



## 4. Key issues for the District



*"Purbeck is one of the most attractive areas in Britain to live, with beautiful landscapes and many sites of great wildlife interest. The conservation of the environment of the District should also be a priority". Consultation comment 2005*

The Environment, Economy and Community were also identified as high on residents list of priorities. These issues are central to the principle of Sustainable Development and must be addressed at all levels within the Community Plan. The environment will be addressed in partnership with the Purbeck Heritage Committee and while major economic issues are best tackled more strategically at sub-regional level the Purbeck Community Partnership will work to highlight issues that need to be addressed. Voluntary, community and church/faith groups will play a key role in delivering many of the actions identified within the Community Plan. The ways in which these three key issues will be addressed and the key actions that are being delivered are set out below:

### ENVIRONMENT

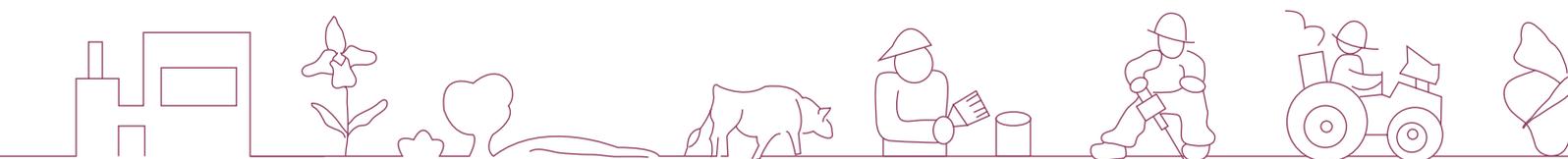
Purbeck Heritage Committee, working with the Purbeck Heritage Forum is already delivering some of the issues raised through community consultation with its own actions plans. In order to "Make Purbeck More Special" a strategy for the Purbeck Heritage Area 2002 - 2007, the involvement of everyone with an interest in Purbeck is essential; including businesses, landowners and managers, voluntary organisations, local communities and individuals living in and visiting the area. By working together to find innovative ways of tackling issues, Purbeck may be even more special for future generations.

**This strategy has undergone widespread consultation with local residents and local and national agencies. The themes that the Purbeck Heritage Committee works on are:**

- **Conservation** - the key challenge is to conserve and enhance the environmental quality of Purbeck, including the landscape, cultural heritage, biodiversity and geological interest
- **Economic and Community Development** - the key challenge is to provide for support for jobs, leisure and services, and encourage enjoyment of the area, in such a way as to support viable and sustainable communities, maintain a robust local economy and maintain the high environmental quality of Purbeck.
- **Enjoying Purbeck** - the key challenge is to enable people to enjoy Purbeck through encouraging the development of a viable tourism industry appropriate to the special qualities of Purbeck and the provision of sustainable recreation opportunities that meet the requirements of residents and visitors
- **Transport** - the key challenge is to enable people to enjoy moving around Purbeck safely and without harming the environment, through an integrated approach encompassing improved management of road traffic and the provision of a wider choice of transport.

If you would like a copy of the Purbeck Heritage Strategy, please contact the Purbeck Heritage Team Leader on 01929 557237.

**Lead organisation:** Purbeck Heritage Committee. **Contact:** Team Leader Purbeck Heritage. **Tel:** 01929 557237.





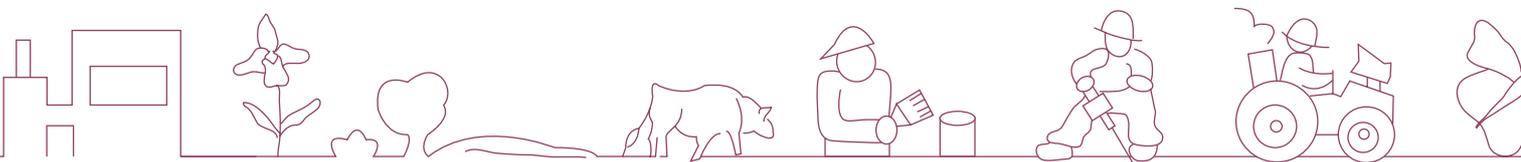
## ENVIRONMENT

The main environmental actions we aim to achieve by working in Partnership with the Purbeck Heritage Committee and their action plan - Making Purbeck More Special.

Some of the key actions within the Plan:

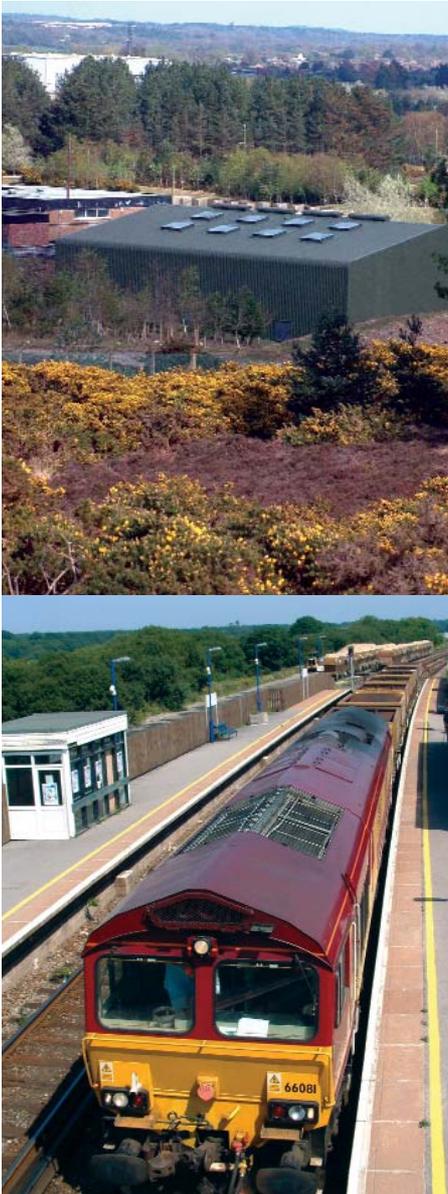
- support the development of an Heritage Lottery Fund bid to benefit the Purbeck landscape and biodiversity
- encourage landowners and tenants to take up national and local environmentally friendly farming and forestry schemes including those arising from the England Rural Development Plan.....making full use of information contained in the Purbeck Biodiversity Action Plan and other relevant documents
- encourage the production of information on activities which increase public understanding and awareness, through use of the media, "Purbeck View" and "The Land Manager" newsletters and "Purbeck Aware"
- support the continued promotion of footpaths and other rights of way to encourage walking, riding and cycling as alternatives to the car
- encourage the development of circular walking routes from towns and villages, accessible for all including disabled people
- continue to support actions relating to key habitats, in partnership with key partners including Natural England, Environment Agency, Royal Society for the Protection of Birds, Dorset Wildlife Trust and Dorset Farm and Wildlife Advisory Group
- seek funding to enable communities to carry out biodiversity work
- assess and review the actions in the Purbeck Local Biodiversity Action Plan
- Swanage and Purbeck Holiday Guide includes information on biodiversity and sustainability
- promote architectural heritage week
- encourage tourism providers to operate in a more sustainable way through promoting the Green Tourism Business Scheme
- encourage the promotion of the landscape and biodiversity in the Purbeck Information and Heritage Centre
- promote industrial heritage
- promote the balance between tourism and environmental protection
- undertake joint management initiatives with conservation organisations, help in the preparation of site-based management plans and encourage the monitoring of conservation management
- work with local communities to enhance their villages, through assisting with the preparation of funding bids and facilitate the implementation of parish plans work with the Area of Outstanding Natural Beauty (ANOB) co-ordinating group to ensure that the work of the Purbeck Heritage Committee is integrated with the Dorset AONB management plan

**Lead organisation:** Purbeck Heritage Committee. **Contact:** Team Leader Purbeck Heritage. **Tel:** 01929 557237.



## ECONOMY

The key economic problems for Purbeck largely fit into the 5 priority themes identified, or are better tackled at the County level which engage with the key governmental agencies such as South West of England Regional Development Agency and Government Office of the South West



- Economic Performance** - Purbeck's economy is not performing as well as it should. Wages are generally low. There are skill gaps and staff shortages which are worsened by the area being one of the least affordable housing areas in the country. In terms of the gap between house prices to income may be addressed through diversifying and raising the quality of the local economy. The economic performance issues are being addressed through the Bournemouth, Dorset and Poole Economic Partnership and the associated local strategic partnerships.
- Infrastructural weaknesses** - Whilst there is evidence of a strong entrepreneurial culture in Purbeck this is being held back by lack of a suitable range of business premises in the right location. There are transport infrastructural constraints at Winfrith Technology Centre and Holton Heath our two strategic employment sites (Transport Theme, but potentially one which needs to be addressed at County level). Physical constraints (flood risk and topography) are holding back employment land provision in Swanage, which are being addressed by the District Council working in partnership with the South West of England Regional Development Agency. Physical infrastructure is being addressed through the Bournemouth, Dorset and Poole Workspace Strategy.
- Availability of a skilled workforce** has been identified as a key issue for the sub region and there is evidence of existing and forecast skill shortages in Purbeck. Vocational training for land based industries is one of the themes of the HLF Area Partnership Scheme bid referred to under the Purbeck Heritage Committee. There is also significant scope to address this issue through improving links between education and business with employer led workforce development which is being addressed through the Bournemouth Dorset and Poole Economic Partnership and through the groups of the associated three local strategic partnerships. This is also a cross cutting theme under Young People where access to social and work opportunities was identified as a priority theme.

We will be encouraging businesses to use resources more efficiently. By adopting sustainable practices and getting better returns through sound environmental management, an increasing number of firms are finding that it pays to be green. The Green Tourism Business Scheme is an accreditation scheme for tourism businesses operating in a manner that supports the environment and local area. This is especially important in an area like Purbeck where we need to preserve the natural assets on which tourism so depends.





## ECONOMY

The main economic actions we aim to achieve by working in Partnership with the Purbeck Heritage Committee and their action plan - Making Purbeck More Special

Some of the key actions within the Plan:

- work with the Heritage Lottery Fund and other funding partners to develop a bid for Purbeck which will enable the development of the local Purbeck produce initiative (including food and drink, fish, stone and wood products)
- work with Purbeck Products Ltd to develop and promote a locally accredited quality produce scheme
- assist landowners in securing Rural Renaissance Initiative and other funding to develop rural workspace within redundant rural buildings
- encourage provision of training on traditional skills such as stone walling via the submission of a Heritage Lottery bid
- encourage the compilation of a skills register
- work with partner organisations to develop training courses which reflect locally generated needs

Additionally working in partnership through the Bournemouth Dorset and Poole Economic Partnership we will seek to ensure that an adequate supply of employment land and workspace is available to meet the expansion needs of local firms in particular:-

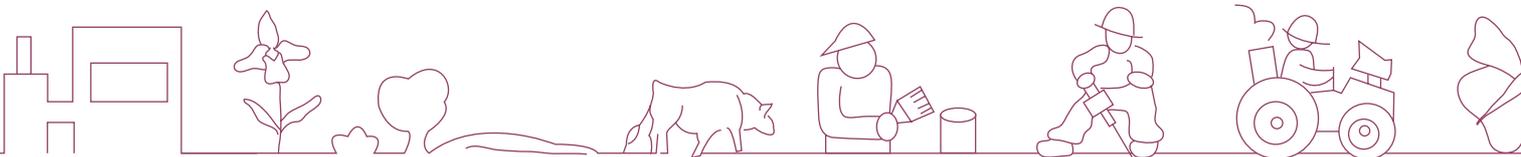
- in partnership with South West Regional Development Agency bring forward 2.5 hectares of land for industrial development adjoining the Victoria Avenue Industrial Estate, Swanage, including the provision of the necessary infrastructure and some built workspace
- work in partnership to develop research and development activities at Winfrith Technology Centre including the provision of business incubation facilities

Support the development of year round high value tourism maximising the opportunities of World Heritage status through:-

- developing a Destination Management Partnership - working together with other Dorset Local Authorities to provide greater economies of scale and an improved local service
- promoting the Green Tourism Business Scheme to preserve the natural assets of Purbeck

Working together the Purbeck Heritage Committee have developed a £2m bid under the Heritage Lottery Fund's Area Partnership Scheme aimed at regenerating the economy and securing a sustainable future for Purbeck's landscape and built environment; entitled 'Carving a Foundation for the Isle of Purbeck'.

**Lead organisation:** Purbeck District Council. **Contact:** Partnerships and Implementation Team Leader. **Tel:** 01929 557320.



## CARVING A FOUNDATION FOR THE ISLE OF PURBECK

This bid is a unique opportunity to conserve and celebrate Purbeck's unique landscape and heritage, as well as participate in related training and employment opportunities. The bid aims to fill the gaps in provision and access, and to draw together existing activities so that the people and identity of Purbeck can benefit from the synergies that result.

The Heritage Lottery Fund Landscape Partnership Scheme identified gaps through broad consultation with community and statutory groups. Resulting areas of focus are:

- The role of quarrying and stone working on the culture of Purbeck, its natural landscape and the country's built heritage
- The role of geology and farming practices on the tremendous diversity of wildlife in Purbeck

A closer look at the actions below outlines in more detail the work that the project will focus on. Many local people have been involved in this process and there will be very significant and real opportunities to get involved and benefit in the range of work proposed; vocational training, hobby interests or recreational activities. They all lead in the same direction: a better understanding of the forces that have and continue to shape Purbeck's very special landscape and identity.

To find out how to get involved, please contact:

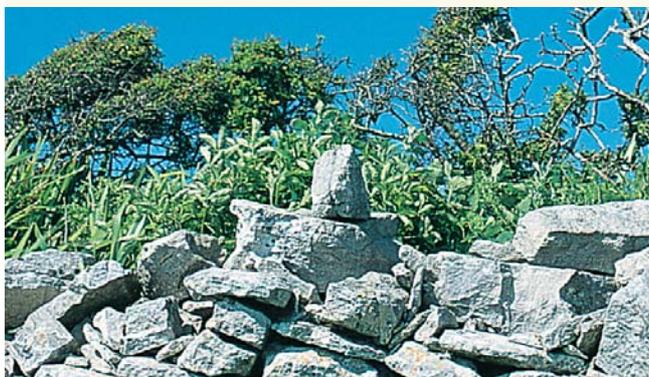
**Lead organisation:** Purbeck Heritage Committee. **Contact:** Heritage Lottery Fund Project Manager. **Tel:** 01929 557295.



### ENVIRONMENT AND ECONOMY

The main environmental and economic actions we aim to achieve by working in Partnership with the Purbeck Heritage Committee and their action plan - Making Purbeck More Special

Some of the key actions within the Heritage Lottery Bid:



- Carving a Foundation for the Isle of Purbeck - a celebration of the Nature and Culture of Purbeck's Stone landscape
- Heritage conservation underpinning rural economic development:"



## STONE CARVING

### The establishment of a Purbeck Stone Centre to:

- Re-engaging residents and visitors in stone working
- Provide a facility for local carvers and masons to run own training courses / programmes
- Support a stone worker in residence (2 yrs) for start-up of centre
- Outreach programme bringing stone work to the community and schools
- Link with local organisations and facilities providing access to other aspects of the culture of stone in Purbeck

## DRY STONE WALLING

### Support for walling through:

- Establishment of a Dry Stone Walling Association to serve the South of England
- Support for 2 dry stone walling apprenticeships
- Substantial investment in restoration of dry stone walls

## FARMING

### Help underpin viability of farming in Purbeck

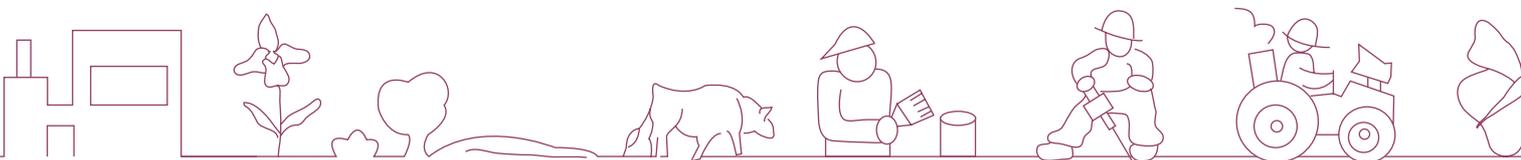
- The launch of a local products producers' co-operative to rationalise costs and secure supply
- Adding value through development of consumer orientated assurance scheme
- Provide necessary diversification training
- Support for innovative farm apprenticeship scheme
- Support farmers in the reorientation of farming enterprises to take best advantage of new agri-environment subsidy regime

## EDUCATION

- Take advantage of Purbeck's leading role in field studies and outdoor learning through:
- Greater co-operation among outdoor learning centres and services
- Provide a front for the organisation of outdoor learning in Purbeck through a annual Teacher's Guide and website

## ACCESS

- Encourage greater understanding and access to inland landscapes of Purbeck
- Establish network of Purbeck character trails
- Profile qualities of Purbeck's inland landscapes through festivals and publications
- Support the integration of cycling in Purbeck



## VOLUNTARY AND COMMUNITY SECTOR

Voluntary, community and church/faith groups are a vital part of any community. They provide opportunities for people to act together and provide services that meet local needs either on a self help basis or to others. Voluntary and community groups are important to the Plan as they can be an effective voice for local people about what and how services are provided, and just as importantly can directly provide the services needed.

In Purbeck there are a large number of small voluntary and community groups. In recognition of their needs the District Council is part funding, and providing office accommodation in its own offices for, a full time post that provides advice and support, such as constitutions, funding, finance, policies, charity law, to groups across the district. Dorset Community Action (DCA) employs the post. DCA supports the voluntary and community sector across Dorset by providing information, networking, representation, building capacity, and filling gaps.

This area of work will result in new groups being set up, actions in local and the district plan being undertaken by voluntary and community groups, more involvement of groups in community planning and more funding for groups.



## VOLUNTARY AND COMMUNITY SECTOR

The main community actions we aim to achieve by working in Partnership with the Purbeck Heritage Committee and their action plan - Making Purbeck More Special

### Some of the key actions within the Plan:

- encourage the involvement of local communities and volunteers in the identification and conservation of characteristic local wildlife, geological and cultural features, particularly through schemes such as the Big Lottery Fund and Local Heritage Initiative
- Work with local communities to enhance their villages, through assisting with the preparation of funding bids to facilitate the implementation of Parish Plans
- seek to improve the attractiveness of individual settlements through enhancement schemes, and by encouraging high standards of design
- work with relevant organisations to develop and pilot a system to involve local communities and relevant organisations in carrying out assessments, developing priorities and implementing proposals
- promote the development of clear, attractive, easy to read, local timetables for individual towns and villages in Purbeck District Council
- support proposals to develop arts projects in Purbeck
- work with local transport action groups to develop transport projects

**Lead organisation:** Dorset Community Action. **Contact:** Community Groups Support Worker. **Tel:** 01929 557205.



## 5. Key Priorities

We are not going to try and deliver everything, but instead focus our resources on three key actions under each one of the five priority themes. This way we believe that we can make a real difference to the quality of life in Purbeck over the next three years and if we do not succeed we will tell you why.

Access to shops, schools, post offices and GP's in rural communities are always a priority. The 2004 Index of Deprivation shows that 40% of Purbeck fell in the 20% most deprived areas nationally in the "geographic access to services deprivation sub domain". This looks at distances needed to travel to access these four key services. This highlights how important it is that any actions we take should meet the principles of sustainability.

Over the next few pages we will explain how we hope to deliver the first phase of the Community Plan for Purbeck over the next 3 years. The use of the word "we" refers to the Purbeck Community Partnership and relevant organisations and community or voluntary groups within it.

### You have identified the following 5 priority themes:

- Crime Reduction
- Housing
- Transport
- Healthy Lifestyle
- Young People



For the first phase of the Community Plan, under each theme there will be three different targets that partners will be working towards successfully delivering by March 2009. All our actions will be constantly monitored and reviewed and we will publish an annual report in September of each year.

The Purbeck Community Partnership will take a long-term view of residents' aspirations for the District 2006 - 2015, but in terms of delivery, it will be action focused and short-term. Action plans are the driving documents behind every community plan and each phase of the Community Plan will be reviewed every three years.

- **Each action plan will cover 3 years focusing on the key area that you have prioritised through consultation and we will review these priorities every 3 years.**

We have set out the cross cutting themes of the environment, economy and voluntary sector support and how they are being addressed in tandem. Each priority and the actions taken to address the key issues will ensure Purbeck remains a vibrant place to live. Task groups have been formed to focus on each of the priority themes.