The strategy for the Chippenham Community Area supports Chippenham’s role as a strategic service and employment centre within the community area and the surrounding towns and villages within north Wiltshire. Given its locational strength and potential to attract inward investment into Wiltshire, the strategy is to develop the strategic employment role of Chippenham. Balanced delivery of new jobs and homes to improve self containment as well as the critical mass of the town will support improved services and help to deliver enhanced infrastructure. This will further enhance the attractiveness of Chippenham as a location of choice for employers.

Specific issues for the Chippenham Community Area include:

- New employment provision at Chippenham should be seen as a priority. There is currently a shortage of suitable land for expansion of existing businesses.
- Pace of delivery of new homes needs to be managed through phasing to avoid further out-commuting.
- The River Avon is an important asset for Chippenham and should be better integrated with the town centre as a green corridor, recreational space and a sustainable transport route for pedestrians and cyclists.
- Chippenham’s offer in the town centre for retail, leisure and the evening economy needs to be enhanced in order to reduce the outflow of shopping and leisure trips.
- Reuse of the former chicken factory in Sutton Benger needs to be planned for.
- There may be the need to plan for the reuse of the Hullavington MOD site during the plan period.
Developing a vision for Chippenham

Concerns were raised in 2009/10 about all the options for future development at Chippenham being discussed in a document called Wiltshire 2026.

In response to these concerns additional consultation has taken place:

- Chippenham visioning event – to begin to develop a vision for Chippenham (Sept 2010).
- A developers forum for landowners and promoters of sites at Chippenham (Dec 2010).
- Additional survey by Chippenham Vision to inform a vision statement for Chippenham (Jan 2011).
- A special Chippenham area board meeting to update the community on proposals of the Localism Bill, core strategy and proposals for Chippenham (Feb 2011).
- A second workshop was to consider the future housing requirement for Chippenham and to consider where growth should be located (March 2011).

The output from this additional consultation is a series of vision statements about how we expect the Chippenham Community Area to change by 2026 and the proposed development options included in the core strategy consultation document.

**Vision statements**

By 2026, Chippenham will:

- strive to be as attractive as possible for shopping and leisure provision and will emphasise its role as a riverside market town
- recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature.
- be a place where young people choose to stay to live and work
- be a retail destination of choice for the surrounding area
- take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond
- have an integrated approach to transport so the traffic flow will be more efficient, the town centre less congested and there will be improved access for sustainable modes of transport.
Regeneration

Regeneration of the central area of Chippenham is a priority and a number of Local Plan sites are being carried forward into this strategy.

- Bath Road Car Park/Bridge Centre site – to form a retail extension to the town centre.
- Langley Park, Hygrade and Police Station Site.

The nature of development to come forward on these sites is being led by the Chippenham Vision Board representing key stakeholders in the town. The river Avon corridor will be enhanced for leisure and recreation uses and developed as an attractive cycle/pedestrian route connecting with the town.

Employment

Over the plan period approximately 31.5 to 34 hectares of new employment land will be provided. The sites to be allocated will be depend on which development option for Chippenham is supported.

The following existing principal employment areas will be supported: Bumpers Farm Industrial Estate, Langley Park, Methuen Park and Parsonage Way Industrial Estate.

Housing

Over the plan period (2006 to 2026) 4500 new homes will be provided of which 4000 new homes should occur at Chippenham. It is proposed that 2250 homes in Chippenham are directed to specific strategic sites. 500 homes will be provided in the rest of the community area.

Delivery of proposed housing 2006 to 2026, Chippenham Community Area:

<table>
<thead>
<tr>
<th>Area</th>
<th>Housing already provided for</th>
<th>Housing to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proposed requirement 2006-26</td>
<td>Completions 2006-10</td>
</tr>
<tr>
<td>Chippenham</td>
<td>4000</td>
<td>785</td>
</tr>
<tr>
<td>Remainder</td>
<td>500</td>
<td>110</td>
</tr>
<tr>
<td>Community area total</td>
<td>4500</td>
<td>895</td>
</tr>
</tbody>
</table>

At Chippenham, the delivery of suitable brownfield sites in the town is supported, particularly where they provide the opportunity to maximise their use and to enhance the town in line with the vision and spatial strategy. The brownfield potential of sites in Chippenham has been reviewed. This indicates that it is appropriate to make an allowance for a total brownfield potential of approximately 545 dwellings.

A non-strategic site is identified to deliver 100 to 150 new homes as part of a sustainable mixed use site including a business/enterprise centre (up to 1 hectare) linked to Abbeyfield School.
Strategic site options

Two strategic site options have been identified to provide new homes on the edge of Chippenham, to form high quality and sustainable urban extensions for the town. Development will be phased to commence in the following periods:

Phase 1: Pre 2016
Phase 2: Post 2016

Both options (see boards e and f) include land at North East Chippenham and an ‘area of search’ to the South West of Chippenham. One option allows for the housing development to be dispersed more widely by including Land East of Chippenham and proposing a lower level of housing in the area of search to the south west of Chippenham.

The south west area of search includes the Showell Farm strategic employment site, which offers the best potential to provide for job growth at the town due to its location and easy access points adjacent to the A350.

Each site will be brought forward in accordance with a masterplan to be developed with the local community, local planning authority and developer. (This will determine the number of new homes, community uses and location of development within the south west Chippenham area of search).

Infrastructure

Infrastructure requirements identified to support Chippenham Community Area’s development:

- Essential infrastructure improvements are required to deliver benefits from improved movement of traffic around Chippenham.
- Public transport connectivity and pedestrian and cycling links between the town centre, railway station and Wiltshire College campuses needs to be improved.
- A shared site for GP, Fire, Police and Ambulance services at Chippenham.

Are there additional infrastructure requirements needed to support development of the Chippenham Community Area?
Development of the north east Chippenham site should:
- conserve and enhance Birds Marsh Wood including restoration of the woodland and an education centre
- provide well designed and landscaped employment land to form a gateway to Chippenham.

Development of the south west Chippenham site should:
- protect and enhance of the Rowden conservation area
- promote recreational uses and pedestrian and cycle access to the town centre along the River Avon
- recognise the potential for mineral extraction.
Which of the two options for the location of future growth in Chippenham would you support and why?