5. Identifying key sustainability issues

5.1 Introduction

5.1.1 The requirement to identify sustainability problems and issues arises from the SEA Directive, where the Environmental Report required under the Directive should include:

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

5.1.2 The identification of sustainability issues of particular significance to the site allocations for development in Chippenham provides a means of defining key issues for the Plan and to influence the respective Plan objectives and options. The analysis of baseline data informs the key sustainability issues and the development of the SA framework, in particular in identifying and selecting indicators and targets.

5.1.3 This section describes the current situation and highlights the key issues faced within Wiltshire. It does not attempt to cover all of the issues, but identifies those that are considered to be a priority in terms of the sustainability of development proposals at Chippenham in terms of their form and extent.

5.2 Methodology

5.2.1 The key sustainability issues have been derived by analysing the baseline data and contextual information from PPPs; and assessing what the likely significant issues will be over the longer term i.e. 10 years +.

5.2.2 It should be noted that some of the sustainability issues identified are not necessarily under the Chippenham Site Allocations Plan’s direct field of influence, for example an ageing population. However, it is considered important to reflect these where there may be indirect causality that can potentially be shaped by planning policies through the Plan.

5.3 Results

5.3.1 Table 5.1 presents the results of the analysis of key sustainability issues for Chippenham and more widely in Wiltshire by means of context. A column has been included to show which objectives of the SA Framework most closely align to the issues identified. The numbers in brackets refer to the objectives within the Wiltshire Core Strategy DPD SA, in the interest of completeness.

5.3.2 Baseline data is provided in the SA Scoping Report 2014.
### Table 5.1: Key Sustainability Issues and Opportunities

<table>
<thead>
<tr>
<th>Key Issues/ Opportunities</th>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIODIVERSITY</td>
<td></td>
<td></td>
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<tr>
<td>Wiltshire</td>
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</tbody>
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Numbers in brackets refer to the SA Objectives for the Wiltshire Core Strategy DPD, to enable cross-reference

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### Key Issues/ Opportunities

- There is the potential for development pressures resulting in increased recreational disturbance at Salisbury Plain and New Forest SPAs. Recreational disturbance can be avoided through the adoption of management measures, with Suitable Alternative Natural Green Space only to be provided in exceptional circumstances, as well as through the adoption of a Green Infrastructure Strategy. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013)

- Cotswold Beechwoods SAC - Potential impacts associated with air quality as a result of transport related emissions are an issue at the SAC. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013)

- Bath and Bradford-on-Avon Bats Special Area of Conservation (SAC) - There is the potential for new development to impact on the integrity of the SAC. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013)

- The Ashton Park Urban Extension at Trowbridge lies in close proximity to habitat known to support Bechstein’s bats at Biss / Green Lane Woods and could potentially result in significant effects on the protected species. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013)

- Water abstraction and pollution - Increased abstraction required to supply the additional proposed housing in the Core Strategy may impact upon the River Avon SAC and Kennet and Lambourne Floodplain SAC. This will also result in an increased requirement for wastewater discharge, which could have a significant effect upon the River Avon SAC through increased phosphate levels. (Source: Wiltshire Core Strategy Habitats Regulations Assessment - Update to the Wiltshire Core Strategy Habitats Regulations Assessment, Designated sites of international and national nature conservation importance to be protected and enhanced

### Implications for plan-making

- Improved connectivity between sites of biodiversity value
- Particular consideration given to the interaction of water usage and biodiversity value
- Need for HRA findings to be taken into consideration in site selection
- Development in the Corsham and Bradford-on-Avon Community Areas to be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the SAC
- Consideration given to the presence of Bechstein bats within close proximity to the Ashton Park Urban Extension site at Trowbridge
- County Wildlife Sites (CWS) to be protected from the adverse effects, direct and indirect, of development
- Requirement that disturbance impacts of development proposals form part of the environmental assessments prepared to inform development proposals
- Local Geological Sites (LGSs) to be secured and protected from future

### Relevant SEA Topic

- Biodiversity; Flora and Fauna

### Relationship to SA Objectives

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<tbody>
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<td>(1)</td>
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</tbody>
</table>
### Key Issues/ Opportunities

<table>
<thead>
<tr>
<th>February 2014</th>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Habitat Loss and modification as a result of new development</td>
<td>Tree cover loss, development</td>
<td>Development</td>
<td></td>
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<tr>
<td>- Increased housing at Bradford on Avon, Corsham and Westbury could result in habitat loss or modification which would impact upon the Bath and Bradford Bats SAC. However this would be addressed through the Wiltshire Council’s guidance document and it is considered that new development in the area would not affect the integrity of the SAC, provided this guidance is adhered to. Increased housing at Trowbridge could have LSE upon the Bechstein’s populations at Biss / Green Lane Woods. Wiltshire Core Strategy Habitats Regulations Assessment - Update to the Wiltshire Core Strategy Habitats Regulations Assessment, February 2014</td>
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<tr>
<td>- Slight decline has been witnessed in the condition of the SSSI network between 2011 and 2014. Decline in BAP species numbers has also been noted for the same time period. (Source: Natural England SSSI Condition Summary)</td>
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<tr>
<td>- Across Wiltshire there are opportunities to restore major areas of broadleaved woodland, neutral grassland, limestone grassland, chalk downland, river networks and wetland habitats linking to features shown on the South West Nature Map.</td>
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<tr>
<td>- Some strategic development which is planned during the plan period will fall within Strategic Nature Areas (SNA) including the east of Trowbridge extension and the proposed area of growth at Warminster, while extension of other towns including Malmesbury, Tidworth, Ludgershall, Marlborough and Cricklade could potentially fall within SNAs. Development in SNAs has the potential to cause further fragmentation and sterilise areas of land from restoration back to the target habitat type, equally however, major development offers the potential to create, restore and enhance target habitat</td>
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</tbody>
</table>

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**Notes:**
- Development
- Regard to be had BAP habitats/ species so that these can be protected from inappropriate development and measures to reverse decline can be introduced
- Requirement to demonstrate appropriate consideration of disturbance impacts within cumulative assessment work, including at the SA/SEA level
### Key Issues/ Opportunities

- There are approximately 1,550 County Wildlife Sites (CWSs) in Wiltshire covering approximately 21,000ha of semi-natural habitats. The CWS network does not receive any statutory protection and is vulnerable as a result.

- Local Geological Sites (LGSs) are currently the most important places for geology and geomorphology outside of geological SSSIs, and there are currently 58 LGSs in Wiltshire. Whilst policy to date has afforded a level of protection to LGSs, there is an opportunity for future policies to enhance or secure Wiltshire’s known geodiversity for the future.

- Development has the potential to result in long and short term disturbance of the natural environment resulting in a range of effects on species and habitats (both direct and indirect), which, particularly when taken in combination can be significant but have historically been overlooked in environmental assessments.

### Implications for plan-making

- Development should seek to, where appropriate, enhance the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site.

### Relevant SEA Topic

- LAND AND SOIL RESOURCES

### Relationship to SA Objectives

- 1 (1)
Due to the county’s predominantly rural nature, there is low availability of brownfield land in Wiltshire meaning that many allocations are likely to fall on greenfield sites. Nevertheless, the economic and other benefits of the best and most versatile agricultural land should be recognised and priority for development should be given to poorer quality land.

Future development needs provide the opportunity to remediate and redevelop Wiltshire’s remaining brownfield sites, particularly in town centres.

A key objective of Wiltshire Council is to reduce the amount of waste sent to landfill and maximising recycling rates by increasing recycling services and establishing alternatives to disposing of waste in landfills.

The amount of waste increases with an increasing population. New waste infrastructure is required to meet the demands resulting from future population growth.

The following key issues have been identified in the Waste Core Strategy 2006-2026:

- Key Issue 1: Substantial population growth in Wiltshire and Swindon and the need for additional waste management capacity
- Key Issue 2: Identifying future site locations, rationalising the framework of waste management sites and the environmental importance of Wiltshire and Swindon
- Key Issue 3: The approach to waste management in Wiltshire and Swindon
- Proposals for mineral and waste development may have a negative impact on local landscape character, biodiversity, geological

<table>
<thead>
<tr>
<th>Key Issues/ Opportunities</th>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preference for the use of brownfield land over greenfield land to deliver effective use of land, remediation of contaminated soils and protect greenfield land</td>
<td>Material Assets</td>
<td>2, 4</td>
<td></td>
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<tr>
<td>Development should be directed away from the best and most versatile (BMV) agricultural land</td>
<td></td>
<td>(2), (6)</td>
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<tr>
<td>Site allocations need to reflect the Waste Core Strategy with regards to the potential for waste to be processed locally</td>
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<tr>
<td>Site allocations will need to have regard to the Waste Site Allocations DPD</td>
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<tr>
<td>Site Allocations will need to have regard to Mineral Safeguarding Areas</td>
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</tbody>
</table>
### Key Issues/Opportunities

- Interests and heritage assets.
- Proposals for waste development may have a detrimental impact on tourism and recreational facilities, as well as on canals and railway routes.

### Implications for plan-making

- Development to be directed away from areas at risk of flooding or where it would increase the risk of flooding.
- Developer contributions for new development to be sought towards upgrading the waste water infrastructure.
- Direct development where it will not increase pressure on the local sewerage network.
- Groundwater resources should be protected from potential pollution resulting from new development.
- Consideration to be given to the opportunity for site allocations to incorporate SuDS and promote water conservation/grey-water recycling.

### Relevant SEA Topic

- Water, Human Health

### Relationship to SA Objectives

- 3, 5 (4), (7)
<table>
<thead>
<tr>
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<tr>
<td>fluvial flows.</td>
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<tr>
<td>• Potential developments in the Pewsham Way and Hardens Farm area are located in greenfield areas. These are not served by the public sewer system and flow paths associated with ordinary watercourses (ditches, mainly) are likely to convey water to the River Avon.</td>
<td></td>
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<tr>
<td>• The impacts of climate change are likely to significantly affect waste water treatment infrastructure. More intense rainfall is likely to put further pressure on the sewerage network, which could lead to sewer flooding and spills from combined sewer overflows. More prolonged periods of dry weather could mean that treated effluent from sewage treatment works returned to rivers constitutes a higher proportion of the flow in these rivers and streams, whilst hotter weather could lead to an increase in complaints from residents concerning odour from sewage works.</td>
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<tr>
<td>• The River Avon SAC and ground water sources are particularly vulnerable to the effects of diffuse and point source pollution, in particular to elevated phosphate levels from additional sewage discharges in the catchment. This can be addressed through the introduction of a Nutrient Management Plan to reduce phosphate levels.</td>
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<tr>
<td>• Nitrogen enrichment of surface waters and groundwater is already regarded as problem in a number of areas. Wiltshire’s chalk streams are internationally important for biodiversity, but currently suffer from a number of interacting factors that are having negative impacts.</td>
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<tr>
<td>• Groundwater resources need to be protected and managed to ensure sustainable future supplies. There are two key risks to groundwater: pollution / contamination; and over use of</td>
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</tbody>
</table>
### Key Issues/Opportunities

#### Chippenham

- More detailed Strategic Flood Risk Assessment is needed to provide a robust understanding of flood risk and inform decisions about the town’s growth and appropriate selection of sites for development. Such work should consider all aspects of flood risk and, where practicable, the scope of the assessment should be agreed with the Council and the Environment Agency.
- Chippenham: Historically, the majority of reported flooding issues within Chippenham have been linked with fluvial flooding from the River Avon. Surface water flooding combined with sewer exceedance has occurred within the High Street causing localized flooding of surrounding commercial properties.

#### AIR QUALITY AND ENVIRONMENTAL POLLUTION

#### Wiltshire

- Wiltshire Council has declared a number of AQMAs due to exceedances in nitrogen dioxide.
- Future development has the potential to result in air quality impacts on biodiversity, and in particular on Natura 2000 sites. Potential impacts associated with air quality are an issue at the Cotswold Beechwoods SAC site which falls under the management plan for the Cotswolds AONB.

### Implications for plan-making

Site allocations should be within zone 1 flood risk areas. Flood Risk Assessments, where development is proposed nearby, may be needed to define precise boundaries to zone 1 and establish the scale and extent of development that can be accommodated.

### Relevant SEA Topic

- Water, Human Health

### Relationship to SA Objectives

- 3, 5
- (4), (7)
## CLIMATIC FACTORS

**Wiltshire**

- Increases in human greenhouse gas emissions are predicted to lead to rises in global temperature. Global warming is shown to have already affected world weather patterns with further predicted rises in global sea levels, a loss of sea ice and snow cover, a greater intensity of hot extremes, and heavy precipitation and a greater intensity of other events such as typhoons and hurricanes. There are four areas of opportunity where planning policy can contribute to resilience to climate change:
  - Managing high temperatures
  - Managing flood risk
  - Managing water resource and water quality
  - Managing ground conditions.

- Wiltshire’s ecological footprint is significantly greater than the average global ecological footprint. Efforts directed at climate change adaptation and mitigation at the local level such as reducing the use of non-renewable energy and reducing vehicle journeys, will contribute to reducing the county’s ecological footprint.

- In Wiltshire, there is a local need to reduce carbon emissions and deliver an increased level of renewable energy. Wiltshire’s per capita carbon emissions are greater than for either the South West or for the UK though the period 2005 to 2011 has seen a steady reduction of carbon emissions (approx 23%).

- An opportunity has been identified in Trowbridge for the delivery of a district energy/heat network.

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<td>New development should meet high energy efficiency standards and be designed so as to be resilient to the impacts of climate change.</td>
<td>Human Health, Climatic Factors, Population, Material Assets</td>
<td>1, 3, 4, 5 (1), (4), (6) (7)</td>
</tr>
<tr>
<td>• Managing high temperatures</td>
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<tr>
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</table>
**Key Issues/ Opportunities**

- Generally the housing stock in Wiltshire is better than the national average. The number of ‘non decent’ homes is greatest in rural areas and pockets of fuel poverty have been identified throughout Wiltshire. The percentage of households in fuel poverty is greatest in South West Wiltshire followed by the Pewsey Community Area.

**CULTURAL HERITAGE**

- Wiltshire has a rich and historic landscape which forms an important part of its rich natural heritage. Wiltshire has nearly 20,000 archaeological sites ranging from the prehistoric through to Roman and medieval times and the civil war battlefield at Roundway Down. There are also approximately 12,000 listed buildings, 37 historic parks and gardens, three Areas of Outstanding Natural Beauty (AONBs) and more than 200 conservation areas. There is a need to retain/preserve and where possible enhance designated and non-designated heritage assets.

- Wiltshire’s rural settlements and villages include many historic farm buildings. However there have been an alarming number of losses of these buildings in recent years and surviving examples of threshing barns, granaries, malt houses, dovecotes and stables are becoming increasingly rare.

- The presence of busy main roads in the vicinity of the Stonehenge World Heritage Site impacts adversely on its integrity. However in June 2013 the section of road traversing the World Heritage Site was closed to public vehicular access in order to reduce the impacts of roads and traffic on visitor facilities.

- A significant proportion of Wiltshire’s scheduled monuments are ‘at

**Implications for plan-making**

- New development should seek to protect and enhance the setting of local designated and non-designated heritage assets.
- New development should seek to retain the historic fabric and heritage of Wiltshire, including through the footprint of sites and the creation of boundaries to built development.
- Policies should seek to ensure that development densities are appropriate to the local context, to avoid erosion of the character of settlements.
- Where appropriate, new development should contribute to ‘saving’ the heritage sites in Wiltshire most at risk.
- New development should have regard to the relevant Conservation Area Management Plan.

**Relevant SEA Topic**

- Cultural Heritage, Landscape

**Relationship to SA Objectives**

- 5, 6, 7 (7),(8), (9)
### Key Issues/Opportunities

| High risk*. In 2013, there were 257 entries for Wiltshire in English Heritage’s ‘At Risk Register’, which is an improvement on 2011 figures (266 entries in the Heritage at Risk Register 2011) but there is the opportunity to do more to address heritage at risk.  
*Opportunities exist to promote the wider contribution of the historic environment to sustainable development.  
*The effects of climate change are likely to present some particular threats to the historic environment of Wiltshire, including:  
  - an increased incidence of wetting and drying that heighten the risk of ground subsidence and accelerated decay of stonework  
  - more frequent intensive rainfall events that can cause increased erosion of archaeological sites  
  - the possible increase in the frequency of extreme weather that could pose an increased risk of damage to historic buildings and cultural sites.  

#### Chippenham

**Opportunity through the Chippenham Masterplan to promote the regeneration and revitalisation of Chippenham’s built and natural heritage**

<table>
<thead>
<tr>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>All development and public realm improvements must respect the historic character of the town centre in accordance with the Chippenham Conservation Area Management Plan (2010).</td>
<td>Cultural Heritage, Landscape</td>
<td>6, 7 (8), (9)</td>
</tr>
</tbody>
</table>

#### LANDSCAPES

**Wiltshire**

- A key challenge for Wiltshire will involve reconciling the need for sustainable development whilst meeting the social and economic

<p>| Areas protected for their landscape value should be preserved and wherever possible | Landscape, Biodiversity | 1, 7 |</p>
<table>
<thead>
<tr>
<th>Key Issues/ Opportunities</th>
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</tr>
</thead>
<tbody>
<tr>
<td>needs of the countryside and preserving the intrinsic qualities of the landscape.</td>
<td>enhanced Site allocations should take topography and key view corridors into consideration, in order to respond appropriately to established landscape character Preserving and enhancing local landscape character will need to be a key consideration in development proposals, particularly through encouraging high quality design solutions to ensure that the proposals respect and complement the local landscape Management plans have been prepared for the three AONBs and will need to be considered in proposals for future development Enhancement of the local Green Infrastructure network should be promoted through new development, ensuring that site allocations include sufficient space for wildlife networks and planting to connect within and beyond development sites Opportunities to introduce water into development sites should be considered in the context of local landscape character, for example, through the use of SuDS Policies should respect established Green Belt boundaries and seek to preserve openness where it is important in defining</td>
<td>(1), (9)</td>
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<tr>
<td>The need to meet house-building targets may result in pressures on the landscape surrounding the urban areas of Salisbury, Trowbridge and Chippenham, but also in other areas.</td>
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<tr>
<td>There are 3 AONBs in Wiltshire: Management plans have been prepared for the three AONBs and will need to be considered in proposals for future development.</td>
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<tr>
<td>Key potential pressures on AONBs could include: pollution (noise/air/light); expansion of urban areas; development pressures; equine related activities; erosion of the character and sense of place through unsympathetic design; habitat decline; impact of re-using brownfield land (MoD sites) in the countryside</td>
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<tr>
<td>With regards to Wiltshire Council’s Landscape Character Assessment (LCA) and Special Landscape Areas (SLA) there may be an opportunity to identify those truly unique areas of Wiltshire and protect them for the future, while also avoiding unnecessarily rigid local designations which restrict opportunities for sustainable development.</td>
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<tr>
<td>Through new development there are opportunities as well as a need to promote sustainable design in Wiltshire that respects and complements the character of the local landscape.</td>
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<tr>
<td>There are opportunities through emerging policies to promote the delivery of Green Infrastructure projects in line with the emerging Wiltshire Council GI Strategy.</td>
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<tr>
<td>‘Tranquillity’ should be recognised as a key positive aspect of the countryside that should be protected</td>
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<tr>
<td>Part of the Western Wiltshire Green Belt falls in Wiltshire including</td>
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</tbody>
</table>
### Key Issues/Opportunities

| Land surrounding Bradford on Avon, Trowbridge and west of Corsham. The particular objectives of the Western Wiltshire Green Belt are to maintain the open character of undeveloped land adjacent to Bath, Trowbridge and Bradford on Avon, to limit the spread of development along the A4 between Bath and Corsham and to protect the historic character and setting of Bradford upon Avon. | Landscape character | | |

**Chippenham**

- The River Avon is an important asset for the town and the local environment, and could be better integrated with the town centre and urban extension as part of a green infrastructure strategy, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists.
- Opportunity through the Chippenham Masterplan to promote the role of green infrastructure and encourage legibility and connectivity across the town.

  Proposals for the town should set out how to better integrate the River Avon with the town centre and urban extension, so that it also acts as a green corridor for wildlife, a recreational space and a sustainable transport route. Maximising the opportunity to promote the role of green infrastructure and to encourage legibility and connectivity across the town.

**Biodiversity, Landscape**

| 1, 7 (1), (9) |

### POPULATION AND HOUSING

**Wiltshire**

- Ageing population: By 2026 the composition of Wiltshire's older age groups will have changed dramatically. There will be a higher proportion of the older age groups, including the over 85s, and double the number of older disabled people. It is therefore important that new homes are suitable to meet the needs of households in the future including an ageing population.

  Priority should be given to improving the quality, type and tenure of housing and ensuring that high quality housing is affordable to all sections of the community. The emerging Core Strategy seeks 40% affordable housing contribution in Category 1 and 2 settlements (including...)

**Population**

| 8, 9 (10), (12) |
## Key Issues/ Opportunities

- **Gypsy and Traveller accommodation:** There are current, unresolved issues in Wiltshire surrounding unauthorised encampments and the lack of alternative sites which need to be addressed.

- **Affordability:** In Wiltshire there is a key issue of affordability, particularly in rural areas meaning that many people cannot afford to live where they grew up or where they work. This results in households settling for inadequate conditions, living in houses that are too small or in poor conditions. Rural areas also show the strongest polarity of incomes being home to both relatively low income households and high income ones typically involving long distance commuters. This is combined with a larger older population. Rural households register much greater difficulty in accessing services, a common pattern throughout the country.

- **The lack of good housing stock has a knock-on impact on the economy.** Wiltshire needs to right kind of homes to retain young people as well as to accommodating an ageing population.

- **In Wiltshire there are extensive areas of land in Ministry of Defence (MoD) ownership, some of which is likely to become redundant in the plan period and which presents opportunities for redevelopment.**

- **Efficient use of land in Wiltshire is very important, particularly given the rural nature of the county with low levels of previously developed land.** It is essential that design solutions are encouraged which will achieve higher density levels wherever possible.

- **The identified housing requirement in Wiltshire over the plan period 2006-2026 is 42,000 dwellings distributed as follows:**
  - East Wiltshire Housing Market Area (HMA): 5,940 dwellings
  - North and West Wiltshire HMA: 24,740 dwellings

## Implications for plan-making

- Chippenham), and 30% for development in Category 3 and 4 settlements (on sites of five or more units). The DPD will need to reflect this approach through site allocations.

- **Sufficient land should be allocated for housing in accessible locations, taking into account the need to reduce car based travel.**

- **Priority should be given to the redevelopment of previously developed land for new development, including opportunities presented by MoD land that may become available for change of use.**

- **Development proposals for housing will have to have regard to the settlement hierarchy in the Wiltshire Core Strategy DPD, which indicates where development should be directed in the county.**

- **The design of new housing will need to allow for a certain level of flexibility to meet the changing needs of the local population.**

- **Emerging Neighbourhood Plans should be considered when planning new development in Wiltshire towns and villages.**

<table>
<thead>
<tr>
<th>Key Issues/ Opportunities</th>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gypsy and Traveller accommodation: there are current, unresolved issues in Wiltshire surrounding unauthorised encampments and the lack of alternative sites which need to be addressed</td>
<td>Chippenham), and 30% for development in Category 3 and 4 settlements (on sites of five or more units). The DPD will need to reflect this approach through site allocations.  Sufficient land should be allocated for housing in accessible locations, taking into account the need to reduce car based travel.</td>
<td></td>
<td>Relationship to SA Objectives</td>
</tr>
</tbody>
</table>
### Key Issues/Opportunities

| South Wiltshire HMA: 10,420 dwellings  
West of Swindon: 900 dwellings  
- There is the opportunity through new development to significantly increase the affordable housing stock.  
- Neighbourhood Plans: A number of Neighbourhood Plans are currently under preparation, providing a local interpretation of key issues that should be taken into consideration. | | | |
|---|---|---|---|

### Implications for plan-making

- Strategically important mixed-use sites for the town's expansion to be identified through policy  
- Priority should be given to the redevelopment of previously developed sites.

### Relevant SEA Topic

- Population  
  - 8, 9  
  - (10), (12)

### Relationship to SA Objectives

- Population  
  - 8, 9  
  - (10), (12)

### Chippenham

- Housing development in Chippenham should be phased for delivery throughout the plan period. This will enable employment development to come forward in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period.  
- Opportunity to identify mixed use land opportunities necessary to deliver substantial growth in Chippenham. In this context there are a number of strategic areas where large mixed use sites could be located, particularly to the north, east and south.

### HEALTHY COMMUNITIES

### Wiltshire

- The proportion of people reporting limiting long-term illness in Wiltshire is amongst the lowest in England.  
- Sport and recreation: Wiltshire contains some of the most deprived wards in the south west, which has a consequential impact upon the number of people taking part in physical activity.

| Location of development where it encourages walking and cycling over the use of the car or even of public transport  
Location of services within walking distances to residential development  
Provision of easily accessible and safe | | | |
|---|---|---|---|

### Relevant SEA Topic

- Human Health, Population, Climatic Factors  
  - 2, 5, 7, 8, 9, 10  
  - (2), (7), (9), (10), (12), (15)
<table>
<thead>
<tr>
<th>Key Issues/ Opportunities</th>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Obesity: The number of overweight and obese people has tripled over the last two decades and this number is still rising. Obesity amongst children in Wiltshire is relatively low and compares well with both the national figures and comparator authorities. However, there are hotspots where obesity levels are high.</td>
<td>promote development to mitigate against the effects of urban heat islands</td>
<td></td>
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<tr>
<td>• Health inequalities: Although Wiltshire is generally not a deprived area; the county has pockets of deprivation including three local areas that lie amongst the 20% most deprived in England.</td>
<td>easy access to health facilities and provision of health facilities as part of larger developments where existing facilities would not be able to cope with additional demand generated by the new development</td>
<td></td>
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<tr>
<td>• Ageing population: The changing age structure of the Wiltshire population will have a significant impact on the health and social care needs of the population.</td>
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<tr>
<td>• Encouraging access to good quality green infrastructure is key to support healthy communities. However there are isolated pockets of greenspace in Wiltshire which are of varying standards.</td>
<td></td>
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</tr>
<tr>
<td>• Crime and safety: Salisbury, Chippenham and Trowbridge absorb an intensive amount of resources from police and other agencies but still produce higher levels of crime and disorder than any other area. The level of crime in Wiltshire overall is not particularly high but the fear of crime is more substantial.</td>
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<tr>
<td>• Fuel poverty: There are pockets of fuel poverty throughout Wiltshire. The percentage of households in fuel poverty is greatest in South West Wiltshire, followed by the Pewsey Community Area.</td>
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<tr>
<td>• Unavoidable climate change will occur over the next few decades regardless of any mitigation measures that may be pursued. For example, temperatures are expected to rise between 1.1 and 6.4 °C. This will result in an increase in hot weather extremes and deaths associated with high temperatures. Climate change will also result in warmer winters which may on the other hand reduce the</td>
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<tr>
<td>Key Issues/ Opportunities</td>
<td>Implications for plan-making</td>
<td>Relevant SEA Topic</td>
<td>Relationship to SA Objectives</td>
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<tr>
<td>amount of illnesses over the winter months.</td>
<td>Community Infrastructure Levy payments or mixed-use development proposals to help meet the need for new infrastructure provision, including a new GP, Fire, Police and Ambulance Facilities. Incorporate the proposals of the Chippenham Masterplan to identify new locations for a new hotel and other community uses.</td>
<td>Human Health, Population, Climatic Factors</td>
<td>2, 5, 7, 8, 9, 10 (2), (7), (9), (10), (12), (15)</td>
</tr>
</tbody>
</table>

**Chippenham**

- A number of improvements are needed to infrastructure provision in Chippenham and these include the need for new GP, Fire, Police and Ambulance facilities. A shared site and/or contributions for such provision could offer an effective route to improved service delivery providing they are centrally located as practicable and in a sustainable and accessible location. Contributions toward enhanced health and emergency services provision will be sought where appropriate from any proposed development at Chippenham, subject to viability and timing.
- The Chippenham Central Opportunity Area has the potential for new hotel and community uses

**INCLUSIVE COMMUNITIES**

**Wiltshire**

- Poverty and deprivation: Wiltshire is not a deprived county however there are three small areas - two in Trowbridge and one in Salisbury - which are in the top 20% of deprived areas nationally; they are home to slightly more than 5,000 people. There are also scattered areas of poverty in rural Wiltshire. The most prevalent form of deprivation in Wiltshire relates to barriers to housing and services.
- There are a number of challenges faced by rural areas in Wiltshire. These include lack of affordable housing, an ageing population, rural isolation, and lesser accessibility as well as a decline in basic facilities.

New development should be designed so as to enhance a sense of community through the provision of public/community spaces and facilities. The design of developments should also increase opportunities for passive surveillance to increase a sense of security and well-being. Provision of appropriate levels of good quality affordable housing to meet local need. Locate development within easy access of

| Population; Human Health; Climatic Factors | 7, 8, 9, 10 (9), (10), (12), (15) |
### Key Issues/Opportunities

| Relevant SEA Topic | Relationship to SA Objectives
|-------------------|-------------------------------|

- Wiltshire, along with Dorset and Bath and North East Somerset, has the biggest gap in the South West between the affordability of houses for resident and workplace employees. The high local house prices do not reflect the local employment offer which is characterised by lower skilled, manufacturing jobs.

- Accessibility: As a sparsely populated, rural county, access to services is a major issue especially for those living in the rural areas that do not have access to a car.

- Community Campuses: Wiltshire Council is working with local communities to develop proposals for innovative community campuses across the county. What a campus will look like, what services will be provided, or where it will go, will be community led and subject to extensive consultation with local people and partners.

### Education and Skills

- Wiltshire has a higher than average proportion of young people not in Employment, Education or Training (NEET). Data suggests that many jobs taken by 16-18 year olds are often temporary: either genuinely short contract or seasonal jobs or the young people move between jobs until they settle.

- With regards to workplace skills, Wiltshire has been dominated by low value, low skilled manufacturing and service sectors, resulting in the county becoming an attractive place for the higher skilled and higher paid in which to live, but not to work.

- The skills base of Wiltshire is relatively polarised with a high proportion of residents with high skills levels, but equally a significant proportion with poor basic skills and, as a result of the...
### Key Issues/ Opportunities

1. Recession, increasing unemployment levels

### Chippenham

- The existing Hardenhuish and Sheldon secondary schools are oversubscribed and further work is needed to assess either the need for a new secondary school in the town or the opportunity for expansion of Abbeyfield secondary school.
- Abbeyfield School is a business and enterprise school with close links with the local Chambers of Commerce. A small business enterprise zone, linked to the school, should be developed as a centre of excellence to facilitate dynamic and reciprocal links with local businesses to ensure direct pathways from education through to training through to employment. This will help to encourage young people to stay within Wiltshire.

### Opportunities for additional secondary school provision in the town should be explored. Secondary school provision should be integral to any proposed mixed use development in Chippenham

- The possible expansion of Abbeyfield secondary school should be considered as an option to meet the local and future need for secondary school places. This may include the development of a small enterprise zone linked to the School.

<table>
<thead>
<tr>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
<th>Relationship to SA Objectives</th>
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<tbody>
<tr>
<td>Opportunities for additional secondary school provision in the town should be explored. Secondary school provision should be integral to any proposed mixed use development in Chippenham. The possible expansion of Abbeyfield secondary school should be considered as an option to meet the local and future need for secondary school places. This may include the development of a small enterprise zone linked to the School.</td>
<td>Population, Human Health</td>
<td>9, 10, 11, 12, (12), (15), (16), (17)</td>
</tr>
</tbody>
</table>

### TRANSPORT

#### Wiltshire

- There is a need to ensure that employment, education, health, shops, and other essential facilities are accessible to all, and not just those with access to a private car.
- Some sections of Wiltshire’s transport network are below national standards for structural condition and skid resistance. Some of the main highway routes in the county are unsuited to the volume and weight of traffic carried and this has given rise to some local congestion, relatively low inter-urban journey speeds and journey time reliability issues.
- High car ownership is reflective of the rural nature of the county.

#### Have regard to the Wiltshire Infrastructure Delivery Plan 2 (September 2013)

- Using developer contributions to improve walking, cycling and public transport infrastructure
- Locate new development where it is accessible to all on foot, by bicycle or through using public transport
- Design development so as to minimise car usage

<table>
<thead>
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<tbody>
<tr>
<td>Have regard to the Wiltshire Infrastructure Delivery Plan 2 (September 2013) Using developer contributions to improve walking, cycling and public transport infrastructure Locate new development where it is accessible to all on foot, by bicycle or through using public transport Design development so as to minimise car usage</td>
<td>Air, Climatic Factors, Human Health</td>
<td>2, 6, 9, 10, (2), (4), (12), (15)</td>
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</tbody>
</table>
although there are clear geographic differences in the distribution of households without access to cars. The future growth of Wiltshire’s largest towns should focus on creating more favourable conditions for people to be less reliant on the car.

- With regards to public transport, there is scope to increase the number of trips made on public transport. Increasing car ownership levels have given rise to greater flexibility for many social, leisure and employment activities as well as many facilities now being located on the edge of urban areas. Public transport is mostly unable to meet these changes, both in terms of service frequency and geographic coverage, thus leaving those without access to a car disadvantaged. Consideration of alternative approaches is needed, building upon success of the development of the Park & Ride services in Salisbury, and partnership schemes with the main operators to improve ridership on their commercial services, such as Kickstart improvements to the Chippenham-Swindon route, the Salisbury Area and Active8 Quality Partnerships.

- There has been a sustained increase in the number of rail passenger journeys in Wiltshire

- There are opportunities to increase the proportion of journeys made on foot as well as increasing the percentage of people cycling to work. Wiltshire’s relative affluence and high levels of cycle ownership offer a good opportunity to increase levels of cycling. There is scope for improving walking and cycling facilities in town centres.

- The western Wiltshire towns, which rely heavily on the A350 and A36/A46 routes, are particularly affected by increasing traffic volumes along those routes resulting in unreliability of journey times which is of particular concern to local businesses.

<table>
<thead>
<tr>
<th>Key Issues/Opportunities</th>
<th>Implications for plan-making</th>
<th>Relevant SEA Topic</th>
</tr>
</thead>
</table>

Ensure new development incorporates appropriate facilities and infrastructure for cyclists
### Key Issues/Opportunities

- The economic expansion of the main employment areas surrounding the county has not been matched by a similar increase in housing provision, which has increased demand for housing in the county, particularly in the western Wiltshire towns. This has resulted in increased out-commuting, leading to higher traffic volumes and increased pressure on the condition of the highway network.

### Chippenham

- The Chippenham Transport Strategy proposes the following key improvements to address transport related issues in the town and there is an opportunity for these to be reflected through planning policy:
  - A350 improvements (the A350 has experienced significant traffic growth in recent years)
  - Targeted town centre and key corridor improvements to ease congestion
  - Gyratory or alternative capacity neutral reconfiguration of the Bridge Centre junction with associated traffic management measures
  - Public transport improvements
  - Comprehensive walking strategy/improvements for Chippenham and beyond
  - Targeted cycling improvements focused on new developments, key corridors and links to town centre/public transport interchanges
  - Reallocating long-stay parking to short-stay parking in town centre
  - Area wide travel plans or Local Sustainable Transport Fund initiatives focusing on employers, schools and residents in

### Implications for plan-making

- Integration and review of the relevant proposals from the Chippenham Transport Strategy
- Public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campuses to be improved
- Sustainable connectivity of Chippenham to be encouraged

### Relevant SEA Topics

- Air, Climatic Factors, Human Health

### Relationship to SA Objectives

- 2, 6, 9, 10
- (2), (4), (12), (15)
<table>
<thead>
<tr>
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<th>Relationship to SA Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chippenham.</td>
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<tr>
<td>• Personalised Journey Planning across Chippenham</td>
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<tr>
<td>• Public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campuses needs to be improved including better integration of different modes</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Opportunity through the Chippenham Masterplan to encourage sustainable connectivity.</td>
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</tbody>
</table>

**ECONOMY AND ENTERPRISE**

**Wiltshire**

- Chippenham, Salisbury and Trowbridge should be the focus of both housing and employment development in the future.
- There are discrepancies between average earnings by workplace and average earnings by residence in Wiltshire suggesting that Wiltshire’s higher skilled resident workers are unable to secure the higher than average earnings within Wiltshire and therefore commute outside of the county for work.
- Wiltshire house prices are too high for younger people and people in lower skilled/paid jobs who tend to work locally. This means that some local industries will struggle to secure labour at a price which will enable them to compete with lower cost foreign production. These conditions place further pressures on manufacturing in the Wiltshire economy.
- Approximately 6% of all jobs in Wiltshire are tourism related (directly and indirectly) however compared to other counties Wiltshire generates the lowest amount of spend from staying visitors and also is a long way behind other counties in the south west in terms of

- Housing development to be located in proximity to employment sites in order to reduce out-commuting and promote travel to work using sustainable modes of transport
- Safeguarding employment sites suitable to attract high quality employers to the county
- Enhance the viability of the area as an employment centre, in order to improve employment rates. This could be done through the provision and retention of suitable sites for employment in locations that are accessible by sustainable means as well as being located close to residential centres
- Build on positive tourism assets for a greater increase in tourism activity across a
### Key Issues/Opportunities

- Opportunities:
  - Retaining principal employment areas
  - Delivering employment on strategic sites
  - Maintaining the vitality and viability of town centres
  - Supporting the LEP objectives and SEP projects
  - Delivering other employment sites
  - Matching business requirements for land and premises
  - Reducing out-commuting and supporting the economic resilience of local communities
- Supporting business and services in rural areas

### Implications for plan-making

- Income generated from day trips.

### Relevant SEA Topic

- Relationship to SA Objectives

### Chippenham

- Chippenham is identified as a strategic employment location and has been successful in retaining international employers in the manufacturing and service sector, including ICT services, rail systems and logistics. Chippenham is well connected in terms of transport meaning that it is an attractive location for local employers but also leads to high levels of out commuting. However, there is currently a shortfall in suitable land for employment growth and a failure to respond to this issue would result in existing and prospective employers moving elsewhere.
- Opportunity through the Chippenham Masterplan to intensify the town centre and improve its retail and commercial offer in the context of its phased growth
- The Chippenham Central Opportunity Area has the potential to

<table>
<thead>
<tr>
<th>Policies should support urgent release of land for employment development. Provision should be made in Chippenham for an improved retail and commercial offer through the identification of sites to accommodate additional retail floorspace, with a focus on the central regeneration area. This should seek to support the specific targets in the Wiltshire Core Strategy DPD. Land should be identified to accommodate employment generating uses on allocated strategic sites as well as on town centre</th>
<th>Material assets, Population, Climatic Factors</th>
<th>7, 8, 9, 11, 12 (9), (10), (12), (16), (17)</th>
</tr>
</thead>
</table>

### Relevant SEA Topic

- Relationship to SA Objectives

### Atkins
accommodate approximately 12,500sqm of office and industrial development and approximately 10,000sqm of retail and leisure floorspace

- New employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting. New employment provision will be supported on the allocated strategic sites and on identified town centre regeneration / brownfield opportunity sites
- Chippenham’s offer as a service centre will be enhanced, particularly the town centre for retail, leisure and the evening economy in order to reduce the outflow of shopping and leisure trips
- The Wiltshire Core Strategy DPD identifies the need to secure expansion to Chippenham’s town centre by providing additional convenience floorspace of 703sq m net by 2015 rising to 1338 sq m by 2020 and an additional 3181sq m net comparison floorspace rising to 7975sq m net by 2020 to include an improved retail offer.
- Further out of centre retail development in Chippenham would weaken the town centre and future provision should be focused in the central regeneration opportunity area. Any proposals for edge of town centre retail development should clearly demonstrate that the development would not have a detrimental impact on the town centre

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>regeneration/ brownfield opportunity sites. Proposals for edge of town retail development should be avoided unless it can be demonstrated that they would not result in detrimental impact on the town centre</td>
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</tbody>
</table>
6. Developing the Sustainability Appraisal Framework

6.1 Introduction

6.1.1 The next task in the sustainability appraisal is the development of the Sustainability Appraisal Framework (SA Framework). The SA Framework is a key component in completing the SA by synthesising the PPPs, the baseline information and sustainability issues into a systematic and easily understood tool that allows the prediction and assessment of effects considered likely to arise from the implementation of the Chippenham Site Allocations (CSA) Plan. Though the SEA Directive does not specifically require the use of objectives in the SEA process, they are a recognised and useful way in which environmental effects can be described, analysed and compared at key stages of the plan development.

6.2 Methodology

6.2.1 A set of objectives and indicators have been drawn up under the three sustainable development dimensions: social, economic and environmental.

6.2.2 The SA objectives for the CSA Plan have been worded so that they reflect one single desired direction of change for the theme concerned and do not overlap with other objectives. They include both externally imposed social, environmental and economic objectives; as well as others devised specifically in relation to the context of the Plan. The SA objectives have also been worded to take account of local circumstances and concerns feeding from the analysis of sustainability issues (Task A3).

6.2.3 A set of decision aiding questions has been derived to capture the change likely to arise from the Plan implementation and has played a role in the assessment itself. As the SA has progressed, it has helped the development of a set of indicators included in the proposed monitoring programme.

6.2.4 The SA objectives have been derived from the various PPPs that were reviewed as part of Task A1, collection of baseline data (Task A2) and the identification of key sustainability issues (Task A3). The SA Framework derived for the SA of the Wiltshire Core Strategy DPD (see SA Scoping Report 2014) provided the starting point in developing a refined framework for the assessment of the sites proposed within the CSA Plan.

6.2.5 The SA Framework objectives from the Wiltshire Core Strategy DPD were reviewed for applicability and a small number were excluded from the CSA Plan SA Framework. In some instances, decisions aiding questions were retained, but linked to a different objective, as follows:

- Wiltshire Core Strategy DPD SA Objective 3 - Promote sustainable waste management solutions that encourage the reduction, re-use and recycling of waste. This SA objective was excluded but the relevant decision aiding question added to CSA Plan SA Objective 2.
- Wiltshire Core Strategy DPD SA Objective 5 - Protect people and property from the risk of flooding. This SA objective was merged with the CSA Plan SA Objective 5 (Minimise our impacts on climate change and reduce our vulnerability to future climate change effects) as the key issues in relation to housing are likely to be similar.
- Wiltshire Core Strategy DPD SA Objective 11 - Provide a safe and healthy environment in which to live. This SA objective was merged with CSA Plan SA objective 12 as relevant aspects cover similar theme.
- Wiltshire Core Strategy DPD SA Objective 13 - Improve equality of access to, and engagement in local, high quality community services and facilities. This SA objective was excluded but the relevant aspects included under CSA Plan SA objective 10.

- Wiltshire Core Strategy DPD SA Objective 14 - Raise educational attainment levels across the authority and provide opportunities for people to improve their workplace skills. This SA objective was excluded as it was not directly relevant to the allocation of land for housing and employment use.

6.2.6 A number of decision aiding questions has also been removed as they are either beyond the sphere of influence of the site allocation process, or their function is encompassed within another objective.

6.2.7 Changes identified in red and strikethrough represent changes from the original wording following consultee comments on the Scoping Report (See Appendix D of this report).

6.2.8 As the SA Scoping Report covered both the Chippenham Site Allocations and Wiltshire Housing Site Allocation DPDs, some specific decision aiding questions were identified for each. However, both are retained in Table 6.1 SA Framework below for completeness.
## 6.3 Sustainability Appraisal Framework

### Table 6.1: Sustainability Appraisal Framework

<table>
<thead>
<tr>
<th>Sustainability Topic</th>
<th>Sustainability Appraisal objective</th>
<th>Decision aiding questions. Will the development site policy...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Biodiversity</strong></td>
<td>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses.</td>
<td>1. Avoid habitat fragmentation including prejudicing future biodiversity restoration?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ensure all new developments protect and enhance local biodiversity through the adoption of appropriate mitigation measures including buffering existing important sites and species (including ancient woodland, CWSs, SNAs, AONBs, SSSIs, SACs, SPAs and locally designated sites) and creating biodiversity features within new development resulting in a net gain?</td>
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<tr>
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<td>3. Result in greater community engagement with biodiversity?</td>
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<td></td>
<td>4. Require protection and provision of green corridors and river corridors, with use of buffer strips, where necessary?</td>
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<td>5. Aid in the delivery of a network of multifunctional Green Infrastructure?</td>
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<td>6. Ensure all new developments have regard to and protect BAP habitats/ species?</td>
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<td>7. Consider the findings of the HRA in site selection and design?</td>
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<tr>
<td><strong>Wiltshire</strong></td>
<td></td>
<td>8. Maintain the existing extent of ancient woodland sites?</td>
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<td></td>
<td>9. Require that disturbance impacts of proposed development are assessed as part of development proposals, particularly in relation to Salisbury Plain and New Forest SPAs?</td>
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<td></td>
<td></td>
<td>10. Consider Wiltshire Council guidance to maintain SAC integrity in the Corsham and Bradford-on-Avon Community Areas?</td>
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<tr>
<td></td>
<td></td>
<td>11. Ensure that all new developments protect Local Geological Sites (LGSs) from development?</td>
</tr>
<tr>
<td><strong>Chippenham</strong></td>
<td></td>
<td>12. Ensure that, where appropriate, development in Chippenham enhances the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site?</td>
</tr>
<tr>
<td>Sustainability Topic</td>
<td>Sustainability Appraisal objective</td>
<td>Decision aiding questions. Will the development site policy…</td>
</tr>
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<td>----------------------</td>
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<td>----------------------------------------------------------</td>
</tr>
</tbody>
</table>
| **Land and Soil Resources** | 2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings. | 1. Maximise densities in sustainable locations that have good access to local facilities, public transport links and key infrastructure?  
2. Maximise reuse of Previously Developed Land where possible/appropriate?  
3. Encourage remediation of contaminated land?  
4. Maximise efficient use of land within town/city centres?  
5. Ensure the design and layout of new development supports sustainable waste management? |
| **Wiltshire** | 6. Protect and enhance soil quality?  
7. Protect the best and most versatile agricultural land?  
8. Ensure that the allocation of sites considers the areas designated for sustainable waste management and of existing or future mineral working potential? |
| **Water Resources** | 3. Use and manage water resources in a sustainable manner | 1. Take into account predicted future impacts of climate change, including water scarcity issues and increased pressure on the sewerage network?  
2. Ensure that essential water infrastructure is co-ordinated with all new development?  
3. Ensure the installation of water saving measures such as rainwater harvesting and water metering?  
4. Consider the need for adequate provision of surface water and foul drainage?  
5. Promote provision of pollution prevention measures including SuDS?  
6. Protect, and where possible, improve surface, ground and drinking water quality?  
7. Minimise the risk of flooding to people and property (new and existing development)?  
8. Protect and enhance the natural function of floodplains? |
| **Wiltshire** | 9. Encourage sustainable and efficient management of water resources, including consideration of the potential impact of water usage and discharge on biodiversity, particularly in relation to the River Avon SAC and Kennet and Lambourn Floodplain SAC? |
| **Chippenham** | 10. Take into account the latest up-to-date SFRA and flood event information? |
### Sustainability Topic

<table>
<thead>
<tr>
<th>Sustainability Appraisal objective</th>
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</tr>
</thead>
</table>
| **Air Quality and Environmental Pollution** | 1. Maintain and improve local air quality?  
2. Minimise and, where possible, improve on unacceptable levels of noise, light pollution, odour and vibration through the layout, design and/or location of development?  
3. Mitigate the impacts from uses that generate NO\textsubscript{2} or other particulates  
4. Seek to reduce development in or near to AQMAs?  
5. Ensure that air quality impacts on local biodiversity sites are avoided?  
6. Seek to contribute to air quality improvements by locating new development so as to reduce the need to travel by private car?  
7. Ensure that potential impacts from air quality on the Cotswold Beechwoods SAC are avoided? |
| **Climatic Factors** | 1. Take into account the predicted future impacts of climate change in the location and design of development, ensuring that development can adapt to any future flood risk scenarios?  
2. Minimise emissions of greenhouse gases and ozone depleting substances?  
3. Minimise the likely impacts of future development on climate change through appropriate adaptation?  
4. Promote the development of renewable and low carbon sources of energy?  
5. Promote energy efficiency in buildings and new development?  
6. Minimise contributions to climate change through sustainable building practices?  
7. Contribute to reducing Wiltshire’s ecological footprint?  
8. Contribute to the reduction of ‘non decent homes’? |

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7 Westbury, Bradford-on-Avon, Salisbury, Devizes, Marlborough and Calne
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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Historic environment</strong></td>
<td>6. Protect, maintain and enhance the historic environment.</td>
<td>1. Conserve and enhance features and areas of historical and cultural value, including Listed Buildings, Conservation Areas and Historic Parks &amp; Gardens? 2. Ensure appropriate archaeological assessment prior to development? 3. Promote sensitive re-use of historical buildings and buildings of significant local interest, where appropriate? 4. Improve and broaden access to, and understanding of, local heritage and historic sites? 5. Maintain and enhance the character and distinctiveness of settlements through high quality and appropriate design, taking into account the management objectives of Conservation Areas⁸? 6. Where appropriate, contribute to ‘saving’ heritage sites identified as being ‘at risk’?</td>
</tr>
<tr>
<td><strong>Wiltshire</strong></td>
<td>7. Protect, manage and present the Stonehenge and Avebury WHS in accordance with international obligations?</td>
<td></td>
</tr>
<tr>
<td><strong>Chippenham</strong></td>
<td>8. Ensure that all new development respects the historic character and setting of the town centre in line with the Chippenham Conservation Area Management Plan?</td>
<td></td>
</tr>
<tr>
<td><strong>Landscapes</strong></td>
<td>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense</td>
<td>1. Protect and enhance the landscape character and scenic quality of the countryside? 2. Aid in the delivery of a network of multifunctional Green Infrastructure, in line with the Wiltshire Green Infrastructure Strategy? 3. Improve the quality and quantity of access to urban greenspace and the wider countryside for recreation? Lead to a net improvement in the quality and quantity of access to urban greenspace and the wider countryside for recreation?</td>
</tr>
</tbody>
</table>

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⁸ Chippenham, Malmesbury, and Milford Hill
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<thead>
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</table>
| of place.            |                                    | **Wiltshire**  
4. Conserve and enhance areas with landscape designations and take account of their management objectives, in particular for the three local AONBs?  
5. Protect rights of way, open space and common land?  
6. Protect the Western Wiltshire Green Belt from inappropriate development?  
**Chippenham**  
7. Ensure that in Chippenham, development has regard to and enhances the Cotswold AONB?  
8. Maximises opportunities for green infrastructure enhancements across the town?  
9. Better integrate the River Avon with the town centre so that it acts as a green corridor? |
| Population and housing | 8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures. | **Wiltshire**  
5. Have regard to the settlement hierarchy?  
6. Ensure an adequate provision of housing in the West Wiltshire towns to accommodate employment expansion?  
7. Consider the emerging Neighbourhood Plans?  
8. Provide for an adequate range of housing in rural areas, whilst avoiding isolated dwellings?  
**Wiltshire**  
1. Provide an adequate supply of affordable housing?  
2. Provide housing in sustainable locations that allow easy access to a range of local services and facilities?  
3. Support the provision of a range of house types and sizes to meet the needs of all sectors of the community?  
4. Ensure adequate provision of land to meet housing needs?  
**Wiltshire**  
5. Have regard to the settlement hierarchy?  
6. Ensure an adequate provision of housing in the West Wiltshire towns to accommodate employment expansion?  
7. Consider the emerging Neighbourhood Plans?  
8. Provide for an adequate range of housing in rural areas, whilst avoiding isolated dwellings? |

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9 Cotswold AONB, Cranborne Chase and West Wiltshire AONB, North Wessex Downs AONB
<table>
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<tr>
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</table>
| Healthy and Inclusive Communities | 9. Reduce poverty and deprivation and promote more inclusive and self-contained communities. | 1. Promote design of buildings and spaces to reduce crime and the fear of crime?  
2. Promote design of buildings and spaces to reduce obesity?  
3. Promote the design of buildings and spaces to meet the changing needs of the population?  
4. Ensure that new development will be accessible to health facilities, and that they are able to cope with the additional demand?  
5. Maximise opportunities within the most deprived areas? |
| Wiltshire | 6. Reduce rural isolation, including access to services for those without a car in rural areas?  
7. Support the development of community campuses? |
| Transport | 10. Reduce the need to travel and promote more sustainable transport choices. | 1. Increase walking and cycling accessibility through the use of developer contributions and site design?  
2. Increase walking and cycling accessibility through the use of developer contributions and site design?  
3. Ensure new development incorporates facilities and infrastructure for cyclists?  
4. Improve the jobs/homes balance, to reduce out-commuting? |
| Wiltshire | 5. Promote mixed-use developments, in accessible locations, that reduce the need to travel and reliance on the private car? |
| Chippenham | 6. Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham? |
| Economy and enterprise | 11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth. | Wiltshire  
1. Direct appropriate retail, leisure and/or employment opportunities to town centre locations to aid urban regeneration?  
2. Support the rural economy? |
| Chippenham | | |

10 Neighbourhood Plan front-runners: Royal Wootton Bassett and Cricklade Community Area (NDP); Malmesbury NDP; Sherston NDP; Boreham Road, Warminster (NDO); Freshford and Limpley Stoke (NDP); Calne (NDO)
### Sustainability Topic | Sustainability Appraisal objective | Decision aiding questions. Will the development site policy…
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| 3. Provide a variety of employment land to meet all needs, including those for higher skilled employment uses? | 4. Ensure that adequate infrastructure is provided to meet employment needs for designated sites? | 5. Support LEP objectives and SEP projects? |
| 6. Improve the retail, leisure, evening and commercial offer in Chippenham? | 7. Help to meet the urgent need for employment land and business premises? | 8. Provide infrastructure that will help to promote economic growth? |
| 9. Support the potential for developing business links to Abbeyfield School? | 12. Ensure adequate provision of high-quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce. | **Wiltshire**
1. Protect and enhance the vitality and viability of existing employment areas? | **Chippenham**
3. Provide employment land in areas that are easily accessible by sustainable transport? | 4. Avoid out of centre development, particularly around Chippenham, protecting and enhancing the vitality and viability of town centres? | 5. Allocate site for new office and industrial development in Chippenham, on strategic sites in synergy with opportunities for town centre regeneration? |
6.4 **Baseline data and trends**

6.4.1 The SA Framework is the key tool used in the assessment of effects. The prediction of effects, in terms of their magnitude, frequency, duration and spatial extent, is conducted via detailed analysis of the baseline data. It is thus important to ensure that critical aspects of the baseline can be directly related to the objectives and indicators of the SA framework. Determining the significance of predicted effects is perhaps the most critical task in the SA. The picture that the baseline presents in terms of the SA framework is the starting point for this.

6.4.2 The SEA Directive requires the consideration of the likely evolution of the state of the environment without the implementation of the plan. Within the next 20 years it is predicted that there will be a number of external influences that will affect the state of Wiltshire’s social, natural, built and economic environment, without the implementation of the Plan.

6.4.3 Appendix E presents a summary of the current conditions, likely future trends and sensitivity to change against the SA objectives using a simple three-point normative scale as follows:

- **Current Conditions** – good/moderate/poor;
- **Current Trends** – improving/stable/declining; and
- **Sensitivity to Change** – high/medium/low.

6.4.4 Sensitivity to change in the context of SA represents the extent to which, for instance, ecological thresholds may be close to being breached or carrying capacity exceeded, such that relatively small changes might be likely to induce disproportionately large effects, which in some instances might have wide-ranging and/or unexpected consequences. An example might be the decline of a particular wildlife population below the level at which it is viable in a particular habitat.

6.4.5 The quality of the information base gives an indication of the certainty with which the other three parameters are known, and this is presented in Appendix E using a similar colour-coded three-point scale (high/medium/low).

6.4.6 The table in Appendix E has been prepared by cross checking the indicators in the baseline against the SA objectives, analysing the data for each indicator, and drawing together this analysis in summary form using the scoring method described above together with a concise commentary on key baseline features. The likely future trends without the implementation of the Plan have been used to inform the assessment of the Plan in the next stage of the SA/SEA (see Chapter 7 and 8).

6.4.7 As the SA Scoping Report covered both the Chippenham Site Allocations and Wiltshire Housing Site Allocation DPDs, the table covers Chippenham and Wiltshire as a whole.