECA, 2021

Dorset Council has a population of 378,510 people meaning that Weymouth is 14% of the population of the Dorset Council area. Within the county of Dorset there is a population of 776,800 meaning Weymouth makes up 6.8%.

Weymouth is dominated by lower-paid employment and has a significant amount of outward commuting to Dorchester and other areas for employment purposes. Unemployment and lower-paid work is a significant local issue. The 2019 Index of Multiple Deprivation (IMD) shows that the area in and around Shown in fig.9.

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Unemployment

Dorset County 4.1%

Dorset Council 3.4%

¹ Available at <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019> and in a summary for Dorset Council available at <https://apps.geowessex.com/insights/Reports/Topic/Deprivation>

Littlemoor 9.6%
Melcombe Regis 9.6%
Preston 4%
Radipole 4.5%
Upwey and Broadway 5.4%
Wey Valley 4.3%
Wyke Regis 5.1%
Weymouth average 6%

Average incomes of £39,929, which is above the national average, and average lower quartile incomes of £14,745 in households with one LQ income and £29,490 in households with two LQ incomes).

Skills

Weymouth Skills

36.8% High skill occupation
45.3% Intermediate skill occupation
17.9% Low skill occupation

Dorset

39.9% High skill occupation
43.3% Intermediate skill occupation
16.8% Low skill occupation

BCP

40.2% High skill occupation
43.2% Intermediate skill occupation
16.6% Low skill occupation

Nationally

40.9% High skill occupation
40.8% Intermediate skill occupation
18.4% Low skill occupation

Education

There are 13 primary schools 3 secondary schools, and 2 specialist schools of an arts college and a Specialist education. Post graduate education facilities are provided at Weymouth college which is linked to Plymouth University. Nearby Kingston Maurward near to Dorchester offers specialist land and marine based subjects at postgraduate level linked to Bournemouth University.

4.5 Initial Survey Data - *Quote any results from the initial survey relevant to the Theme.*

The initial survey held from Dec 2020 to Jan 2021 gathered 424 responses across the whole of Weymouth.

‘Lack of Jobs & Training Opportunities’ was identified by 57% of responders as critical for Weymouth’s Future.

‘Employment & Skills’ was the identified as the most important single issue for Weymouth

4.6 Further Survey Data - *Quote any results from further survey relevant to the Theme.*

Weymouth specific employment, retail and commercial leisure study to identify facilitating better paid jobs, Education opportunities and training courses and providing appropriate employment space

- Mapping exercise

Identifying existing employment including tourism and leisure. Identify gaps in facilities and what we might need in a changing future. Identify more land for employment, Map local centres, if everyone has access to the facilities they need for day to day living reducing the need to use the car, Map existing tourist facilities and uses, and Map marine based employment uses.

- Workshops

Facilitating better paid jobs

Education opportunities and training courses

Providing appropriate employment space - potentially make case for an Enterprise Zone.

Explore ideas for encouraging employment

Tourist attractions and tourist accommodation

Reviewing the high street provision of shops – potentially reducing the shopping frontage zones

- Questionnaire

To complement the workshops

Information will be used to inform policy and non-policy aspirations.

4.7 Other evidence and theories relevant to the theme / further reading

From Aim 6.

What can Weymouth do to ensure residents needs can be met locally within walking distance? how can we provide facilities in to stop people driving to other nearby centres?

Is there a diversity in the Weymouths job types?

Where would it be best to located live/work units?

Is there sufficient training and skills? What can education do to facilitate other jobs? What education is needed to fill existing jobs?

Are jobs mainly seasonal?

From Aim 7.

How can we capitalise on the heritage of Weymouths tourism industry?

What improvements needs to be made to the leisure offering?

What facilities for tourism, employment and shopping does Weymouth not have?

Can we make tourism in Weymouth year round?

From Aim 8.

What facilities are there for start up businesses?

What are the needs of creative businesses?

How can we encourage green industries such as electric cars or renewables set up in Weymouth?

Can we capitalise on the harbour and seaside location in other ways?

How can we build on and encourage food production and farming practices?

Does the high street still serve a purpose today? Is the area restricted in the correct ways to meet current needs?

How can we intensify residential uses in the town centre in order to increase vitality? Can we repurpose underused shops and above shop spaces?

Action: Review above questions. Also what have other neighbourhood plans done? look at Portland Neighbourhood Plan. Review sustainable tourism practices – such as food tourism – seafood farms – renewable energy jobs – arts jobs. Review work on BCP Future lab. Should we do this for Weymouth? The preston model was mentioned in the conversations held on Teams. Is this something to be reviewed?

Locality regeneration

<https://neighbourhoodplanning.org/wp-content/uploads/How-to-address-regeneration-issues-in-your-neighbourhood-plan.pdf>

Preston model

https://cles.org.uk/wp-content/uploads/2017/02/Community-Wealth-Building-through-Anchored-Institutions_01_02_17.pdf

BCP future lab – a fresh look at the town centres in BCP area.

<https://www.bcpfuturelab.org/about-us>

UN sustainable development goals and the economy

<https://www.un.org/sustainabledevelopment/infrastructure-industrialization/>

<https://www.un.org/sustainabledevelopment/economic-growth/>

<https://www.un.org/sustainabledevelopment/cities/>

Sustainable seaside tourism

<https://seasidewithemily.com/sustainable-food-tourism/>

https://www.academia.edu/27979089/The_Potential_Contribution_of_Coastal_Tourism_to_the_Regeneration_of_Seaside_Towns

<https://www.parliament.uk/external/committees/lords-select/regenerating-seaside-towns/news/2019/seaside-report-published/>

<https://www.artscouncil.org.uk/how-culture-can-play-its-part-developing-local-tourism>

Portland NP specifically recognises that there is a place for renewable energy as a job and it is mentioned in the below report.

<https://www.dorsetcouncil.gov.uk/planning-buildings-land/planning-policy/dorset-council-planning-policy/neighbourhood-plans-in-dorset/portland-neighbourhood-plan>

Remote working

<https://www.mckinsey.com/featured-insights/future-of-work/whats-next-for-remote-work-an-analysis-of-2000-tasks-800-jobs-and-nine-countries>

Dorset LEP

<https://www.dorsetlep.co.uk/strategy-and-plans?nid=7ab6874c-ecac-4518-94db-5332cf992330>

CSE Neighbourhood planning

<https://www.cse.org.uk/projects/view/1343>

<https://www.cse.org.uk/downloads/reports-and-publications/policy/planning/renewables/neighbourhood-planning-in-a-climate-emergency-feb-2020.pdf>

5. Neighbourhood Aims

Draft aims created from the questionnaire:

Aim 6. Make Weymouth a more self-sufficient community and reduce commuting by preserving and enhancing employment provision for a diverse range of jobs, training and skills throughout the year.

Aim 7. Preserve and enhance Weymouth's unique built and cultural heritage (harbour side and beach front), maritime heritage, leisure and entertainment offering, recognising its needs as a desirable, year round, visitor destination.

Aim 8. Encourage the creation of jobs and training that support independent enterprises and encourage creativity, technology, innovation, and green jobs as well as jobs that build on farming, food production, the coastal and maritime location.

6. Analysis

Through Theme Group working, review the Evidence relating to the theme and draw conclusions – identifying topics for further detailing including analysis and assessment.

Job creation and opportunities

Building on the tourism industry – making it year round

Reimagining the high street due to reduced footfall and way of working - Look at work completed future places in BCP

Local centres for sustainable access to facilities

7. Objectives

Through Theme Group working, derive potential objectives for the Theme within the Neighbourhood Plan. Refine this set of objectives to the priority areas with advice from DC Planning and ECA. Formalise the objectives - These should be SMART.

S - Specific – is it clear what you are trying to do?

M - Measurable – will you be able to tell if it has been a success?

A - Achievable – are the people, time, money, skills available?

R - Relevant - is it worthwhile and does it fit in with other things we are doing?

T - Time-related – when will it be completed?

Note where Objectives are outside the NPPF remit they may lead to Aspirations rather than Policies.

8. Policies

With support from DC and ECA formulate Policies that enable the objectives. These policies should be generic across Weymouth. Note Policies cannot contradict Strategic Policies within the Local Plan.

These Policies may include specific site allocations defining an area, and the development policy for that area relating to Housing, Employment, Local Greenspace designations.

9. Aspirations

Formulate Aspirations ...

10. Monitoring

Describe which are the important Policies (or Objectives, or Outcomes) which need to be monitored, after the Plan is made (ie comes into place – sometime in 2024) in order to judge whether the NP is effective or whether it requires revision.

11. Theme – References

References listed and Cross Referenced.

Sequential Number, Title, Author, Date, file reference

1. Character Area Assessment, ECA, April 2021, revised Dec 2021, CharacterAssessmetRev1December2021.doc
2. DC Ward Profile Data, ECA, June 2021, 210930_WEY Summary Evidence Base.doc
3. The Dorset Local Plan Consultation Draft, Dorset Council, Jan 2021.
4. Initial Survey Report, ECA, May 2021, 21050_WEY_VisionConsultationRN.pdf
5. Housing Needs Analysis, AECOM, April 2021.
6. WEST DORSET, WEYMOUTH AND PORTLAND LOCAL PLAN 2011-2031, WDW&P Joint Council, Adopted October 2015.

