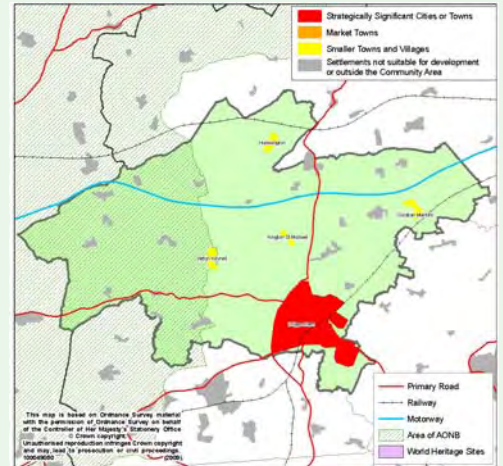


# Chippenham

## What do we already know about Chippenham community area?

In terms of population, Chippenham community area is the largest in Wiltshire. It is dominated by the historic market town of Chippenham. The population has doubled since the 1960s and this growth has been attributed to its proximity to the M4 corridor. Excellent transport links, including an inter-city rail link, have enabled Chippenham to position itself as an excellent location for business.



### Community area

Total land area: **15,842 hectares** Population 2007: **43,880** Av. house price 2008: **£216,344**  
Chippenham population: **34,820** Housing completions since 2001: **1306** or **145** homes per year  
Housing commitments at April 2009: **755** (= five year's supply at past building rates)

### Key issues in Chippenham

- Significant affordable housing need.
- High levels of out-commuting.
- Employment sites under threat from out of town housing.
- Retail expenditure is lost to nearby larger centres.
- Lack of a theatre or concert venue.
- Traffic congestion on the A350.
- River is an important underused asset.
- Future of Langley Park.
- Town centre environment.

### Key opportunities in Chippenham

- Excellent accessibility.
- Attractive to employers.
- Sites suitable for employment growth.
- Extend town centre to improve variety of retail units and retain spending.
- Several potential regeneration sites enhance the town as an attractive place to live.
- Possible improvements to the road network.
- Retain status as a major employment location.
- Good diversity of 'other' uses in the town centre.

Do you agree with the issues and opportunities that have been identified for Chippenham?

(Please record your comments on post-it notes and stick them here)

# Chippenham

## How does Wiltshire 2026 expect Chippenham to change?

Wiltshire 2026 includes these proposals for Chippenham community area

**Strategic Town:** Chippenham: 3,650 new homes

**Market Towns:** None

**Smaller Towns and Larger Villages:** Yatton Keynell

**Smaller villages:** Christian Malford, Hullavington, Kington St Michael



## Anticipated changes in Chippenham

- Growth to maintain status as an important employment location.
- A better range of jobs, retailing, entertainment, leisure activities and community services.
- Additional housing and employment well connected to the town.
- Development to benefit the local community.
- A better mix of housing types to support local jobs and services.
- Retail centre reinforced.
- Enhancement to the natural and built environment.
- A new eastern distributor road is provided.
- Environmental improvements through regeneration in town centre.
- The character of the town is retained.

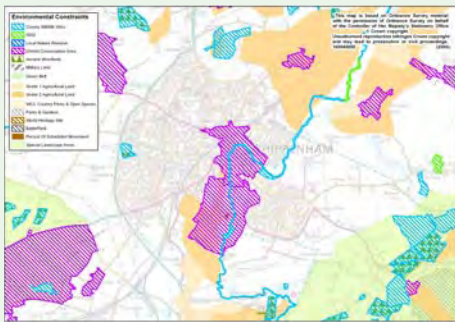
To begin to deliver these changes the core strategy needs to identify land for development that is well related to the town centre and to promote regeneration opportunities. The core strategy also needs to recognise that the majority of new homes and jobs will be provided on greenfield land. As the Chippenham community area is large, the majority of facilities will continue to be provided in the town itself.

Do you agree with the descriptions of how we expect your community area to change by 2026?

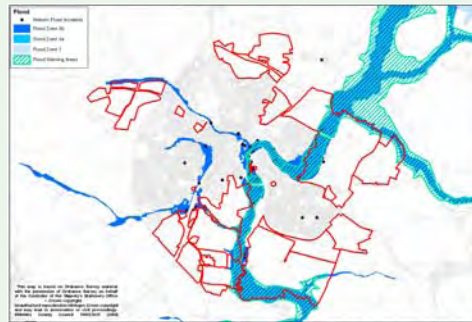
# Chippenham

## How were development options assessed?

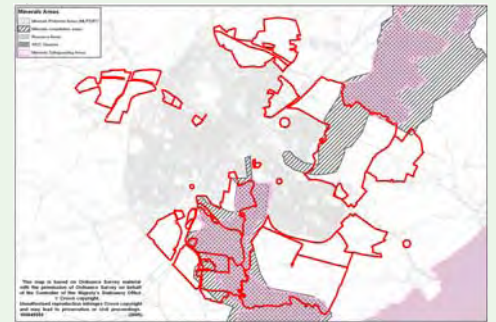
- Sites were identified around strategically significant towns and market towns.
- Any constraints to development were mapped.



Environmental constraints



Flooding as per strategic sites



Minerals as per strategic sites

- Initial options were developed (see next board).
- Discussions took place with infrastructure providers and Wiltshire Council services:

Defence Estates  
Rail  
Natural England  
English Heritage  
Archaeology  
Highways

Water  
Police  
Ambulance Service  
Telecommunications  
Libraries  
Landscape

NHS Wiltshire  
Fire & Rescue  
Education Authority  
Leisure  
Rights of Way  
Ecology

Electricity  
Gas  
Highways Agency  
Environment Agency  
Play and open space

- A Sustainability Appraisal (SA) took place. Each option was assessed against a set of sustainable development objectives.

### Summary SA assessment for strategic site options in Chippenham

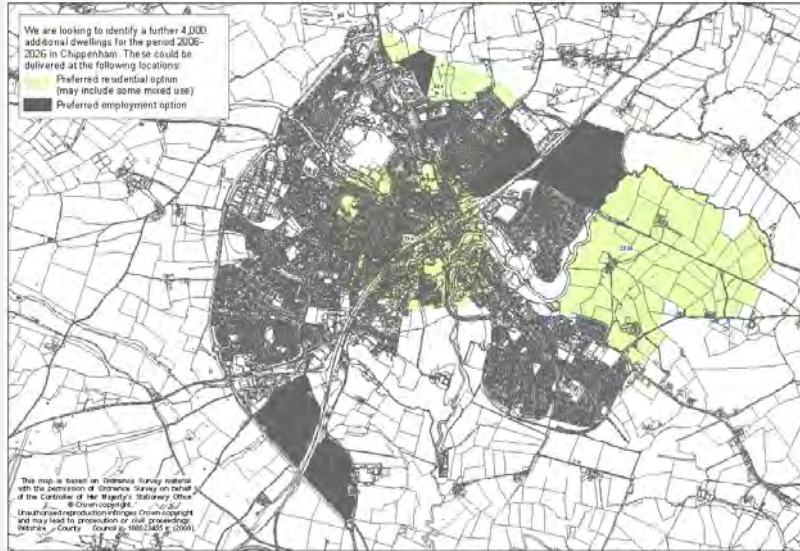
	1. Biodiversity	2. Land and Soil	3. Waste Management	4. Water Resources	5. Flood Risk	6. Air Quality and Pollution	7. Climatic Factors	8. Historic Environment	9. Landscape	10. Housing	11. Healthy Communities	12. Poverty and Deprivation	13. Community Facilities	14. Education and Skills	15. Transport	16. Economy	17. Employment
Option 1 (Preferred)	-	-	-/?	-	-	-	-	0	?	++	+	+	+/?	+	-	++	++
Option 2	-	-	-/?	-	-	-	-	0	?	++	+	+	+/?	+	-	++	++
Option 3	-	-	-/?	-/?	-	-	-	0	?	+	+	+	+/?	+/?	-	-	-
Option 4	-	-	-/?	-/?	-	-	-	0	?	+/?	+	+	+/?	+/?	-	++	++

#### Key

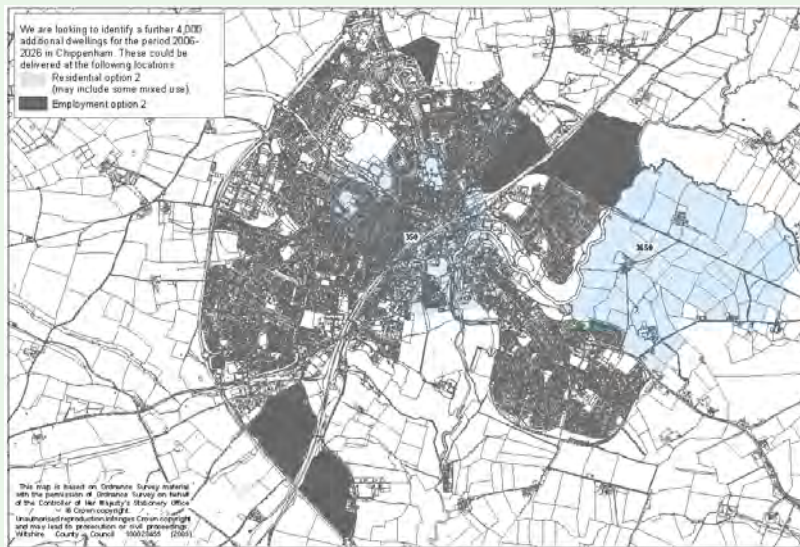
Significance Assessment	Description
++	Major positive effect.
+	Minor positive effect.
?	Uncertain effect.
0	Neutral effect.
-	Minor adverse effect.
--	Major adverse effect

# Chippenham

The initial options comprised:



Option 1: Land to the north and east of Chippenham

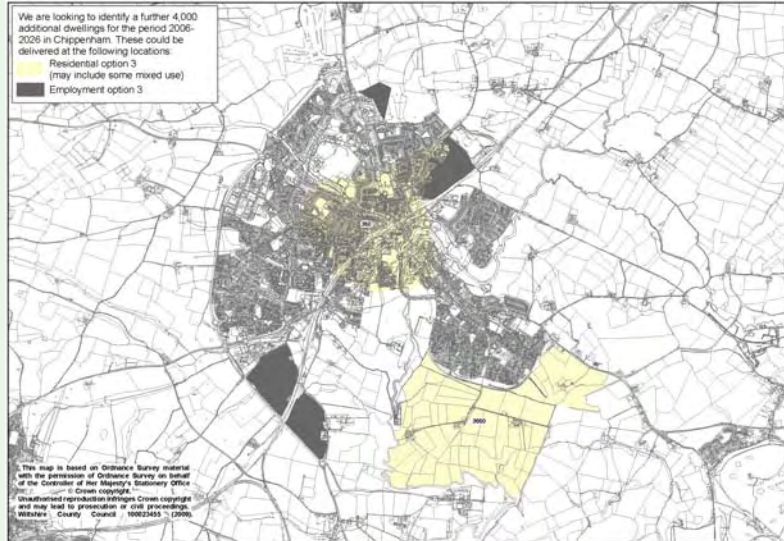


Option 2: Land to the east of Chippenham

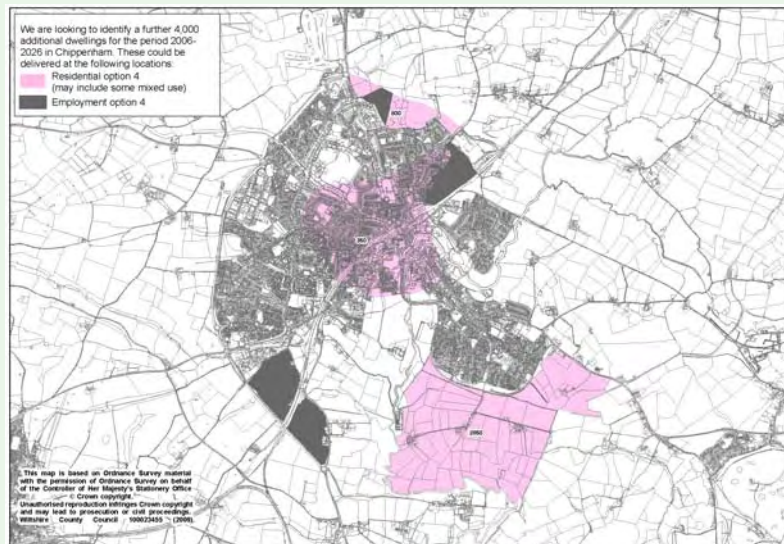
Please record your views on these different options.  
(Please record your comments on post-it notes and stick them here)

# Chippenham

The initial options comprised:



**Option 3: Land to the south of Chippenham**



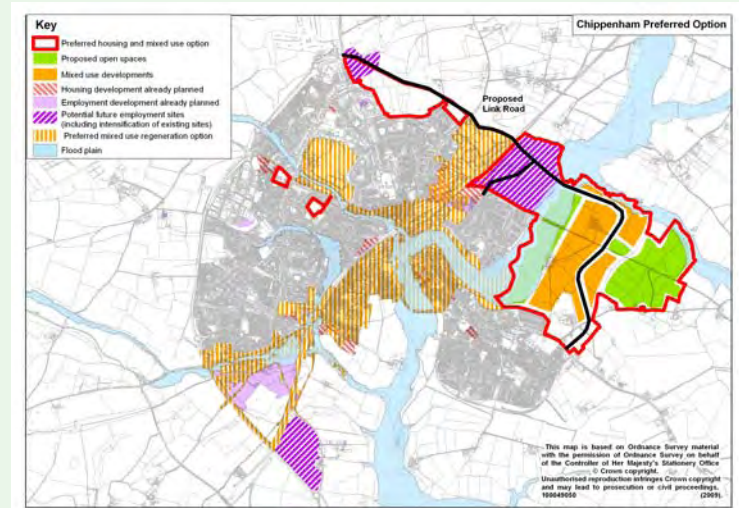
**Option 4: Land to the north and south of Chippenham**

Please record your views on these different options.  
(Please record your comments on post-it notes and stick them here)

# Chippenham

## The preferred option

- Strategic regeneration sites in the centre of town at Middlefield Training Centre and Westinghouse sports ground to include up to 180 homes.
- Additional employment land at Showell Farm and Hunters Moon.
- Urban extension to the north and east of the town.
- North east Chippenham - 800 homes and 5-7 hectares of employment land.
- East of Chippenham - 2650 homes and 6 hectares of employment land.



Preferred option

## Opportunities:

- Sustainable extension to help balance housing and employment growth.
- Good access to employment sites.
- Facilitate regeneration of the town centre.
- Mix of homes and jobs close to the station.
- New eastern distributor road to alleviate congestion.
- Well related to existing bus routes.
- Investment in sustainable transport.
- Reduce town centre congestion.
- Green link to improved riverside within town centre.
- Three new primary schools will be required.

## Issues to be addressed:

- Potential increase in commuting and air pollution.
- Minimising impact on existing biodiversity.
- Design to minimise any impact on Birds Marsh Wood.
- Phasing of development.
- Need for a new railway bridge?
- Avoiding land liable to flood.
- Electricity power cables through the site.
- Capacity of secondary schools.

Do you agree with the proposed development sites?

What could be done to improve this option?

(Please record your comments on post-it notes and stick them here)