1. Introduction

1.1 Purpose and structure of this report

1.1.1 This report is the Sustainability Appraisal (SA) Report of the Chippenham Site Allocations Plan. The report has been produced by Atkins for Wiltshire County Council.

1.1.2 Wiltshire Council is preparing the Chippenham Site Allocations Plan (CSA Plan), which will set the long term pattern and direction of growth for the town’s expansion. The purpose of this plan is to identify large mixed use sites for businesses, new homes and the infrastructure necessary to support them (‘strategic sites’). The purpose of this SA Report is to assess and inform the development of the CSA Plan.

1.1.3 This chapter sets out:
- The context to the CSA Plan
- An introduction to Sustainability Appraisal / Strategic Environmental Assessment (SEA) requirements
- Habitat Regulations Assessment (HRA)

1.1.4 Following this introduction chapter, the report then provides the following chapters:
- Methodology (Chapter 2)
- Identifying other relevant plans, programmes and sustainability objectives (Chapter 3)
- Baseline characteristics (Chapter 4)
- Identifying key sustainability issues (Chapter 5)
- Developing the sustainability appraisal framework (Chapter 6)
- Strategic area assessment (Chapter 7)
- Site options assessment (Chapter 8)
- Policies assessment (Chapter 9)
- Assessment of settlement boundaries (Chapter 10)
- Mitigation (Chapter 11)
- Proposed Monitoring Programme (Chapter 12)
- Conclusions (Chapter 13)

1.1.5 A number of supporting appendices are also provided.

1.1.6 This SA Report is being published for pre-submission consultation at the same time as the draft CSA Plan. Following consultation on the draft CSA Plan and draft SA Report, consultee comments will be reviewed and the implications for both documents considered prior to submission to the Secretary of State.

1.2 Chippenham Site Allocations Plan

Plan Vision and Objectives

1.2.1 The CSA Plan will set the long term pattern and direction of growth for the town’s expansion.

1.2.2 The Wiltshire Core Strategy was adopted by Wiltshire Council on 20 January 2015. The Core Strategy covers the whole of Wiltshire (excluding Swindon) and sets out the council's spatial vision, key objectives and overall principles for development in the county to the year 2026. The Core Strategy identifies six key challenges for Wiltshire (which are also faced by Chippenham):
- Economic growth to reduce levels of out commuting from many of Wiltshire’s settlements
- Climate change opportunities to reduce greenhouse gas emissions and mitigate the consequences of a changing climate
Wiltshire Council: Chippenham Site Allocations Plan: Sustainability Appraisal Report

- Providing new homes to complement economic growth and a growing population
- Planning for a more resilient community
- Safeguarding the environmental quality of the County whilst accommodating new growth
- Infrastructure investment to meet the needs of the growing population and economy.

Vision

1.2.3 The CSA Plan sets out a vision and specific objectives for the development proposals:

- Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market town surrounded by beautiful countryside and attractive villages.
- Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature combined with the historic centre, the market, pleasant parks and open spaces; creating a thriving artery and distinctive identity for the town.
- Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, which are complimented by its programme of events, festivals and activities.
- Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafés and restaurants and leisure facilities which are complimented by its programme of events, festivals and activities.
- Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
- Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

Objectives

1.2.4 The Vision for Chippenham (above) can only partly be delivered through the land use allocations which are the concern of the CSA Plan. For the land use allocations in the CSA Plan six objectives have been set:

- Objective 1: delivering economic growth
- Objective 2: providing housing supported by appropriate infrastructure
- Objective 3: improving connectivity and reducing traffic impacts
- Objective 4: improving access to sustainable transport
- Objective 5: minimising landscape impact and protecting the natural, historic and built environment
- Objective 6: managing flood risk
Selection of development sites

1.2.5 A scale of housing and employment needs is set out in the Wiltshire Core Strategy\(^1\). The approach taken by the Wiltshire Core Strategy is to identify ‘strategic sites’: proposals on allocated large sites that deliver a mix of uses, critically local employment as well as homes, but also all the infrastructure necessary to support the development of the site and wider impacts of significant growth.

1.2.6 The Wiltshire Core Strategy sets out proposals for Chippenham in Core Policy 9 and Core Policy 10. The Core Strategy contains no proposals for strategic sites at Chippenham. Instead Core Policy 10 determines that allocations at Chippenham will accommodate approximately 26.5 ha of land for employment and at least 2,625 new homes. It also establishes a set of six criteria to guide Chippenham’s expansion (the Core Policy 10 criteria) as set out below:

1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience

2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them

3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing transport impacts, including impacts affecting the attractiveness of the town centre

4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment

5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment to the countryside

6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere

1.2.7 These form the central basis for selecting ‘strategic sites’ to expand the town. The strategic site assessment framework\(^2\) developed by Wiltshire Council defines how the Core Policy 10 criteria will be interpreted in order to find the most appropriate locations for development.

1.2.8 The Core Strategy identifies, diagrammatically, an indicative set of strategic areas located east of the A350 as potential areas of future expansion for large mixed use sites (strategic areas A – E). This is shown later in this report in Figure 7.1. The ‘strategic areas’ are defined by barriers such as main roads, rivers and the main railway line.

1.2.9 In this report, the assessments have been carried out using a sustainability appraisal approach. Sustainability appraisal performs a similar but complementary task to the strategic site assessment framework and reports on likely environmental, social and economic effects of the proposals in order to inform decision making. The SA Report specifically meets the requirements for SA/SEA (see next section) and has been carried out independently to the council.

---

\(^1\) EXAM/101 Schedule of Proposed Modifications incorporating EXAM/73 and EXAM/74 (April 2014)

1.2.10 It is worth noting that in parallel to this report, an SA for the Wiltshire Housing Site Allocations DPD is also being carried out. The purpose of the Wiltshire Housing Site Allocations DPD is primarily to support the delivery of housing growth set out within the emerging Wiltshire Core Strategy DPD. The document will identify sufficient land (in the form of sites) across Wiltshire, but excludes Chippenham, to provide surety of housing delivery over the plan period to 2026. This will include the assessment and review of settlement boundaries in 88 communities across the county.

Settlement boundaries

1.2.11 The Chippenham settlement boundary, referred to as Limits of Development in Core Policy 2 of the Wiltshire Core Strategy essentially relates to the built up area of the town and provides a planning policy boundary to define the edge of the countryside and the extent of the built up area.

1.2.12 Development since the settlement boundaries were originally drawn means that in some locations the boundary as currently drawn no longer accurately relates to the built up area of the town. As part of the preparation of the CSA Plan the settlement boundary for the town has been reviewed and this SA Report considers the effects of this review (see Section 10).

1.3 Introduction to Sustainability Appraisal and Strategic Environmental Assessment requirements

1.3.1 Sustainability appraisal is required during the preparation of a Local Plan, under the regulations implementing the provisions of the Planning and Compulsory Purchase Act 2004. Sustainability Appraisal promotes sustainable development by assessing the extent to which the emerging plan, when judged against reasonable alternatives, will help to achieve relevant environmental, economic and social objectives.

1.3.2 It applies to any of the documents that can form part of a Local Plan, including core strategies, site allocation documents and area action plans.

1.3.3 SA should also incorporate Strategic Environmental Assessment (SEA) in line with the EU Directive 2001/42/EC on the assessment of effects of certain plans and programmes on the environment (the ‘SEA Directive’). The Directive came into force in the UK in 2004 through the Environmental Assessment of Plans and Programmes Regulations 2004 (the ‘SEA Regulations’).

1.3.4 The overarching objective of the SEA Directive is:

“To provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans… with a view to promoting sustainable development, by ensuring that, in accordance with this Directive, an environmental assessment is carried out of certain plans… which are likely to have significant effects on the environment.” (Article 1)

1.3.5 The Directive applies to a variety of plans and programmes including those for town and country planning and land use. It applies in this case to the Chippenham Site Allocations Plan.

1.3.6 SA incorporating SEA is an iterative assessment process which plans and programmes are required to undergo as they are being developed, to ensure that potential significant effects arising from the plan/programme are identified, assessed, mitigated and communicated to plan-makers. It also requires the monitoring of significant effects once the plan/programme is implemented.
1.3.7 The main stages in the SA process are shown in Figure 1.1 as follows and involve:

- Stage A – Setting the context and objectives, establishing the baseline and deciding on scope;
- Stage B – Developing and refining options and assessing effects;
- Stage C – Preparing the Sustainability Appraisal Report;
- Stage D – Consultation on the plan and the Sustainability Appraisal Report; and
- Stage E – Monitoring the significant effects of implementing the plan.

**Figure 1.1: SA Process in Relation to Plan-Making**

This Sustainability Appraisal Report document forms part of SA Stage C. It is being published for pre-submission consultation at the same time as the draft version of the Chippenham Site Allocations Plan.

The guidance emphasises that SA is an iterative process that identifies and reports on the likely significant effects of the plan and the extent to which its implementation will achieve the social, environmental and economic objectives by which sustainable development can be defined. The guidance also emphasises that the SA process should be started early in plan-making. This has been adhered to in this Chippenham Site Allocations process.

The Sustainability Appraisal Report complies with the requirements of the SEA Regulations. These are set out in the table below.

### Table 1.1: SEA requirements

<table>
<thead>
<tr>
<th>Requirements of the Directive</th>
<th>Where Covered in Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation of an environmental report in which the likely significant effects on the environment</td>
<td></td>
</tr>
<tr>
<td>Requirements of the Directive</td>
<td>Where Covered in Report</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>of implementing the plan or programme, and reasonable alternatives taking into account the objectives and geographical scope of the plan or programme, are identified, described and evaluated. The information to be given is:</td>
<td></td>
</tr>
<tr>
<td>a) An outline of the contents, main objectives of the plan or programme and relationship with other relevant plans and programmes</td>
<td>Chapter 1.2; 3 SA Scoping Report 2014 Appendix A and B</td>
</tr>
<tr>
<td>b) The relevant aspects of the current state of the environment and the likely evolution without implementation of the plan or programme</td>
<td>Chapter 4; 5; Appendix E SA Scoping Report 2014 Appendix A and B</td>
</tr>
<tr>
<td>c) The environmental characteristics of areas likely to be significantly affected</td>
<td>Chapter 4; 5 SA Scoping Report 2014 Appendix B</td>
</tr>
<tr>
<td>d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directive 79/409/EEC and 92/43/EEC</td>
<td>Chapter 5; 6; Appendix E SA Scoping Report 2014 Appendix B</td>
</tr>
<tr>
<td>e) The environmental protection objectives established at international, community or national level which are relevant to the programme and the way those objectives and any environmental considerations have been taken into account during its preparation</td>
<td>Chapter 3; 6</td>
</tr>
<tr>
<td>f) The likely significant effects on the environment, including: short, medium and long term; permanent and temporary; positive and negative; secondary, cumulative and synergistic effects on issues such as: biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors.</td>
<td>Chapter 9 and 10 Also relevant are Chapters 7 and 8 and Appendix B and C The following SEA topics match the following SA objectives: Biodiversity (SA Objective 1) Population (SA Objective 4, 8, 9, 11 and 12) Human Health (SA Objective 4, 9) Fauna (SA Objective 1) Flora (SA Objective 1) Soil (SA Objective 2) Water (SA Objective 3) Air (SA Objective 4) Climatic Factors (SA Objective 5) Material Assets (SA Objective 8) Cultural Heritage including architectural and archaeological heritage (SA Objective 6) Landscape (SA Objective 7) Interrelationships – captured through interactive effects section 9.3</td>
</tr>
<tr>
<td>g) The measures envisaged to prevent, reduce and, as fully as possible, offset any significant adverse effects on the</td>
<td>Chapter 11</td>
</tr>
</tbody>
</table>
Wiltshire Council: Chippenham Site Allocations Plan: Sustainability Appraisal Report

<table>
<thead>
<tr>
<th>Requirements of the Directive</th>
<th>Where Covered in Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>environment of implementing the plan or programme.</td>
<td>Reasons for selecting alternatives and how they were undertaken: Chapter 2; 7; 8; 9</td>
</tr>
<tr>
<td>h) An outline of the reasons for selecting the alternatives dealt with and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information</td>
<td>Any difficulties: Chapter 4.4</td>
</tr>
<tr>
<td>i) A description of measures envisaged concerning monitoring (in accordance with Regulation 17)</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>j) A non-technical summary of the information provided under the above headings</td>
<td>Non Technical Summary</td>
</tr>
</tbody>
</table>

1.4 Habitats Regulations Assessment

1.4.1 Alongside the SA process it is also necessary to assess whether the sites contained in the CSA Plan are likely to have a significant effect upon Natura 2000 sites. These comprise designated and candidate Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites, which are designated as European sites for their ecological value.

1.4.2 A Habitats Regulations Assessment (HRA) is required by the Conservation of Habitats and Species 2010 (the Habitats Regulations), for all plans and projects which may have a likely significant effect on a European site (Natura 2000 sites). HRA is also required, as a matter of UK Government policy for potential SPAs (pSPA), candidate SACs (cSAC) and listed Wetlands of International Importance (Ramsar sites) for the purposes of considering plans and projects, which may affect them.

1.4.3 The international sites that are considered in the HRA in Wiltshire include:

- Salisbury Plain SPA / SAC
- Porton Down SPA
- Bath & Bradford on Avon Bats SAC
- Chilmark Quarries SAC
- Great Yews SAC
- Kennet & Lambourn Floodplain SAC
- New Forest SPA / SAC
- North Meadow and Clattinger Farm SAC
- Pewsey Downs
- Prescombe Down SAC
- River Avon SAC
The screening exercise for the HRA of the CSA Plan was undertaken during the development of the plan options, which ran parallel to Stage B of the SA process.

The HRA screening document has now been completed and concluded that no further assessment under Habitats Regulations is required as the CSA Plan is unlikely to have a significant effect on the integrity of European sites within 15km.
2. Methodology

2.1 Introduction

2.1.1 This section sets out the methodology adopted for the SA which is considered in line with guidance, including the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG), SEA Regulations and The Practical Guide to the Strategic Environmental Assessment Directive, by the ODPM (now DCLG).

2.2 Scoping

2.2.1 Figure 1.1 shows the SA process in relation to plan-making and identifies a number of stages.

2.2.2 Stage A and the first output of the SA process was the SA Scoping Report, which was produced earlier in 2014, setting out the scope and level of detail of the information to be included in the SA Report. It should be noted that this Scoping Report was produced to cover both the CSA Plan and Wiltshire Housing Site Allocations Plan and it was itself based upon the sustainability appraisal (SA) of the Wiltshire Core Strategy DPD, Wiltshire & Swindon Minerals & Waste Development Framework

2.2.3 The SA Scoping Report reported on a number of tasks (as shown in Stage A of Figure 1-1) including the following:

- Identifying other relevant plans, policies or programmes and sustainability objectives (Chapter 3)
- Collecting baseline information (Chapter 4)
- Identifying sustainability issues and problems (Chapter 5)
- Developing the sustainability appraisal framework (Chapter 6)

2.2.4 The content of the SA Scoping Report is reproduced in large part in this SA Report in order to meet the SEA requirements, as shown in Table 1.1. Therefore the numbers in brackets above correspond to chapters in this SA Report where this information can be found. Further detail on the methodology for each of these tasks can be found in each of these chapters identified above.

2.2.5 The Scoping Report was subject to consultation between 12 May and 16 June 2014. Comments were received from Natural England and the Environment Agency. English Heritage did not reply. Consultation comments from Natural England focused on the SA framework by which the assessment should be undertaken, with recommendations for improvement to ensure that landscape and biodiversity effects are considered. Natural England also commented on the monitoring indicators so that they allow for the monitoring of the effects of the plan on the objective concerned, and not the objective more generally. The Environment Agency noted that it was satisfied with the plans and programmes, sustainability objectives and baseline data. The Environment Agency wishes to continue to be involved in the SA/SEA process and with the development of the DPDs.

2.2.6 The consultation responses have been compiled and are set out in Appendix D, with suggested actions which were then agreed by the Council.

2.3 Assessment of strategic areas and site options

Sustainability Threshold Assessment of strategic allocations and site options

2.3.1 A Sustainability Threshold Assessment methodology has been developed and utilised which allows for the evaluation of effects for strategic areas and site options and for comparisons to be undertaken between the various proposals.
2.3.2 For each of the 12 SA Objectives, a colour coded grade scheme has been developed which indicates relative acceptability of an impact against each SA objective (see Table 2.1 below for generic approach).

Table 2.1: Generic STA Colour Grading

<table>
<thead>
<tr>
<th>Sustainability Objective &amp; Thresholds for Assessment</th>
<th>STA Key</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td></td>
</tr>
<tr>
<td>Not suitable for development</td>
<td>Red</td>
</tr>
<tr>
<td>Absolute sustainability constraints; exclude this option.</td>
<td></td>
</tr>
<tr>
<td>Significant adverse impact on...</td>
<td>Yellow</td>
</tr>
<tr>
<td>Sustainability issues; mitigation considered problematic.</td>
<td></td>
</tr>
<tr>
<td>Limited adverse impact on...</td>
<td>Yellow</td>
</tr>
<tr>
<td>Sustainability issues; mitigation considered achievable.</td>
<td></td>
</tr>
<tr>
<td>No adverse impacts or mixed effects...</td>
<td>Blue</td>
</tr>
<tr>
<td>No sustainability constraints.</td>
<td></td>
</tr>
<tr>
<td>No adverse impacts and opportunities to...</td>
<td>Green</td>
</tr>
<tr>
<td>Development will support sustainability objective.</td>
<td></td>
</tr>
<tr>
<td>Unable to assess at this stage given the high level nature of the assessment</td>
<td>?</td>
</tr>
<tr>
<td>Depending on the location of the development and on the proposals, the development could either have a positive or negative effect on the sustainability objective.</td>
<td></td>
</tr>
</tbody>
</table>

2.3.3 The STA colour grades awarded for each SA objective can be found at Appendix A.

2.4 **Assessment of policies**

2.4.1 The next stage of the assessment is the evaluation of the predicted significant effects of the policies that allocate sites. The evaluation involves forming a judgement on whether or not the predicted effects would be significant. The principal technique used to assess the significance of effects in this assessment is a qualitative assessment based on expert judgement. Other techniques include consultation with stakeholders involved in the SA process, geographical information systems and reference to key legislation, primarily the SEA Directive.

2.4.2 As with the prediction of the effects, the criteria of assessing the significance of a specific effect used in this assessment, as outlined in Annex II of the SEA Directive, is based on the following parameters to determine the significance:

- Nature and magnitude of effect – i.e. positive or negative
- Scale – i.e. local, regional, national;
- Permanence – i.e. permanent or temporary;
- Certainty
- Duration – i.e. short, medium and long term
- Sensitivity of receptor;
- Secondary, cumulative and synergistic effects.

2.4.3 In the current practice of sustainability appraisals, the broad-brush qualitative prediction and evaluation of effects is based on a qualitative seven point scale in easily understood terms. In general, this assessment has adopted the scale set in Table 2.2 to assess the significance of effects of the proposals.
Table 2.2 – Criteria for Assessing Significance of Effects

<table>
<thead>
<tr>
<th>Assessment Scale</th>
<th>Assessment Category</th>
<th>Significance of Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>+++</td>
<td>Strongly positive</td>
<td>Significant</td>
</tr>
<tr>
<td>++</td>
<td>Moderately positive</td>
<td></td>
</tr>
<tr>
<td>+</td>
<td>Slightly positive</td>
<td>Not Significant</td>
</tr>
<tr>
<td>0</td>
<td>Neutral or no obvious effect</td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>Slightly negative</td>
<td></td>
</tr>
<tr>
<td>--</td>
<td>Moderately negative</td>
<td>Significant</td>
</tr>
<tr>
<td>---</td>
<td>Strongly negative</td>
<td></td>
</tr>
<tr>
<td>?</td>
<td>Effect uncertain</td>
<td></td>
</tr>
</tbody>
</table>

2.4.4 Moderately and strongly positive and negative effects have been considered of significance whereas neutral and slightly positive and negative effects have been considered non-significant. Note there may be mixed beneficial and adverse effects.

2.4.5 Further information is provided in Chapters 7, 8 and 9 on the methodology used to undertake this assessment. Essentially this involved using information obtained from the scoping stage alongside proposals to predict and evaluate the nature of effects and identify potential improvements and mitigation solutions.

2.5 Secondary, cumulative and synergistic effects assessments

2.5.1 Schedule 2 of the SEA Regulations requires that the assessment of effects include secondary, cumulative and synergistic effects.

2.5.2 **Secondary or indirect effects** are effects that are not a direct result of the plan, but occur away from the original effect or as a result of the complex pathway e.g. a development that changes a water table and thus affects the ecology of a nearby wetland.

2.5.3 For the purposes of this assessment of the Chippenham Site Allocations DPD, secondary / indirect effects have been identified and assessed through the SA objectives, for example a development that changes a water table that affects ecology has been assessed through SA objective 1. As such, secondary / indirect effects are not considered to be cumulative effects (see next paragraph).

2.5.4 **Cumulative effects** arise where several proposals individually may or may not have a significant effect, but in-combination have a significant effect due to spatial crowding or temporal overlap between plans, proposals and actions and repeated removal or addition of resources due to proposals and actions. Cumulative effects are defined for the purposes of this report as those effects that can be:

- **Additive**- the simple sum of all the effects;
- **Neutralising**- where effects counteract each other to reduce the overall effect;
- **Synergistic**– is the effect of two or more effects acting together which is greater than the simple sum of the effects when acting alone. For instance, a wildlife habitat can become progressively fragmented with limited effects on a particular species until the last fragmentation makes the areas too small to support the species at all.

2.5.5 Cumulative effects may arise from individual policies within a plan and also between different plans.
2.5.6 **Interactive** effects may also arise where multiple effects impact upon specific receptors: for example, the combined noise, vibration, light and air pollution effects on people and species.

2.5.7 Many environmental problems result from cumulative effects. These effects are very hard to deal with on a project by project basis through Environmental Impact Assessment. It is at the SEA level that they are most effectively identified and addressed.

2.5.8 Cumulative effects assessment is a systematic procedure for identifying and evaluating the significance of effects from multiple activities. The analysis of the causes, pathways and consequences of these effects is an essential part of the process.

2.5.9 Cumulative (including additive, neutralising and synergistic) effects have been considered throughout the entire SEA process, as described below:

- Identification of key sustainability issues as part of the review of relevant strategies, plans and programmes and baseline data analysis.
- Establishing the nature of likely cumulative effects, causes and receptors.
- Identifying key receptors (e.g. specific wildlife habitats) in the process of collecting baseline information and information on how these have changed with time, and how they are likely to change without the implementation of the Chippenham Site Allocations DPD.
- Particularly sensitive, in decline or near to their threshold (where such information is available) or with slow recovery receptors have been identified through the analysis of environmental issues and problems.
- The development of SEA objectives, indicators and targets has been influenced by cumulative effects identified through the process above and SEA objectives that consider cumulative effects have been identified.
- Cumulative effects of the Chippenham Site Allocations DPD have been assessed. Where there is potential for elevated effects beyond those assessed at an individual Strategic Area or Site Option level, these are identified.

2.5.10 The results are presented in Section 9.3 of this report.

2.6 **Consultation in the SA process**

2.6.1 The requirements for consultation during SA are determined from the requirements of the SEA Directive. These are:

- Authorities which, because of their environmental responsibilities, are likely to be concerned by the effects of implementing the plan or programme, must be consulted on the scope and level of detail of the information to be included in the Environmental Report. In England, the Consultation Bodies are English Heritage, Natural England and the Environment Agency. The SA guidance goes further by suggesting consultation, in addition to the three Consultation Bodies, of representatives of other interests including economic interests and local business, social interests and community service providers, transport planners and providers and NGOs.
- The public and the Consultation Bodies must be consulted on the draft plan or programme and the Environmental Report (SAR in the case of SA).

2.6.2 Further information on consultation undertaken by Wiltshire Council on the SA Scoping Report can be found in Section 2.1.

2.7 **Next steps**

2.7.1 Following the pre-submission consultation on the draft Chippenham Site Allocations Plan and draft SA Report, consultee comments will be reviewed and the implications for both documents considered prior to submission to the Secretary of State.
3. Identifying other relevant plans, programmes and sustainability objectives

3.1 Introduction

3.1.1 The SEA Directive specifically states that information should be provided on:

“The relationship [of the plan or programme] with other relevant plans and programmes”

“The environmental protection objectives, established at international, [European] Community or [national] level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation”

3.1.2 The first task of SA is the identification of other relevant plans, programmes and sustainability objectives. The Chippenham Site Allocations Plan has been prepared in the context of other plans and programmes. The Chippenham Site Allocations Plan must comply with national planning policy, conform to and amplify the policies contained within the Wiltshire Core Strategy DPD (including the context of ‘saved’ local plan policies) and reflect other European, National, regional and local plans and strategies, providing an additional level of detail for the spatial planning framework to help deliver those strategies.

3.2 Methodology

3.2.1 The Chippenham Site Allocations Plan should be set in the context of national, regional and local objectives along with strategic planning, transport, social, economic and environmental policies. This being the case, the previous Scoping Report and this SA Report builds upon the comprehensive review of available relevant plans, policies and programmes (PPPs) that was carried out as part of the SA scoping process for the Wiltshire Core Strategy. This ensures that the objectives for assessing the Chippenham Site Allocations Plan, generally adhere to, and are not in conflict with, objectives found in other PPPs. It can also be used to ascertain potential conflicts between objectives, which may need to be addressed as part of the process.

3.2.2 In order to fully assess relevant PPPs, the starting point was the list drawn up by Wiltshire Council for the SA of the emerging Wiltshire Core Strategy DPD (April 2010), as well as the Addendum (February 2012). This addresses PPPs of broad relevance first, before considering 13 specific topics of relevance to SA/SEA. For the purposes of clarity, the Core Strategy SA PPP review has not been repeated in this report. The list of PPPs reviewed is provided in the SA Scoping Report 2014. Although not made explicit in the SA documentation for the Core Strategy, it is assumed that the review of PPPs has influenced the development of the SA Framework, in accordance with SA guidance. It therefore follows, that the integration of the relevant parts of the SA Framework for the Core Strategy into the SA Framework for the Chippenham Site Allocations Plan, will encapsulate this review as necessary. That being said, the locally relevant PPPs have been included in the review of key sustainability themes in Table 3.1, to identify local strategic guidance in the areas of relevance for the Chippenham Site Allocations Plan.

3.2.3 As stated above, the review of PPPs for the Chippenham Site Allocations Plan takes into consideration the PPP review for the Wiltshire Core Strategy DPD SA (2010 and 2012). Other more recent national level policies have not been included here specifically, as the locally specific policies will be based upon this guidance and therefore the repeating of interpretation is not considered to be necessary. The review provides a focussed review of the PPPs of relevance to site allocations in the Wiltshire area. The plans and programmes that have been considered are listed in Table 3.1. Although some neighbourhood plans and community campus documents are listed in the table below, these are not carried through to the analysis table, as the documents do
not yet include policy or objectives that may influence the development of the Chippenham Site Allocations Plan.

**Table 3.1: Review of relevant Plans, Policies and Programmes**

<table>
<thead>
<tr>
<th>Relevant Plans, Policies and Programmes (2015 update of relevance to the DPD)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>National</strong></td>
</tr>
<tr>
<td><strong>Wiltshire</strong></td>
</tr>
<tr>
<td>Wiltshire Core Strategy (Adopted January 2015)</td>
</tr>
<tr>
<td>Wiltshire Infrastructure Delivery Plan 2 (2013)</td>
</tr>
<tr>
<td>Swindon and Wiltshire Strategic Economic Plan (2014)</td>
</tr>
<tr>
<td>Wiltshire Council Level 1 SFRA Update (2013)</td>
</tr>
<tr>
<td>Wiltshire and Swindon - Minerals Development Control Policies DPD (September 2009)</td>
</tr>
<tr>
<td>Wiltshire and Swindon - Waste Development Control Policies DPD (September 2009)</td>
</tr>
<tr>
<td>Wiltshire and Swindon - Waste Site Allocations Local Plan (February 2013)</td>
</tr>
<tr>
<td>Wiltshire Municipal Waste Management Strategy (February 2013)</td>
</tr>
<tr>
<td>Wiltshire and Swindon - Aggregate Minerals Site Allocations Local Plan (May 2013)</td>
</tr>
<tr>
<td>Wiltshire Local Transport Plan (LTP3) 2011-2016 (March 2011)</td>
</tr>
<tr>
<td>Swindon Local Transport Plan 3: 2011-2016 (April 2011)</td>
</tr>
<tr>
<td>Cotswold AONB Management Plan 2013-2018</td>
</tr>
<tr>
<td>Cranborne Chase &amp; West Wiltshire Downs AONB Management Plan 2014-19</td>
</tr>
<tr>
<td>North Wessex Downs AONB Management Plan 2009-2014</td>
</tr>
<tr>
<td>Wiltshire Community Campus Programme</td>
</tr>
<tr>
<td>Malmesbury Neighbourhood Plan, October 2014</td>
</tr>
<tr>
<td>A Masterplan for Trowbridge, Draft, October 2013</td>
</tr>
<tr>
<td>Malmesbury Conservation Area Management Plan (2010)</td>
</tr>
<tr>
<td>Milford Hill Conservation Area Management Plan (2010)</td>
</tr>
<tr>
<td><strong>Chippenham</strong></td>
</tr>
<tr>
<td>Milford Hill Conservation Area Management Plan (2010)</td>
</tr>
<tr>
<td>Chippenham Transport Strategy (2013)</td>
</tr>
</tbody>
</table>
3.3 Results

3.3.1 Social, environmental and economic objectives and sustainability issues of relevance to the SA/SEA and the preparation of the CSA Plan have been used to formulate a general, first set of sustainability ‘themes’. This is presented in Table 3.2 where the relationship between the final SA objectives and the sustainability ‘themes’ is shown in the far right column. The table also shows the implications arising for the CSA Plan and the link between these objectives and the SEA topic areas.

---

4 (http://www.thechippenhamvision.co.uk/documents.aspx)
### Table 3.2: Sustainability Themes linked to Final SA Objectives

<table>
<thead>
<tr>
<th>Themes Relevant to SA and CSA Plan</th>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives(^5)</th>
</tr>
</thead>
</table>
| Biodiversity - protection and enhancement of biodiversity, including wildlife networks and wider green infrastructure | NPPF (2013) and NPPG (2014)  
Wiltshire Core Strategy (2015)  
Draft Chippenham Masterplan 2013 | The selection and development of sites should seek to conserve and enhance biodiversity by ensuring that where significant harm from development cannot be avoided or mitigated, planning permission is refused. Similarly, development likely to impact on a SSSI should not be permitted and exceptions should only be made where the benefits clearly outweigh the impacts both on the site and any broader impacts on the national network of SSSIs. LPAs should encourage opportunities to incorporate biodiversity in and around development. Development resulting in the deterioration or loss of irreplaceable habitats should not be permitted.  
Biodiversity restoration in and around development should seek to include:  
• habitat restoration, re-creation and expansion;  
• improved links between existing sites;  
• buffering of existing important sites;  
• new biodiversity features within development; and  
• securing management for long term enhancement.  
The NPPF places ‘great weight’ on conserving the landscape, wildlife and heritage in AONBs, where planning permission for development should be refused except in exceptional circumstances. | Biodiversity, Flora and Fauna, Landscape | 1 (1) |

---

\(^5\) Numbers in brackets refer to the SA Objectives for the Wiltshire Core Strategy DPD, to enable cross-reference.
<table>
<thead>
<tr>
<th>Themes Relevant to SA and CSA Plan</th>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land and soil resources – ensure prudent use of land and other resources</td>
<td>NPPF (2013) and NPPG (2014) Wiltshire Core Strategy (2015 Wiltshire and Swindon - Minerals Development Control Policies DPD, Waste Development Control Policies DPD, Waste Site Allocations Local Plan, Aggregate Minerals Site Allocations Local Plan</td>
<td>Policies for the development of sites should promote a sequential approach to encouraging the use of previously developed land in order to improve the efficiency of land use, deliver remediation of contaminated soils and protect previously undeveloped land where possible. It is recognised that the use of Greenfield land is likely to be required within Wiltshire – policies should seek to direct development away from the best and most versatile agricultural land. Site allocations should be identified with reference to known areas of mineral resources and waste management.</td>
<td>Material Assets</td>
<td>2 (2)</td>
</tr>
<tr>
<td>Reduce pollution of watercourses and groundwater. Manage flood risk.</td>
<td>Wiltshire Council Level 1 SFRA update Wiltshire Core Strategy (2015) NPPF (2013) and NPPG (2014)</td>
<td>Policies will need to be developed in an understanding of the potential impacts of pollutants from development on the water environment, particularly in relation to Natura 2000 sites. Policies should direct development away from areas at greatest risk of flooding and seek to protect functional flood plains. Reducing the overall risk of flooding can be achieved through the layout and form of development, including green infrastructure and the appropriate application of sustainable drainage systems, through safeguarding land for flood risk management or, where appropriate, through designing off-site works required to protect and support development in ways that benefit the area more generally. Existing and proposed development in the vicinity of a location under consideration for relevant water infrastructure will also need to be taken into account and vice-versa. Considering the phasing of new development so that water and wastewater infrastructure will be in place when needed. Water quality: help protect and enhance local surface water and groundwater in ways that allow new development to</td>
<td>Water, Human Health, Biodiversity, Flora and Fauna</td>
<td>3, 5 (4), (7)</td>
</tr>
</tbody>
</table>
### Themes Relevant to SA and CSA Plan

<table>
<thead>
<tr>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives</th>
</tr>
</thead>
</table>
| **Improve air quality, particularly in areas of exceedance for nitrogen dioxide (NO₂) and fine particulates (PM₁₀).** | - Policies should seek to minimise the need to travel by improving the accessibility of key services and facilities at the local level.  
  - Site allocations should consider the link between air pollution and environmental quality, both in relation to human health and biodiversity.  
  - Local Plans should take account of AQMAs and other areas where there could be specific requirements or restrictions on development as a result of air quality pressures. The following should be considered:  
    - The potential of the cumulative impact resulting from a number of smaller developments or air quality as well as the effects of larger scale developments  
    - The impact of point source pollution  
    - Ways in which new development would be appropriate in locations where air quality is or likely to be a concern and not give rise to unacceptable risks from pollution | Human Health, Biodiversity, Flora and Fauna; | 4 (6)                            |
<p>| <strong>Reduce Noise and Light Pollution</strong>                                   | - With regards to light pollution, the guidance states that some proposals for new development may have implications for light pollution particularly where, for instance, they materially alter | Human Health, Landscape | 4 (6)                            |
| NPPF (2013) and NPPG (2014)                                            |                                                                                                                                                                                                                                                                                                                                                                           |                                                                                 |                                   |</p>
<table>
<thead>
<tr>
<th>Themes Relevant to SA and CSA Plan</th>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local light levels or where they might have a significant impact on protected species or sites. In which case LPAs will need to consider where and when the light shines, how much light shines and possible ecological impacts. With regards to noise, adverse effects of noise can be mitigated as follows: • Engineering: reducing the noise at source • Layout: optimising the distance between the source and noise-sensitive receptors and / or through good design • Using planning conditions/ obligations • Mitigating including avoiding noisy locations, introducing noise barriers, optimising sound insulation within a building, and designing development to reduce the impact of noise from the local environment.</td>
<td>Wiltshire Core Strategy Pre-Submission Document (2014)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mitigate and adapt to climate change</td>
<td>NPPF (2013) and NPPG (2014) Wiltshire Core Strategy Pre-Submission Document (2014) Wiltshire Local Transport Plan 3 Swindon Local Transport Plan 3</td>
<td>Local planning policies need to be developed with a consideration of their impact on climate change and greenhouse gas emissions, and this is particularly true of air quality. Synergistic policies, beneficial to both air quality and climate change, should be pursued. Development should be planned in locations which reduce greenhouse gas emissions; support energy efficiency improvements to existing buildings; setting sustainability standards that are in line with the Government's zero carbon buildings policy. Climate change adaptation measures could include: • Considering future climate risks when allocating development sites to ensure risks are understood over the development's lifetime • Considering the impact of and promoting design responses to flood risk and coastal change for the lifetime of the development</td>
<td>Human Health, Climatic Factors, Population, Material Assets</td>
<td>2, 3, 4, 5, 10 (2), (4), (6), (7), (15)</td>
</tr>
<tr>
<td>Themes Relevant to SA and CSA Plan</td>
<td>Source</td>
<td>Implications for plan-making</td>
<td>Main SEA topics</td>
<td>Relationship to final SA objectives</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------</td>
<td>-----------------------------</td>
<td>----------------</td>
<td>-------------------------------------</td>
</tr>
</tbody>
</table>
| Historic environment – protect and enhance cultural heritage assets | Draft Chippenham Masterplan 2013  
NPPF (2013) and NPPG (2014)  
Wiltshire Core Strategy (2015)  
Chippenham Conservation Area Management Plan (2010)  
A Masterplan for Trowbridge, Draft, October 2013  
Malmesbury Conservation Area Management Plan (2010)  
Milford Hill Conservation Area Management Plan (2010) | • Considering availability of water and water infrastructure for the lifetime of the development and design responses to promote water efficiency and protect water quality  
• Promoting adaptation approaches in design policies for developments and the public realm | Cultural Heritage, Material Assets, Landscape | 6 (8) |
| Promote the self containment and identity of Chippenham | Draft Chippenham Masterplan 2013  
Wiltshire Core Strategy (2015) | Policies should ensure good design, which respects the local vernacular and complements the area in which development is to be located.  
Policies should protect and enhance local designated and non designated heritage assets and their settings. | Cultural Heritage, Material Assets | 6, 7 (8), (9) |
<p>| Landscapes – protection of | NPPF (2013) and NPPG | Policies should ensure that new development respects, | Landscape, | 1, 6, 7 |</p>
<table>
<thead>
<tr>
<th>Themes Relevant to SA and CSA Plan</th>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>AONBs and Green Belt and reinforcement of landscape character</td>
<td>(2014) Wiltshire Core Strategy (2015) Cotswold AONB Management Plan Cranborne Chase &amp; West Wiltshire Downs AONB Management Plan North Wessex Downs AONB Management Plan</td>
<td>maintains and where possible enhances the local landscape character. This should be linked to wider objectives for enhancing biodiversity. Where relevant policies should reflect the aims and objectives of the management plans for the Wiltshire AONBs. Policies will need to consider potential pressures on AONBs arising from development proposals and will need to ensure that these pressures are avoided, or that appropriate mitigation measures are put in place. Inappropriate development in a Green Belt should not be approved except in very exceptional circumstances and new buildings in the Green Belt will generally not be approved.</td>
<td>Biodiversity, Flora and Fauna</td>
<td>(1), (8), (9)</td>
</tr>
<tr>
<td>Population and housing – securing flexibility and choice in the provision of high quality housing</td>
<td>NPPF (2013) and NPPG (2014) Wiltshire Core Strategy (2015)</td>
<td>In order to deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable and inclusive communities, LPAs should: • Plan for a mix of housing based on current and future demographic trends; • Identify the size, type, tenure and range of housing required to meet local demand; • Seek to meet affordable housing need on site. Policies should ensure that new houses built are designed to be flexible to meet various needs, in particular those of an ageing population. Site allocations should consider the ability of prospective residents to access key services, facilities and recreational space important in securing well-being and maintaining human health. The NPPF encourages LPAs to bring empty housing and buildings back into residential use and to, where appropriate, approve planning applications for change to residential use and any associated development from commercial buildings</td>
<td>Population; Human Health</td>
<td>8, 9 (10), (12)</td>
</tr>
</tbody>
</table>
### Themes Relevant to SA and CSA Plan

<table>
<thead>
<tr>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Healthy and inclusive communities - appreciating the interaction between housing, key services and facilities, employment opportunities and green space</strong></td>
<td>where there is an identified need for housing in the area. Housing development in rural areas should respond to local circumstances and reflect local need. New isolated homes in the countryside should generally be avoided. Policies should promote safe, sustainable communities with access to a range of essential services. Accessibility to the following should be considered when considering sites for the location of development, particularly housing: • recreation opportunities • health facilities • good quality green infrastructure • key local services and facilities • employment opportunities. Policies should promote safe and inclusive development, taking into consideration people with disabilities and an increasingly ageing population.</td>
<td>Human Health, Population, Climatic Factors, Biodiversity, Flora and Fauna</td>
<td>1, 7, 8, 9, 11 (1), (9), (10), (12), (16)</td>
</tr>
<tr>
<td><strong>Transport – increasing sustainable transport choices and improving the operation of transport networks</strong></td>
<td>Policies should ensure developments and key services are served by a range of transport options to improve accessibility and offer transport choices. Policies should aim to locate new developments so they have access to existing services and facilities by a range of travel modes. Policies should seek to minimise the need to travel by car by providing access to services locally. Policies should enable the provision of effective walking and cycling connections.</td>
<td>Air, Climatic Factors, Human Health</td>
<td>2, 4, 5, 9, 10 (2), (6), (7), (12), (15)</td>
</tr>
<tr>
<td><strong>Promote the vitality and</strong></td>
<td>Policies should ensure adequate opportunities for</td>
<td>Material assets, Population,</td>
<td>7, 9, 10, 11, 12</td>
</tr>
</tbody>
</table>

Notes:

- NPPG (2014) and NPPG (2014)
- Wiltshire Core Strategy (2015)
- Wiltshire Local Transport Plan 3
- Swindon Local Transport Plan 3
- A Masterplan for Trowbridge, Draft, October 2013
- Wiltshire Core Strategy (2015)
- Draft Chippenham Masterplan 2013
- Chippenham Transport Strategy 2013
- Wiltshire Local Transport Plan 3
- Swindon Local Transport Plan 3
- A Masterplan for Trowbridge, Draft, October 2013
<table>
<thead>
<tr>
<th>Themes Relevant to SA and CSA Plan</th>
<th>Source</th>
<th>Implications for plan-making</th>
<th>Main SEA topics</th>
<th>Relationship to final SA objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>viability of the town centres across Wiltshire</td>
<td>2013 Wiltshire Core Strategy (2015) NPPF (2013) and NPPG (2014) A Masterplan for Trowbridge, Draft, October 2013</td>
<td>employment growth. Policies should identify sites and opportunities for development that support the vitality and viability of town centres. Policies providing for the expansion of towns and villages should propose a scale and mix of uses that supports or at least does not harm the role of town centres in Wiltshire. Policies should ensure a range of suitable employment sites and premises to meet business needs. Policies should promote the use and enhancement of landscape, cultural and historic resources for tourism development. Planning policies should recognise and address potential barriers to investment such as poor environment or lack of infrastructure, services or housing. LPAs should identify strategic sites for local or inward investment in line with a clear economic vision and strategy for the area, as well as priority areas for economic regeneration. Policies should seek to support existing business sectors and identify and plan for emerging sectors likely to locate in the local area. LPAs should plan positively to secure networks of knowledge driven, creative or high technology industries.</td>
<td>Climatic factors</td>
<td>(9), (12), (15), (16), (17)</td>
</tr>
<tr>
<td>Ensure that development is supported by the necessary infrastructure</td>
<td>Wiltshire Infrastructure Delivery Plan 2 (2013) Wiltshire Core Strategy (2015)</td>
<td>See implications under water, climatic factors, transport and viability of town centres.</td>
<td>Material Assets, Population, Water, Human Health</td>
<td>3, 4, 5, 10 (4), (6), (7), (15)</td>
</tr>
</tbody>
</table>
4. Baseline characteristics

4.1 Methodology

4.1.1 The SEA Directive says that the Environmental Report should provide information on:

‘relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan’ and the ‘environmental characteristics of the areas likely to be significantly affected’ (Annex I (b) (c))

‘any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC’ (Annex I (c))

4.1.2 In addition to the requirements of the SEA Directive, the statutory SA process requires the collection of additional information on social and economic characteristics of the plan area.

4.1.3 Baseline information provides the basis for predicting and monitoring effects and helps identify sustainability problems and alternative ways of dealing with them. Sufficient information about the current and likely future state of the plan area is required to allow the plan’s effects to be adequately predicted.

4.1.4 The ODPM’s (now the Department for Communities and Local Government - DCLG) guidance emphasises that the collection of baseline data and the development of the SA framework should inform each other. The review and analysis of relevant plans and programmes will also influence data collection. The collection of baseline data is an iterative process and should not be viewed as a one-off exercise conducted at Stage A only. The data collected and list of relevant plans and programmes has been reviewed to ensure the most up-to-date baseline information is reflected within this report. In deciding what and how much baseline data to collect, the key determining factor is the level of detail required to appraise the plan against the SA objectives.

4.1.5 A set of baseline data has been extracted from a wide range of available publications and datasets. Sources have included, among others, national government and government agency websites, census data and information provided by Wiltshire Council. No primary research has been conducted. Baseline information and data have been summarised in this section and are presented in detail in the SA Scoping Report 2014. The aim is to give an overview of the characteristics of the plan area.

4.2 Characteristics of Chippenham

4.2.1 The market town of Chippenham is identified in the Core Strategy as a Principal Settlement. It is located within a rural setting and acts as an important service centre for a number of villages within the community area and the surrounding towns and villages within north Wiltshire. The area is an attractive place to live and has several excellent schools. Although there is a relatively strong retail offer within the town, people from the catchment area often choose to shop in other larger settlements, including Bath and Swindon. The railway in Chippenham cuts through the town centre, severing employment land and development opportunities from the main retail and services offer.

4.2.2 Chippenham is situated along the A350 Corridor, a key economic artery in Wiltshire also connecting the towns of Corsham, Melksham, Trowbridge, Westbury and Warminster.

4.2.3 Chippenham is one of the largest towns in Wiltshire and has excellent transport links, being in proximity to the M4 and located on the main Bristol to London railway line. This has supported significant levels of out-commuting. However the town is an attractive location for employers. As there is currently a shortfall of suitable land for employment growth in the town, a priority is to ensure appropriate economic development takes place to encourage inward investment, allow for
the expansion of existing business and prevent employers moving elsewhere. A failure to respond to this issue could lead to a loss of local employment at a time when some job losses are anticipated due to the current economic climate.

4.2.4 The Swindon and Wiltshire Local Enterprise Partnership (LEP) prioritises the investment in improvements to the A350 Corridor to support growth in and around Chippenham. Investment in highways infrastructure is intended to contribute to: accelerating the regeneration of the town, accelerating the delivery of new homes and jobs in urban expansions at Chippenham and addressing capacity constraints, congestion and journey time reliability. In addition to transport investment, the LEP’s Growth Deal for Chippenham is focused on: accelerating the development of a new Station Hub and unlocking the growth of Langley Park for the delivery of a mixed use site solution to support the retention of significant business uses on part of the site.

4.3 Baseline analysis

4.3.1 The baseline data provides an overview of the environmental, social and economic characteristics of the Chippenham Site Allocations Plan area and how these compare to comparative data at different scales. This overview is presented in the SA Scoping Report 2014. Data have been collated and analysed for the following indicators:

Environmental Data
- Internationally designated sites including SPAs, SACs and Ramsar sites
- Sites of Special Scientific Interest (SSSIs)
- National Nature Reserves
- Ancient Woodland
- Sites of Nature Conservation Importance (SNCIs), incorporating Regionally Important Geological and geomorphological Sites (RIGS) and County Wildlife Sites
- UK BAP habitats
- Local Nature Reserves (LNRs)
- Protected Road Verges
- Local Geological Sites (LGSs)
- Non Statutory Nature Reserves (locally designated)
- Disturbance
- AQMAs
- Pollution: air, noise, lighting
- Land contamination
- Per capita carbon emissions
- Renewable energy installation
- Fuel poverty
- Ecological footprint
- Landscape character areas
- Designated landscapes: AONBs, Green Belts, Special Landscape Areas (SLAs), New Forest National Park
- Tranquility
- Soil pollutants
• Agricultural land classification
• Waste/ Municipal Waste
• River quality
• Water supply
• Water management
• Flood risk
• Groundwater protection
• Archaeological sites
• Scheduled monuments
• Heritage at Risk Register
• World Heritage Sites
• Listed buildings and conservation areas

Social Data
• Population: total and age structure
• Population projections
• Population: ethnicity and religion
• Household size and composition
• Household type and tenure
• Housing completions
• Homelessness
• Affordable housing
• Early years education and childcare
• Education: Future Capacity of Schools
• Employment
• Qualifications
• Workplace skills
• Obesity and health
• Mortality
• Road safety
• Crime
• Sport and recreation
• Access to green space
• Health inequalities
Economic Data

- Employment sectors
- Occupations by type
- Availability of the car
- Travel to work by mode
- Economic activity
- Job Seekers Allowance (JSA) Claimants
- Commercial property availability
- Weekly earnings
- Commuting patterns
- Resident-based economy
- Business dynamism

4.4 Data limitations

4.4.1 The purpose and use of indicators is to provide quantified, objective information in order to show how things change over time. However, they do not explain why particular trends are occurring and the secondary, or knock-on, effects of any changes.

4.4.2 There are several gaps in the data collected as a result of not all the relevant information being available at the local level for recent time periods but it is believed that the data sets available provide a comprehensive overview of the sustainability situation in Wiltshire. Data gaps include:

- Up-to-date data relating to rural Wiltshire
- Limited up-to-date landscape related information at national levels
- It is difficult to compare Census 2011 with Census 2001 data as the latter provided information on Wiltshire’s former counties and this is no longer being recorded or updated.