



Chippenham Site Allocations Plan

Chippenham Strategic Site Assessment Framework

December 2014

Wiltshire Council

Information about Wiltshire Council services can be made available in other formats (such as large print or audio) and languages on request. Please contact the council on 0300 456 0100, by textphone on (01225) 712500 or by email on customerservices@wiltshire.gov.uk.

如果有需要我們可以使用其他形式（例如：大字體版本或者錄音帶）或其他語言版本向您提供有關威爾特郡政務會各項服務的資訊，敬請與政務會聯繫，電話：0300 456 0100，文本電話：(01225) 712500，或者發電子郵件至：customerservices@wiltshire.gov.uk

يمكن، عند الطلب، الحصول على معلومات حول خدمات مجلس بلدية ويلتشير وذلك بأشكال (معلومات بخط عريض أو سماعية) ولغات مختلفة. الرجاء الاتصال بمجلس البلدية على الرقم ٠٣٠٠٤٥٦٠١٠٠ أو من خلال الاتصال النصي (تيكست فون) على الرقم ٧١٢٥٠٠ (٠١٢٢٥) أو بالبريد الإلكتروني على العنوان التالي: customerservices@wiltshire.gov.uk

ولشائر کونسل (Wiltshire Council) کی سروسز کے بارے میں معلومات دوسری طرزوں میں فراہم کی جاسکتی ہیں (جیسے کہ بڑی چھپائی یا آڈیو ہے) اور درخواست کرنے پر دوسری زبانوں میں فراہم کی جاسکتی ہیں۔ براہ کرم کونسل سے 03004560100 پر رابطہ کریں، ٹیکسٹ فون سے (01225)712500 پر رابطہ کریں یا customerservices@wiltshire.gov.uk پر ای میل بھیجیں۔

Na życzenie udostępniamy informacje na temat usług oferowanych przez władze samorządowe hrabstwa Wiltshire (Wiltshire Council) w innych formatach (takich jak dużym drukiem lub w wersji audio) i w innych językach. Prosimy skontaktować się z władzami samorządowymi pod numerem telefonu 0300 456 0100 lub telefonu tekstowego (01225) 712500 bądź za pośrednictwem poczty elektronicznej na adres: customerservices@wiltshire.gov.uk

Chippenham Site Allocations Plan

Chippenham Strategic Sites Assessment Framework

1. Introduction

- 1.1. Core Policy 10, The Spatial Strategy: Chippenham Community Area, of the Wiltshire Core Strategy introduces six criteria to guide the selection of strategic sites at Chippenham and a diagram of strategic areas. The criteria are the basis for deciding the most appropriate directions for growth by first selecting preferred strategic areas and then the detailed selection of the most appropriate development sites within them.
- 1.2. The purpose of the Chippenham Strategic Sites Assessment Framework is to set out in more detail how each of the criteria will be used. It lists a set of indicators by which an area or site should be measured, the rationale explaining why it is included and what evidence will be used to describe how well a site or area performs against that measure.
- 1.3. The indicators will therefore be used in the first instance to assess the relative merits of strategic areas A to E as shown on the Strategic Chippenham diagram included in the Wiltshire Core Strategy. Thereafter they will be used to assess individual sites within a preferred area. A summary of the strategic site selection methodology can be seen on the Council's website¹.
- 1.4. This is a final version of the framework methodology. Prior to 2014 there had been considerable public consultation about Chippenham's future as part of preparing the Wiltshire Core Strategy. Comments submitted at that stage informed the initial draft framework. This initial draft was further developed after input from community and developer meetings in April 2014 and revised in light of comments from attendees. In June 2014, the Council ran an informal public consultation on a consultation draft version of the Chippenham Strategic Sites Assessment Framework, and discussed this at a Chippenham Area Board public meeting at the Neeld Hall on 16 June 2014. As detailed in the Strategic Sites Assessment Framework consultation report, 32 responses were received during the consultation period and some of these have resulted in minor amendments to this final version of the Strategic Sites Assessment Framework².

¹Briefing Note 1: Chippenham Strategic Site Selection Methodology available at <http://www.wiltshire.gov.uk/briefing-note-1-chippenham-strategic-site-selection-methodology.pdf>

² Reports of the early consultation events in 2010 and 2011, a report on the Neeld Hall event in June 2014 and a full report of consultation responses on the draft Strategic Site Assessment Framework can be found on the following web page: <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamcommunityengagement.htm#np-neeld-hall-anchor>

The Strategic Site Assessment Framework

Core Policy 10 criterion 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		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor	Range of minimum and maximum vehicle times and judgement on reliability of journey of times. Measurement of distance from site to M4 junction.
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.	Range of minimum and maximum times for each mode and judgement on the quality of the links by cycle and foot. Measurement of distance from site to Chippenham railway station.
Fit with economic assessment	Scope to provide office and industrial premises that are in demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.	Description of marketing potential to different business sectors. Sectors weighted in importance according to Local Economic Partnership (LEP) strategy.
Contribution to wider economic growth	New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.	Description of the potential and means to connect to other existing or potentially new business developments.
Development costs	Potential to provide competitively priced premises is helped by sites having low development costs	Identification of potential exceptional development costs, ease of connection to existing physical infrastructure
Speed of delivery	The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.	Estimate of time taken to build and bring to the market Landowner engagement – proof and commitment to deliver.
Environmental attractiveness	A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business	Assessment of potential landscape quality and setting.
Ability to meet ICT needs	The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business	Anticipated download speeds with and without infrastructure investment

Relationship with existing residential development	Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses	Identification of areas where there would need to be a close juxtaposition of housing and employment uses and therefore potential conflicts
Introduction of choice	Providing a choice of locations which support different types of business can help support economic resilience	Assessment of the scope to provide more than one locations for new business development and to provide for a variety of business uses.
Core Policy 10 criterion 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		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles	Assessment of recreation potential; identifying possible corridors, parks, gardens and sites/areas suitable for formal sports from natural features and topography. Identification of existing recreational assets and description of role and importance and the scope to protect and enhance them.
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.	Identifying potentially attractive or distinctive features and assets, identifying them and their location and explaining how they could be used in urban design. For site selection (not strategic areas): Conceptual master plans to identify the potential form and qualities of urban design and assessment of potential impacts on the overall character of Chippenham.
Noise, contamination and other pollution (including smell and air pollution)	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.	Identification of potential sources of harm, assessing their extent and significance, describing the scope for mitigation
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver	Identification of the costs of important infrastructure and identifying any technical or complex issues that would require an expensive solution then assessing their potential impact upon an area or site's viability.
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.	Forecast pupil numbers and information on local school capacity

Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.	Identification of additional demand, the need for additional facilities and the ability to provide them
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities and their use.	Forecast impacts upon existing leisure facilities, anticipated need for expanded capacity and the ability to provide it.
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41	An assessment of the scope for renewable energy solutions and low carbon solutions.
Core Policy 10 criterion 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 traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.	Queue lengths are typically used as an indicator of travel time. Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator. This was supported by attendees at the developer forum as a viable method.
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.	A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area. Identification of critical junctions and modelling effects on traffic flows
Time and distance to town centre (Neeld Hall)	Easy access to the town centre encourages alternative forms of transport	
Impact on queue lengths and critical junctions	Traffic generation should avoid exacerbating existing bottlenecks at critical junctions	
Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and		

colleges and employment		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.	Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator. A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area
Time taken, safety and quality of travel to railway station		
Time taken, safety and quality of travel to secondary schools		
Time taken, safety and quality of travel to College		
Access to the existing public transport, footpath and cycle network		
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport	
Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.	Features and characteristics identified by type, location and significance. Advice on how they may protect or integrate into a built environment and provide wider benefits.
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development	Identification of important public viewpoints into and out of Chippenham and surrounding settlements. Boundaries to acceptable urbanisation that are necessary to safeguard important views and the settings or separate identity of a community

Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site’s existing ecological interest assets and their value.	Identification of biodiversity characteristics and important habitats, plus advice on how they should be protected and whether and how they may be enhanced, including their long term management
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.	Features and characteristics identified by type, location and significance. Advice on how they may be protected or integrated into a built environment.
Opportunity to repair urban fringe and approaches to Chippenham	New development may improve the character and setting to Chippenham where the current visual impact is unattractive.	Identification of areas where the form of the urban fringe is visually unattractive or detracts from the character and setting to the town. Specification of the scope for new development to address and improve upon such areas.
Connectivity to public rights of way through and into the countryside	Development may provide public health improvements by better access to the countryside.	Identification of rights of way network, assessment of quality and importance. Identification of opportunities for improvements.
Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks	Reliable mapping of flood zones and identification of surface water management requirements

This document was published by the Spatial Planning team, Economic Development and Planning, Wiltshire Council.

For further information please visit the following website:

[www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/
chippenhamsiteallocationsplan.htm](http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan.htm)