



# Wiltshire Local Plan

Planning for Chippenham

September 2023

Wiltshire Council

# 1. Introduction

1. 'Planning for Chippenham' is a guide to how the Local Plan Review, which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the current policy context that has informed the place-based policies for Chippenham within the Local Plan, as follows:

*Table 1: Wiltshire Local Plan policies for Chippenham Principal Settlement*

<b>Policy</b>	<b>Title</b>
6	Chippenham
7	Land South of Chippenham and East of Showell Farm
8	Chippenham Town Centre

2. A table containing the Wiltshire Core Strategy policies and saved planning policies for Chippenham that have been reviewed through the Local Plan Review is included in Appendix 1, together with an explanation of whether they have been deleted or revised. The review of the Wiltshire Core Strategy and saved planning policies has been undertaken to ensure the Local Plan is consistent with up-to-date national planning policy, can continue to support delivery of sustainable development and can effectively inform planning decisions in Wiltshire over the new Local Plan period.
3. The Local Plan sets what local priorities will shape development and future growth in Chippenham ('Place Shaping Priorities'). They include taking opportunities to improve the town for the local community and protect important assets.
4. The Local Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the Local Plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.
5. This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town's future, to help

deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Local Plan supports the services and facilities the community requires. Altogether it tells how the Local Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

6. This document therefore combines many strands of evidence gathered over the preparation of the Local Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Local Plan content through consultation.

## 2. Chippenham - Context and challenges

*Table 2: Strategic context for Chippenham Principal Settlement*

Population	36,500 <sup>1</sup>	3 <sup>rd</sup> largest of the County's 16 main settlements
Strategic role	Principal Settlement	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

7. Figure 1 below shows the settlement of Chippenham, along with the key environmental constraints that apply at the settlement.

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<sup>1</sup>Census 2021, ONS, available at: <https://www.ons.gov.uk/visualisations/customprofiles/draw/>



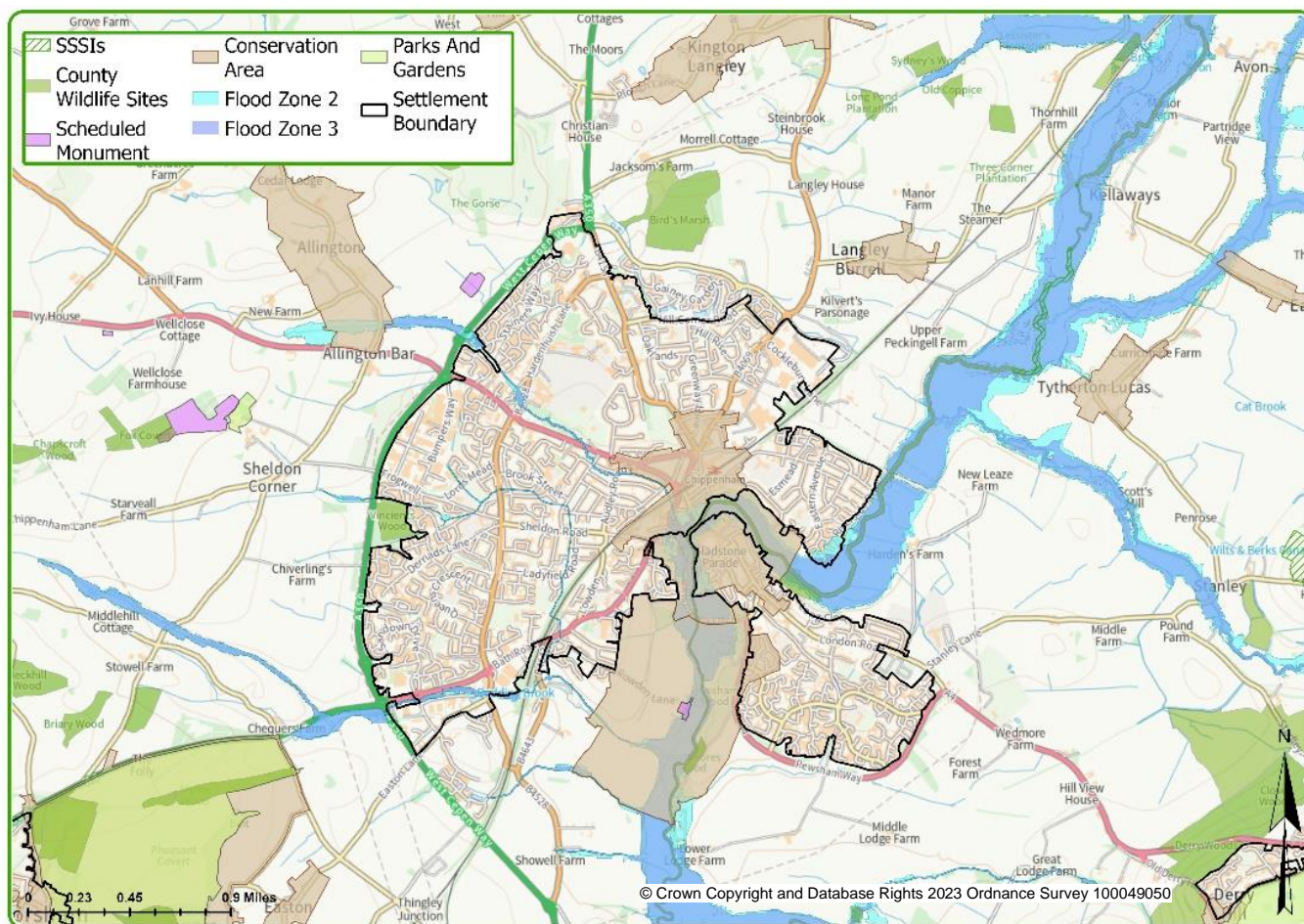


Figure 1. Environmental constraints and designations at Chippenham

8. As shown in Figure 1, the River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain. There is a Minerals Safeguarding Area alongside the River Avon.
9. To the west and north, the A350 is a main traffic artery through the county. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.
10. Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town.
11. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Parish Neighbourhood Plan as a valued landscape for

its attractive and undisturbed qualities. Hardens Farm to the east of the River Avon is a listed building.

12. Langley Burrell Parish Neighbourhood Development Plan includes a landscape policy which seeks to protect the rural character of the landscape, with an aim of retaining the separation between Langley Burrell village and Chippenham. The Grade II\* listed Kilvert's Parsonage is also located in this area.
13. The listed Rowden Manor, Showell Farm and Lackham House are located to the south of the town.

## How has Chippenham developed?

14. The River Avon is a defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.
15. The Chippenham Site Allocations Plan (CSAP) Site CH1 (South West Chippenham) is a mixed use allocation providing for 1,400 dwellings, 18ha employment land and supporting infrastructure. The site consists of Rowden Park and three smaller extension sites. Rowden Park and two of the smaller sites have planning permission and development is underway. Showell Farm is allocated to provide the employment land, has planning permission, and development has commenced. The smaller Holywell House site has yet to be granted planning permission.
16. CSAP Site CH2 (Rawlings Green) is a mixed-use allocation providing 650 dwellings, 5ha employment land and supporting infrastructure. The site has been granted outline planning permission, with development yet to commence. A link road from Parsonage Way to Darcy Close, including a bridge over the main railway line and a road to Darcy Close (Cocklebury Link Road) is required, but has yet to be completed. Without the road development is limited to 200 homes.
17. Both sites include substantial new areas, adjacent to and relating to the River Avon, set aside for country parks which will help the strategic sites integrate with the town. CSAP Policy CH3 (Chippenham Riverside Country Park) outlines the uses which will be acceptable in the country park which includes informal open space, extended existing and new rights of way, areas for protection and enhancement

of nature conservation interest, sports pitches and enhanced routes for cycling and walking to and from the town centre.

- 18. Two other significant sites which now have planning permission and where development is substantially underway are North Chippenham and Hunters Moon. In 2023 planning permission was also granted at appeal on part of the Barrow Farm site (Site 7) at north Chippenham.
- 19. The following diagram (Figure 2) shows how much housing has been delivered in Chippenham from 2006 to 2022, compared to annual rates in the Wiltshire Core Strategy.

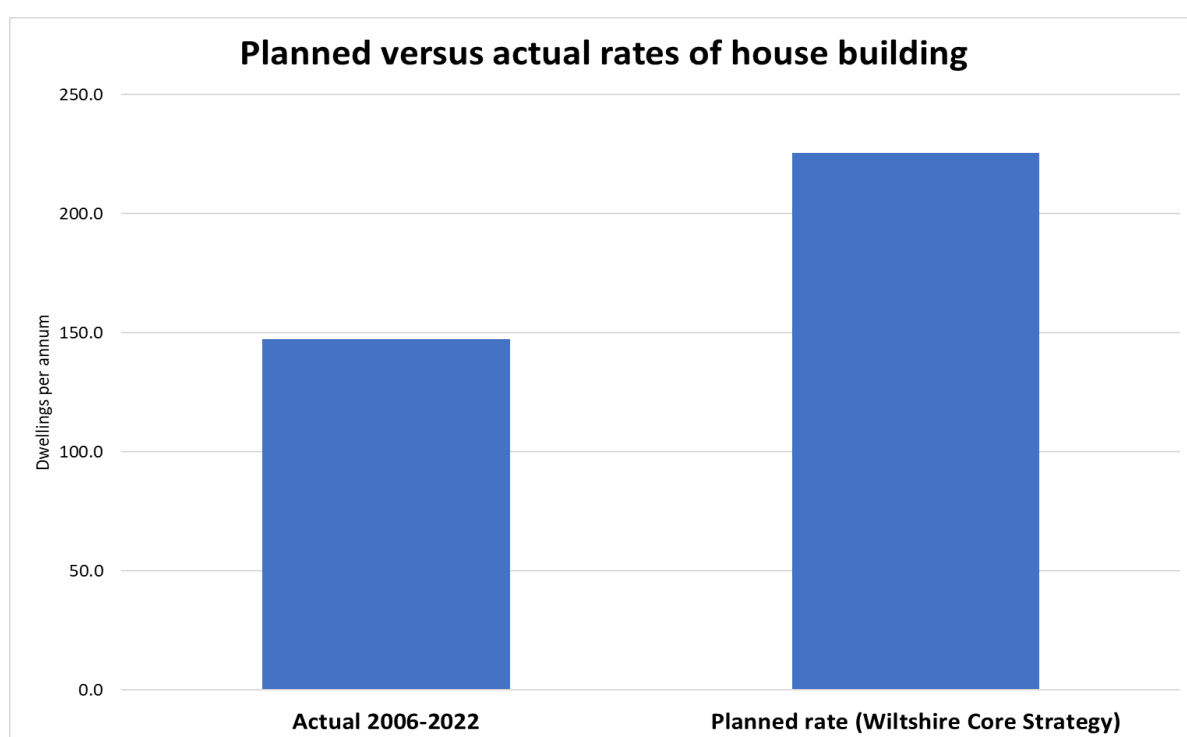


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building at Chippenham from 2006 to 2022

- 20. Public administration & defence is by far the most dominant employment sector in Chippenham. The wholesale & retail, repair of motor vehicles and motorcycles sector is relatively concentrated although it has experienced a small decline in recent years. The transport & storages sector has seen some growth in recent years, albeit from a small base.
- 21. Chippenham is home to a number of the county's larger employers in sectors including manufacturing, pharmaceuticals and IT/electronics, with concentrations

at Langley Park, Bumpers Farm and Methuen Park. There is virtually full occupancy of sites/premises, and businesses report a shortage of land availability.

22. Recent investments include the: 32 ha St Modwen Park development north of the town at M4 Junction 17 now coming forward for large unit uses up to 74,000 sq m; Woods Valldata's new headquarters on the last undeveloped site on the Bumpers Farm Estate, which enjoys very high levels of occupancy; former Herman Miller office and industrial facilities taken up by Bechtle and Wincanton respectively; Wavin Group's factory/stockyard expansion; and mixed-use redevelopment at Langley Park. The forthcoming 18 ha Southpoint Business Park south of the town at Showell Farm (Site CH1) is expected to help meet demand for larger business units up to 500,000 sq ft (46,500 sq m). The multi-partner new Business Cyber Centre at Greenways Business Park represents a significant IT sector investment. Building of eight small units has started at Methuen Park, all of which have been sold off plan.
23. Chippenham is the strongest office location in Wiltshire, but commuting levels have not recovered to pre-pandemic levels. Of note is the emerging pharmaceuticals sector in the Chippenham and Corsham area, which is looking for larger offices for headquarters functions.
24. The Principal Employment Areas including Bumpers Farm, Methuen Park and Parsonage Way, as shown on Figure 3, all continue to play a role in providing for employment at the town.
25. The Wiltshire Retail and Town Centres Study (WRTCS)<sup>2</sup> concludes that, overall, Chippenham remains a healthy town centre, which has been able to adapt to the on-going trends facing the UK retail sector and also the changes in out of centre floorspace in the town. The town centre has seen falling vacant retail units alongside changes to the comparison goods and service sectors, which have mirrored the national trend. Given the growing amount of food store floorspace outside of the town centre, the centre will increasingly concentrate upon top-up food shopping trips and there is a need to ensure that the High Street and the two purpose-built shopping areas (Emery Gate and Borough Parade) continue to underpin the health of the centre.
26. There has been a noticeable increase in the number of convenience goods retailers in the centre over the past several years. The proportion of comparison goods retailers remains above the national average although the number of such

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<sup>2</sup> Wiltshire Retail and Town Centres Study (Avison Young, 2020)

retailers in the centre has declined in line with the national trend. The number of service uses has increased, and service uses now occupy the same proportion of units in the centre as comparison goods retailers.

27. Within the convenience goods sector, the largest retailers are a Tesco Metro at Emery Gate, an Iceland on the High Street and a Little Waitrose in Borough Parade. Due to their size, these stores are generally orientated towards top-up food shopping and provide an important contribution to the overall role and function of the town centre.
28. Chippenham has long had a good range of convenience goods floorspace across the whole town. Over the past three decades this provision has been dominated by the Sainsburys and Morrisons supermarkets which are located on the western and northern edges of the town respectively. They draw from a wide area and have traditionally been the dominant main food shopping destinations. The town centre has a modest-sized Tesco along with a selection of local independents, an Iceland and a Little Waitrose store. Over the past couple of years these stores have been joined by an ALDI store at Langley Park and a Lidl store at Hungerdown Road. This means Chippenham has a good range and choice of provision albeit skewed towards stores outside of the town centre. The strength in the quality of the convenience offer in the town is supported by three quarters of first choice main food trips and three quarters of top-up trips being retained. This is reinforced by the attraction of main and top-up food shopping trips from surrounding areas/settlements.
29. The town centre includes comparison retail provision, but this is supplemented by provision elsewhere in the town. Hathaway Retail Park is located within walking distance of the primary shopping area. In addition to this, there is out of centre comparison goods floorspace located at Methuen Park which includes Next, TK Maxx and B&M. Whilst it may be suggested that recent new comparison goods retailers located outside of the town centre, could be an influence/threat over its future health, they have provided significant additional choice and competition and have allowed some retailers to locate in Chippenham that would not have had the opportunity to otherwise do so.
30. The map below (Figure 3) illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town to illustrate their current and future expansion.



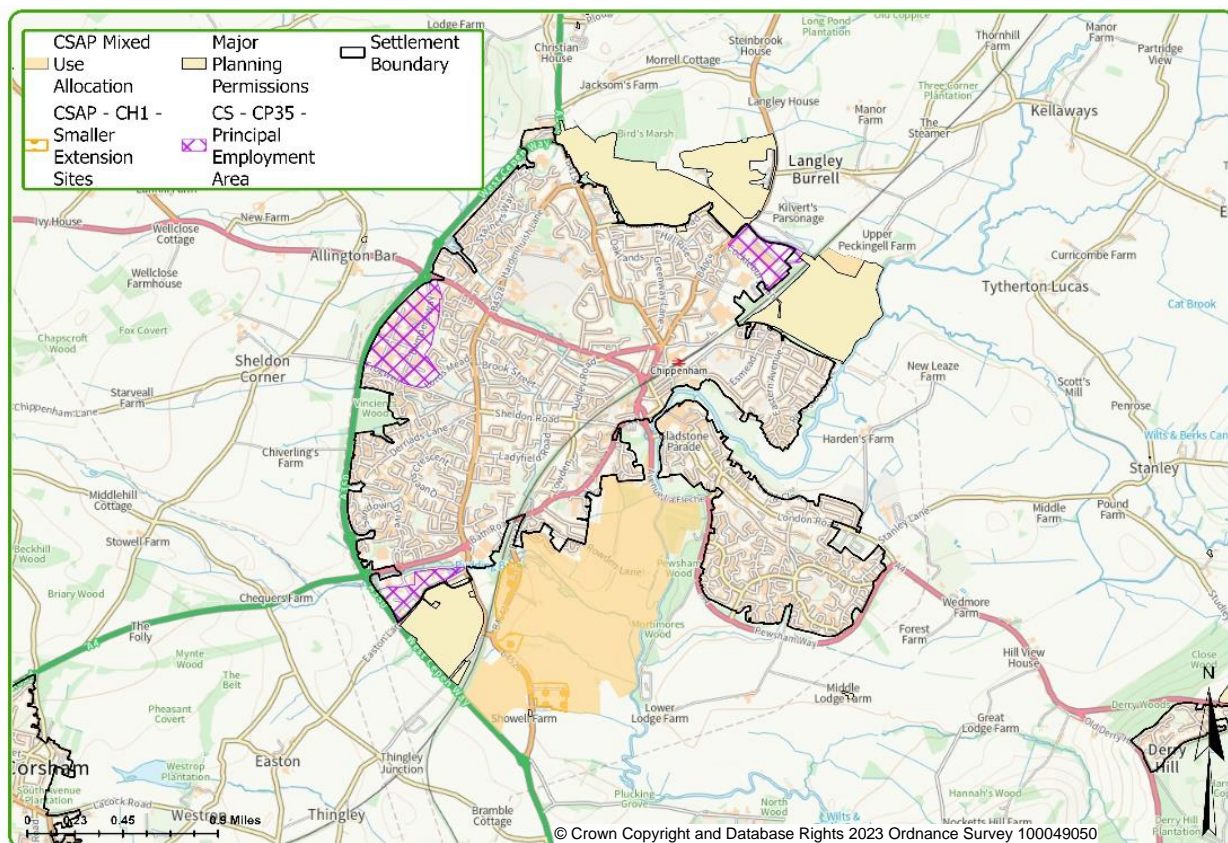


Figure 3. Existing development plan allocations and major planning permissions at Chippenham

## Planning to 2038

31. Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Chippenham has developed over recent years is in summary:

Chippenham is experiencing significant growth. There are opportunities for future growth, but some represent a new direction. The town has excellent transport links, which makes it an attractive location for economic investment. All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre and a new distributor road to link the A4 with the A350 will be necessary.

32. A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Chippenham Town Council and wider consultation with the community and other stakeholders carried out in 2021. They are as follows:

Table 3: Place Shaping Priorities, Chippenham

**PLACE SHAPING PRIORITIES (PSP)**

**PSP1:** Development to provide new employment opportunities including for SMEs and start-up businesses with a strong emphasis on timely delivery to redress the existing levels of net out-commuting within the town and better enable people to live and work locally.

**PSP2:** Ensuring the town centre will be a vibrant meeting place for the community to shop, interact and enjoy their leisure time, and a visitor destination in its own right by:

- Serving as a centre for sub-regional public services; and retaining a mix of national traders and attracting independent traders whose presence will embed its Market Town character.
- Conserving and enhancing the special historic character of the town centre.
- Developing the Bath Road Car Park / Bridge Centre site as a mixed-use scheme which complements and enhances the town centre and secures completion of planned highways improvements.
- Continuing to make improvements to Chippenham Railway Station and Cocklebury Road area to attract inward investment to this area.

**PSP3:** Improved access to the River Avon valley through Chippenham as an important green and blue infrastructure corridor for the town.

**PSP4:** Ensuring a network of well-connected footpaths and cycleways and connectivity for public transport across the town, to/from the town centre, and through into the surrounding countryside, so that more people can choose active travel and public transport as a means of getting around.

**PSP5:** Link the A4 to the A350 which will provide for a more resilient local network addressing traffic congestion within the town centre.

**PSP6:** Respect the individual identities of villages within the landscape setting of Chippenham and their relationship to the town.

33. PSPs sit alongside the spatial strategy for Chippenham. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Chippenham within the Local Plan that guides development and the direction of growth (Policy 6 – Chippenham Principal Settlement).

34. PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harmony.
35. PSPs are also used to influence how and where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.
36. Scales of growth at the town, as set out in the Revised Spatial Strategy<sup>3</sup>, respond to Chippenham's role as a Principal Settlement but are lower than in and that the town is relatively less environmentally constrained than other settlements in the housing market area.
37. The new strategy identifies a requirement of 5,850 homes for the Local Plan period 2020 to 2038. An increase in rates of house building at Chippenham, as illustrated in Figure 4, compared to the Wiltshire Core Strategy is justified moving forwards.
38. The Employment Land Review<sup>4</sup> concludes there is an indicative forecast demand for around 9ha employment land at the town (comprising 1.5-3.8ha offices and 5.2ha industrial land). However, this is considerably higher across the A350 Functional Economic Market Area, with a total of 66 ha. Chippenham's location, with good accessibility by road and rail, on the A350 and M4 corridors make it an attractive location for employment investment. At a more local level, the Employment Land Review clusters the settlements of Chippenham, Corsham and Melksham.

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<sup>3</sup> Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, September 2023)

<sup>4</sup> Wiltshire Employment Land Review 2023 paragraph 6.3.11 and Figure 6.10 (Hardisty Jones Associates, 2023)



Figure 4. Wiltshire Core Strategy growth compared with Wiltshire Local Plan Review growth at Chippenham

39. The growth planned for Chippenham aligns with its strategic role as a Principal Settlement. Opportunities are provided for appropriate economic growth which supports both inward investment and the expansion and creation of local businesses, coupled with the timely delivery of supporting infrastructure to mitigate the impact of growth on local services and facilities and the provision of mixed-use development to provide the opportunity for people to choose to live and work locally.

### 3. Local Plan Proposals

#### Protecting the environment

40. As explained above, the River Avon flows southward through Chippenham joined by the River Marden from the east with extensive areas abutting the urban area along this side of the town are floodplain.
41. To the west and north, the A350 is a main traffic artery through the county. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.

- 42. Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.
- 43. Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham.

## How many more homes?

- 44. From the increased scale of growth over the Local Plan period (5,850 homes) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 2,090 homes to be accommodated at Chippenham up until 2038. This takes into consideration the recent approval of land at Barrow Farm at appeal for 230 homes.

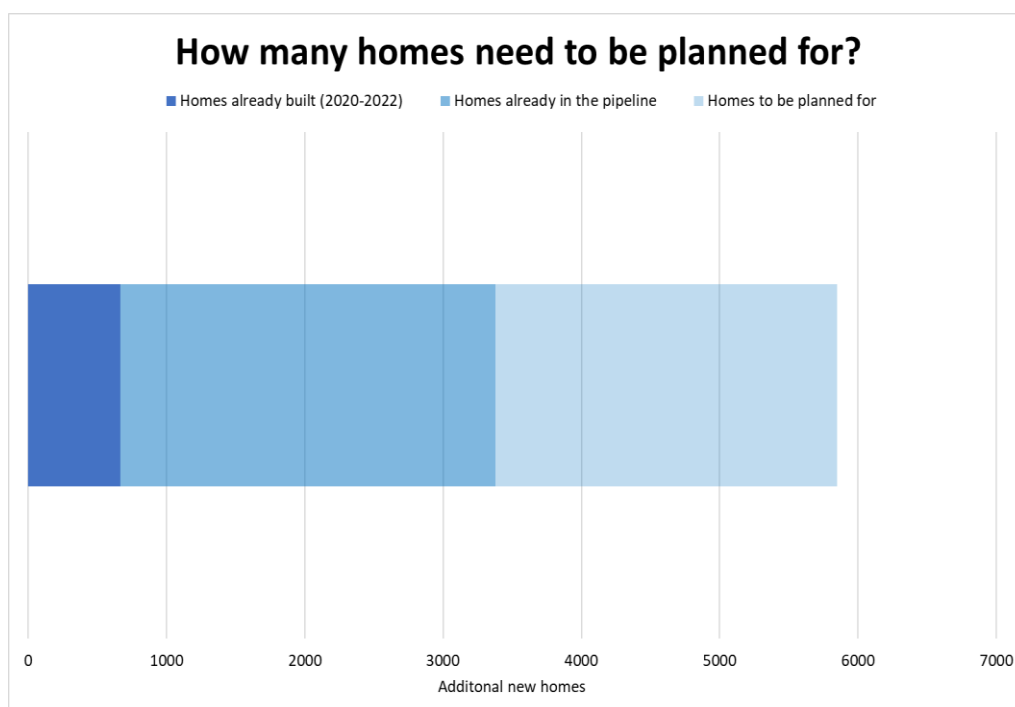


Figure 5. Calculating how many homes need to be planned for at Chippenham



## How much employment land?

45. The Revised Spatial Strategy makes provision for 42ha supply of employment land, which includes land on existing committed sites, together with new provision for 15ha of land as part of the proposals in the Plan to provide flexibility and choice across the Plan period. This also responds to constraints identified at Corsham, which prevent the allocation of employment land in that location and addresses the shortfall at Melksham.
46. Bumpers Farm, Methuen Park and Parsonage Way continue to serve an important role in providing employment space for the town, and therefore will continue to be designated as Principal Employment Sites.

## Selecting sites

47. Since Wiltshire Council consulted on a pool of potential allocation sites at Chippenham, through the Regulation 18 consultation in 2021, there have been several changes to the sites being promoted, which are illustrated in Figure 6 below.
48. Representations were submitted to the Regulation 18 consultation in 2021 from the developers of Rawlings Green promoting more land for housing development. Another new site at Upper Peckingham Farm has also been promoted and the two sites have been combined to form a new site, as they are logically related to one another (Site 8).
49. Since 2021 another new site has also been submitted for consideration. This has been combined with Site 5, due its close association. Site 6 has been removed from further consideration because no representations were received at the Regulation 18 stage and therefore it cannot be relied on as available for development.
50. Also, there have recently been two planning applications submitted for sites being considered at Chippenham. Planning permission was recently granted on land which forms part of Site 7<sup>5</sup>.

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<sup>5</sup> Planning application reference: PL/2022/04681 - Land off the B4069 East of Barrow Farm, Langley Burrell – Appeal reference: APP/Y3940/W/22/3309170

51. The supporting Site Selection Methodology<sup>6</sup> sets out the process that was undertaken to select preferred sites. Appendix 2 outlines the detailed outcomes from this process for Chippenham and is briefly summarised below.
52. The starting point for assessing sites is Wiltshire Council's Strategic Housing and Economic Land Availability Assessment<sup>7</sup> (SHELAA), which is a register of land promoted for development by landowners and prospective developers. Only sites that were not spatially separated from the built-up edge were considered. Stage 1 of the site selection process carried out an initial review to remove sites from further consideration that were known to be unavailable or unsuitable, for example by being already built out or being entirely within an overriding constrained area, such as a flood zone. The assessment of sites at Stage 1 is listed in Table 6 within Appendix 2. Twenty-seven sites were excluded from further consideration through Stage 1.
53. Stage 2 involved a high-level assessment of the suitability of each remaining site, based on a range of criteria, including potential for landscape impacts, heritage impacts and accessibility. Sites were excluded from further consideration at Stage 2 where it was judged likely that there would be significant likelihood of harm resulting from development of a site. One site was excluded from further consideration through Stage 2, the details of which are set out in Table 8 within Appendix 2.
54. There were nine sites which were considered to be suitable for further consideration and assessed as 'reasonable alternatives' for development to be assessed through Stage 3 of the site assessment – the sustainability appraisal. (See Figure 6 below). This included the assessment of two brownfield sites in the town centre.

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<sup>6</sup> Wiltshire Local Plan Site Selection Methodology (September 2023)

<sup>7</sup> Information about the Strategic Housing and Employment Land Availability Assessment can be found on the Council website, available at: <https://www.wiltshire.gov.uk/planning-policy-monitoring-evidence>.

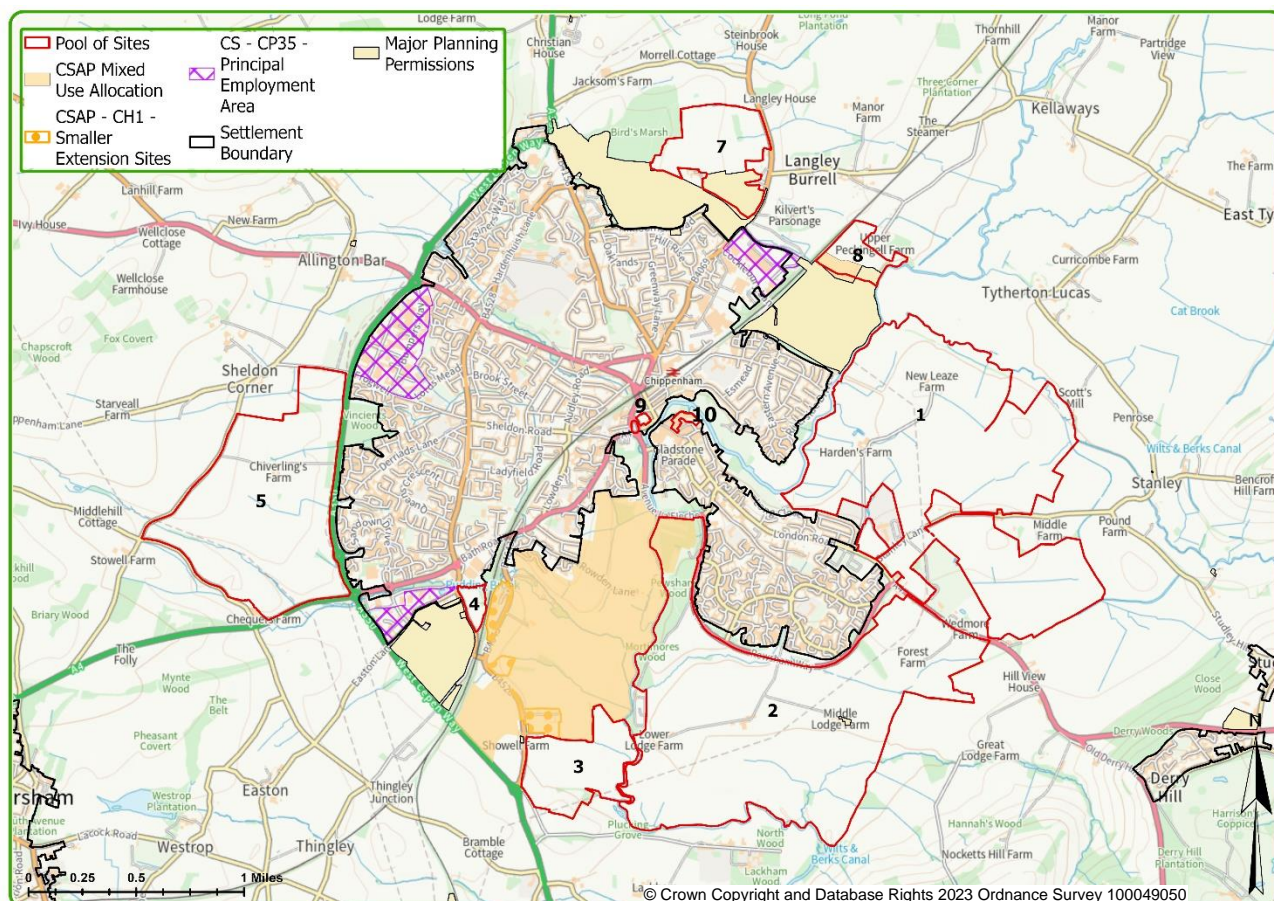


Figure 6. Pool of sites assessed through sustainability appraisal at Chippenham

55. The sustainability appraisal assessed what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits.
56. The outcomes from the sustainability appraisal are shown in Table 11 and Table 12 within Appendix 2, which shows that Site 1 was the most sustainable greenfield site from those that were assessed. The full sustainability appraisal assessments are contained with a separate report<sup>8</sup>.
57. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability appraisal ranked sites by their social, environmental and economic effects.

<sup>8</sup> Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, September 2023)

58. Sustainability appraisal showed that all the sites have a range of positive and negative effects. A summary of the outcomes from the sustainability appraisal for each site can be found in Table 12 within Appendix 2.
59. From the seven greenfield sites assessed through the sustainability appraisal, Site 1 performs strongly in housing, employment and transport objectives, but overall, the differences between the sites are graduated without any one being more marked. Three of the seven sites are assessed as overall having similar severity of effects. All the sites have adverse climate change and air quality effects that are either minor or moderate. Site 4 performs slightly better. Site 2, like Site 1, though overall assessed to be slightly less sustainable performs stronger under the employment objective.
60. Through Stage 4 of the site assessment process, all the sites were then evaluated according to how well they could support the Place Shaping Priorities. The results from this stage of the assessment are shown in Table 13 within Appendix 2.
61. Site 1 continues to perform well. The site performs strongly in achieving most of the Place Shaping Priorities. However, there are considerable uncertainties surrounding the deliverability of the site and the ability to achieve timely road connections through the Rawlings Green site (to A350 north) including new River Bridge from Site 1 and road link south to the A4. It is now clear that Site 1 East Chippenham is not currently available. It therefore does not perform strongly against PSP5 and therefore cannot be selected as the preferred site for this plan period.
62. Sites 2 and 3 perform more strongly in terms of achieving Place Shaping Priorities compared to Site 4, Site 5, Site 7 and Site 8, and merits Site 2 and Site 3 being selected as the preferred sites for this plan period.
63. The methodology and detailed assessments made in the site selection process are all explained in Appendix 2. The sustainability appraisal process and its detailed results are contained in a separate report<sup>9</sup>.

## What development is proposed?

64. Site 2 and Site 3 are more than capable of meeting the scale of residual requirements for new homes that should be planned for in this plan period.

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<sup>9</sup> Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, September 2023)

65. In due course, a review of the Chippenham Neighbourhood Plan may lead to the allocation of additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan. The overall amount of land earmarked for development will exceed residual requirements but will provide a good degree of contingency and flexibility, as well as a wider choice, to best ensure development needs are met.
66. The Local Plan, however, proposes the central strategic development proposals. They are explained below in Table 4 and reflected in Policy 7 (Land South of Chippenham and East of Showell Farm).
67. Policy 3, reflected in Policy 6 (Chippenham Principal Settlement), of the Local Plan also identifies Chippenham as a settlement where the pattern for the longer-term future of the town should be identified towards the end of the Local Plan period - this is referred to as a broad location for growth. This Broad Location for Growth will be considered for further housing, employment development and co-ordinated delivery of infrastructure to meet any future needs identified.
68. The Local Plan therefore commits to the planning for the longer term, which would include consideration of further urban extension to the town. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and plan for the co-ordination of major infrastructure and extensive community engagement to shape its form.

## Sites 2 and 3: Land South of Chippenham and East of Showell Farm

*Table 4: Development proposals on Land South of Chippenham and East of Showell Farm*

<b>Use</b>	<b>Scale/Area</b>
Residential	Approximately 2,525 dwellings
Employment	Approximately 15ha
Green space	Open space provision to include an extension to the Riverside Country Park.



	Enhancement of retained features to mitigate against the loss of pastoral land of relatively low ecological value.
Landscape	Landscape mitigation to safeguard areas of highly sensitive surviving historic landscape character.
Education	Two 2 Form Entry primary schools incorporating two 60 place nurseries. Two additional 80 place nurseries. Financial contributions required towards the expansion of existing secondary schools and a site safeguarded for a future 10 Form Enentry secondary school.
Road Infrastructure	A new southern road connecting the A4 with the A350 including a bridge over the River Avon and floodplain.
Walking and Cycling Infrastructure	Include sustainable transport linkages and onsite public rights of way to increase access to the town centre and existing services.
Health Provision	Financial contributions towards health services.
Community Infrastructure	Allotments; district and local centre.
<p>Vehicular access is possible from the A4 and the A350 at the Lackham roundabout. A bridge over the River Avon and floodplain is required. The delivery of the road will be phased and the phasing for the delivery of the development including housing and employment land will have to take this into account.</p> <p>The site is extensive. The existing River Country Park will be extended. The greenspace would help to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site. Including sustainable transport links and onsite public rights of way will increase access to the town centre and existing services including the Chippenham Community Hospital.</p>	

69. The site’s main role is to provide additional homes and employment land over the Local Plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes. It will include employment land responding to the demand for further employment growth in Chippenham.

70. The site is extensive and supporting infrastructure including a local and district centre and primary schools will be provided. Financial contributions will be sought towards the expansion of the existing Hardenhuish, Sheldon and Abbeyfield

Secondary Schools. A new secondary school is not required at present, but a new site will be safeguarded for the provision of a 10 Form Entry secondary school in the future.

71. Some facilities are within a 20-minute walk of certain areas of both sites. There would be the opportunity to improve the pedestrian and cycleways to and from the town centre, so residents would be able to easily visit the town centre through sustainable transport modes. However, there is likely to be some reliance upon public transport to access the town centre and local facilities. Overall, these improvements would help to increase footfall and boost local trade.
72. The Chippenham Community Hospital cannot be accessed directly from the site. Provision to address may need to include a crossing over the River Avon allowing onward travel through Rowden Park to the hospital site. Potential measures required include bespoke provision of bus service provision and/or footway and a cycleway across third party land.
73. Development of the site should not lead to unacceptable encroachment on nearby villages including Derry Hill and Lacock.
74. The proposals support Place Shaping Priorities. Evidence establishes potential for a range of negative effects that can be mitigated as follows:
  - Creation of buffers adjacent to both sides of all watercourses and to the protected route of the former canal. All hedgerows and treelines are to be retained and enhanced, and habitat areas created that connect existing habitat, especially woodland areas.
  - The site is within a mineral safeguarding area and to prevent the unnecessary sterilisation of minerals, the prior extraction of minerals, where practicable, will be encouraged.
  - Necessary provision must be made to prevent harm or pollution to any surface or groundwater, particularly when designing Surface Water Drainage Systems.
  - The area covered by Wessex Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site.
  - Significant water infrastructure crosses the site. It is likely that significant off-site water supply and foul network infrastructure reinforcements would be required. An offsite sewer would be required direct to the works and works may be required to the twin syphons crossing beneath the river.

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- To address the impacts of surface water, development should follow the surface water hierarchy. Where infiltration is not a viable option then flows being released from the site will need a controlled discharge and to be agreed with the council. Flows from greenfield sites should aim for 20% betterment over pre-developed discharge rates.
- The site is close to sewage treatment works and there may be odour implications which will need to be investigated potentially requiring mitigation such as separation distance.
- The availability of a range of reliable and accessible sustainable transport options will be necessary to help avoid significant impacts on local air quality.
- There are possible impacts on several designated and non-designated heritage assets. The requirement to respect the setting of Lackham House is likely to preclude some or all development over the southern part of the site. Further detailed heritage assessment will be required prior to any application.
- There are possible impacts on archaeological remains across the site, where preservation is likely to be required. A mitigation strategy could also include preservation and a potential management strategy.
- There are a number of public rights of way that will need to be protected and enhanced. Onsite public rights of way could be improved to increase access to the town centre and existing services and facilities in the town.
- The development is of such a scale that local constraints are varied and widespread and will include capacity insufficiencies in the town centre and onto the primary road network. A new access onto the A350 will require capacity to accommodate dualling. The internal access roads will also need to accommodate through traffic from growth in Chippenham.
- Traffic from new development in this location would feed into the network of roads through Chippenham, Calne, Corsham and Bradford on Avon, with potential to further contribute to elevation of emissions.
- There will need to be a positive strategy for energy and there are parts of the sites that could be suitable for renewable and low carbon energy sources and supporting infrastructure. It is considered that current energy infrastructure would struggle to cope with the increased demand of this site, increasing the cost associated with reinforcing the grid. Further evidence is required to confirm this.
- Consider incorporating electric vehicle (EV) charging points, which will encourage the use of more sustainable modes of transport but will increase the energy demand of the site.

75. The southern expansion will complement allocations in the Chippenham Site Allocations Plan and will underpin a step change in housing delivery alongside additional employment, community uses and supporting infrastructure that

## Planning For Chippenham

includes a southern relief road. It has additional potential to accommodate further development beyond 2038, which can be considered through a future plan beyond the Local Plan period.

76. How the site may be developed is shown on the concept plan below (Figure 7). This illustrates one treatment of the sites that meets mitigation requirements and the homes, employment, infrastructure, and other uses envisaged.

Land South of Chippenham

Concept Plan

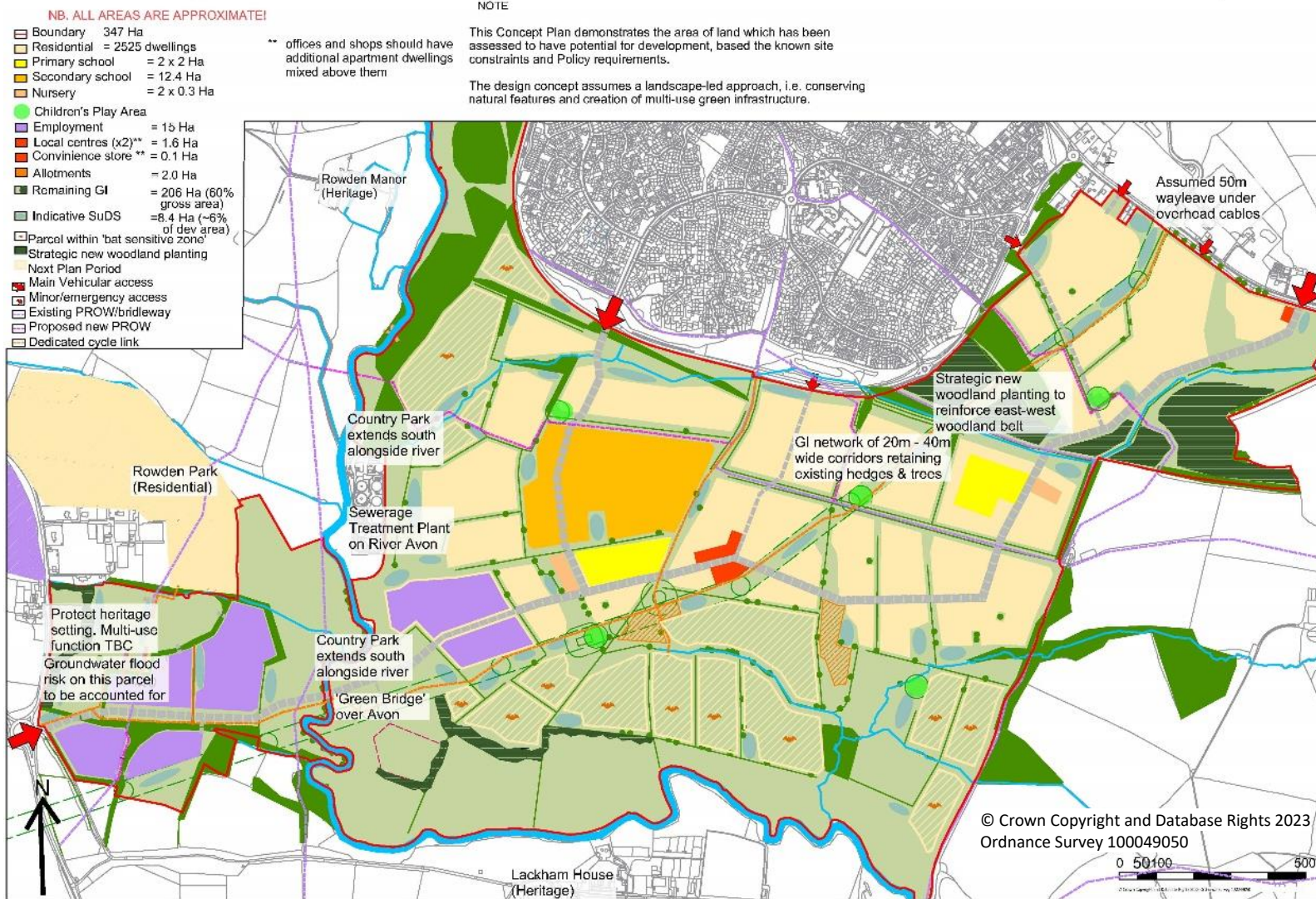


Figure 7. Concept plan for Land South of Chippenham and East of Showell Farm



## Supporting the town centre

77. The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the Local Plan period.
78. Policy 68 (Managing Town Centres) and Appendix 5 of the Local Plan defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centre Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.
79. The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.
80. Chippenham is defined as a Principal Settlement in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the Policies Map. These are also shown in Figure 8 below also.

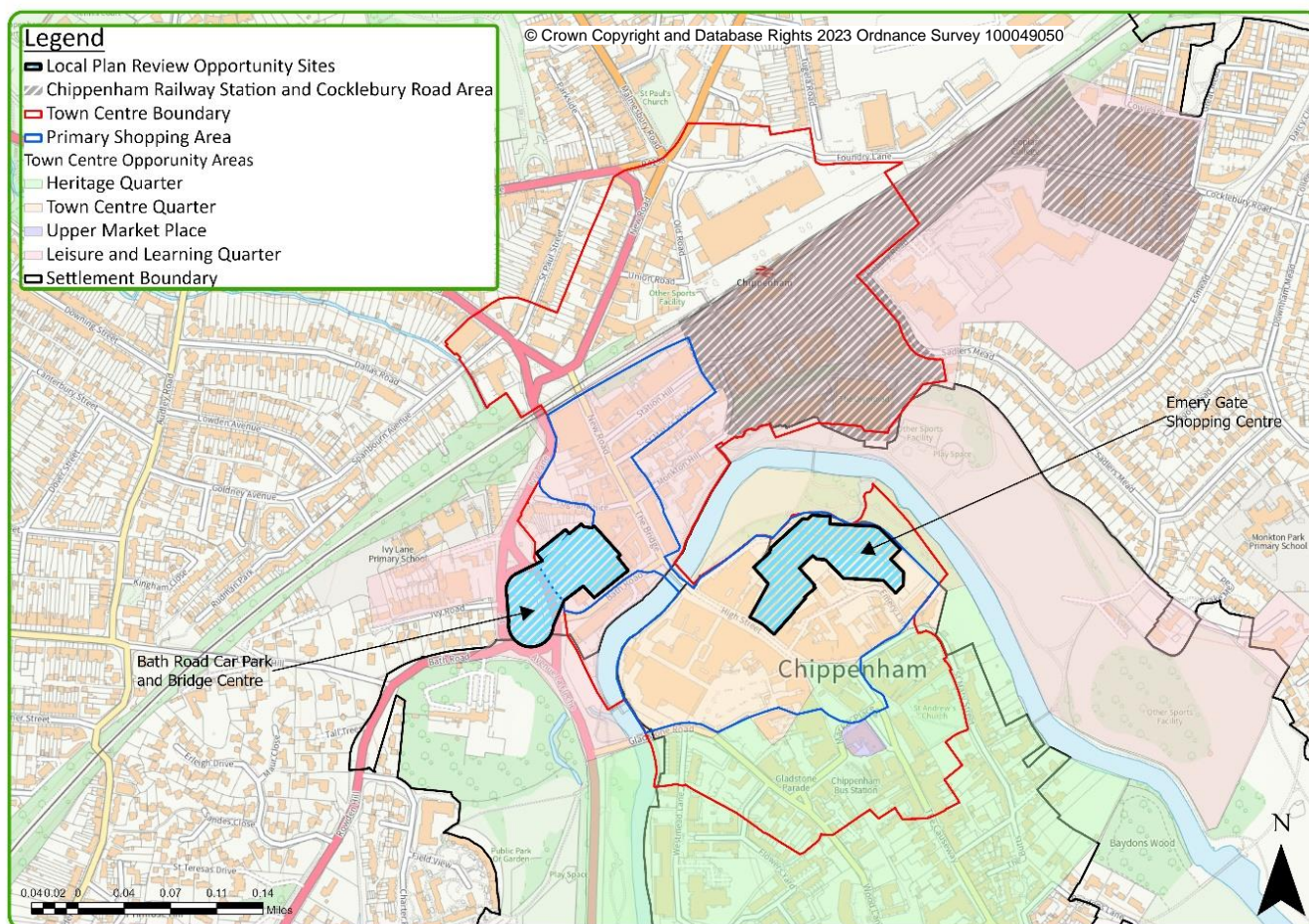


Figure 8. Chippenham town centre and areas of opportunity

81. The Local Plan aim is to strengthen the town centre. Chippenham is a Principal Settlement which provides services and facilities for the local community and residents in surrounding villages in North Wiltshire. The Retail Study 2020 identifies that Chippenham experienced a decade of strong retail growth between 2010 to 2020. This included the development of several out-of-town convenience and comparison-shopping sites. The town centre has in recent years seen changes to the comparison goods and service sectors and more recently as a result of the COVID pandemic has experienced an increase in the number of vacant units. There is also competition from comparison goods retail shops at Bath, Bristol, Swindon and Cribbs Causeway.
82. The Retail Study forecasts a need for additional convenience and comparison retail floorspace at Chippenham, based on shopping trends and growth in catchment spending.
83. However, the operators Aldi and Lidl have both had planning permission granted for new stores in Chippenham since 2020 which have been built and are now operating at Langley Park (Aldi), Methuen Park (Aldi) and Pewsham Way (Lidl) and

so it is not necessary to allocate new sites at Chippenham for additional convenience retail in the Local Plan.

84. In terms of comparison shopping, the study cautions whether Chippenham has any needs for improvement beyond those already achieved over the past decade. This is because it is likely to be challenging on the basis of the current state of the UK non-foods sector and a general reluctance by a number of retailers to open new stores/expand existing floorspace; the improvements that have already been made in recent year may comprise a natural limit for what the town can achieve (in terms of improvements) in the short to medium term; and the continuing influence of larger competing destinations such as Bath, Bristol, Swindon Outlet Centre and Cribbs Causeway which will inevitably continue to draw some trips of comparison shopping trip away from Chippenham.
85. In the Wiltshire Core Strategy, regeneration of the town centre was a priority. Core Policy 9 Chippenham Central Area of Opportunity included key principles to be taken into consideration when delivering development on sites in the central area. Bath Road/Bridge Centre Site and Langley Park were identified as two key regeneration opportunity sites:
  - Bath Road Car Park/Bridge Centre Site – to form a retail extension to the town centre to provide a supermarket and comparison units.
  - Langley Park – to deliver a mixed-use site solution for a key redevelopment opportunity area to support the retention of significant business uses on part of the site.
86. A Chippenham Central Area masterplan was also prepared to provide a more detailed framework for regeneration opportunity sites in the town centre.
87. Since the Core Strategy was adopted, Langley Park has been redeveloped in part to provide a mix of uses including an Aldi supermarket, hotel and residential development. The remaining part of the site continues to be used for employment and is called the Langley Park Industrial Estate. It is an important employment site in Chippenham, which benefits from its location near to the Chippenham Railway Station. Representations were submitted to the Regulation 18 Local Plan Review consultation in 2021 seeking the allocation of part of the employment site for alternative uses including residential uses. Since then, new owners have taken over and the Council understands they no longer want part of the site to be considered for allocation for alternative uses and instead are focusing on making improvements to the site for employment purposes. This site is therefore removed from the Local Plan Review Chippenham town centre policy.

88. Chippenham Railway Station and Cocklebury Road area continues to be an important public transport interchange and transport gateway to the town centre; as well as to the nearby Wiltshire College and businesses located including those on Langley Park Industrial Estate and therefore is identified in the Chippenham Town Centre policy. Proposals for further inward business investment in this area should be supported, with opportunities to ensure improved pedestrian and cycling links to/from the railway station, nearby residential areas and the town centre.
89. The Bath Road/Bridge Centre site has yet to be redeveloped. The site remains an important site for the town, but it is no longer appropriate for large scale retail development. Bath Road is currently used as a car park and the Bridge Centre roundabout serves as an important gyratory in facilitating traffic management in and around the town centre. Any future proposals for the site could potentially include a mix of uses including residential, retail, employment and leisure uses, but part of the site should be retained for continued use as a car park. The roundabout gyratory forms an important part of the transport network in the town and any proposals for the redevelopment of the site must include highway improvements.
90. Chippenham Town Council are preparing a Neighbourhood Plan which includes emerging evidence and policies for the town centre and mixed-use proposals for the Bath Road and Bridge Centre Site.
91. The Bath Road Car Park and Bridge Centre Site continues to be identified as an opportunity site in the Local Plan. Any such proposals for the site must ensure heritage assets are protected and enhanced, and pedestrian links to the town centre and River Avon corridor are improved and enhanced.
92. The owners of Emery Gate Shopping Centre submitted representations to the Regulation 18 consultation in 2021 seeking more flexibility in planning policy to enable alternative uses including residential to be provided alongside retail at the shopping centre. They highlighted there being some uncertainty about Tesco's future tenancy and therefore a future reconfiguration of the shopping centre needed to be considered. Since 2021, the owners of the shopping centre have changed, but the Council understands the new owners are continuing to explore options for a reconfiguration of the shopping centre in order to provide more leisure and residential uses alongside retail. Therefore, the Emery Gate Shopping Centre is identified an opportunity site in the Local Plan.

93. Any development proposals for Emery Gate must ensure the shopping centre retains some anchor retail units, which in combination with other uses help to encourage people to visit the town centre. Any residential uses must be on upper floors and not have a detrimental impact on the continuing use of other units for retail, leisure and commercial uses. Active frontage on to the River Avon corridor must be maximised, and improved pedestrian links provided between the shopping centre, the River Avon and the High Street. A review must be carried out of car parking requirements at the Emery Gate car parks to consolidate this use where possible and open up development opportunities on the site.
94. An updated Chippenham Masterplan is being prepared by the Chippenham Town Centre Partnership Board, which includes representatives from Wiltshire Council, Chippenham Town Council and other stakeholders. Four opportunity areas have been identified, within which there are specific proposals for improvements considered necessary to deliver a thriving, vibrant and prosperous town centre. The proposals in the Plan are complementary.
95. Policy 8 (Chippenham town centre) of the Local Plan sets out policy support for the opportunity sites and Chippenham Railway Station and Cocklebury Road Area, as shown on Figure 3, to ensure appropriate development in the town centre and the surrounding area. The proposals will contribute to delivering three of the Chippenham Place Shaping Priorities (PSP), which concern the town centre (PSP2, PSP3 and PSP4).

## **4. How will growth be delivered?**

96. Landowners, business and housebuilders are the main drivers of development over the Local Plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. Wiltshire Council as local planning authority determines planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

### **Role of neighbourhood planning**

97. The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities



can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

98. The Local Plan sets out a series of Place Shaping Priorities for Chippenham that have been devised in consultation with Chippenham Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.
99. In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.
100. To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:
  - Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare<sup>10</sup>.
  - The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
  - The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.
101. A Chippenham Neighbourhood Plan is being prepared by Chippenham Town Council, with a Regulation 16 consultation having taken place in 2023. The

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<sup>10</sup> National Planning Policy Framework (2021), Paragraph 69, MHCLG

neighbourhood plan contains a vision, objectives and policies identified by the community over the period 2023 to 2038. The emerging neighbourhood plan is not allocating any sites for housing, although it is including proposals for the redevelopment of the Bath Road and Bridge Centre site in the town centre which includes residential uses as part of a mix of uses. Although this neighbourhood plan does not include housing allocations, there is a possibility that a future neighbourhood plan review could do so.

102. There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.
103. There are no other Local Service Centres or Large Villages within the Chippenham neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements<sup>11</sup>. Ten per cent of the scale of growth identified at Chippenham suggests a neighbourhood area requirement for Chippenham of approximately 585 dwellings. There is a limited supply of brownfield sites in the town and most opportunities will be windfall and difficult to identify, meaning a lower baseline requirement is necessary.
104. The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Chippenham neighbourhood area requirement (up to 2038)	200
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## Local Infrastructure

105. The growth of Chippenham needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key

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<sup>11</sup> Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements 2023, Wiltshire Council paper.

measures required to be put in place to address growth proposals for Chippenham as well as known infrastructure issues, what additional provision is necessary to support growth and what other opportunities there may be.

## Education

106. Two 2 Form Entry primary schools incorporating two 60 place nurseries will be required, two additional 80 place nurseries and a site safeguarded for a future 10 Form Entry secondary school. Financial contributions will be required towards the expansion of existing secondary schools. Abbeyfield School is already due to be expanded to accommodate needs arising from existing new development as a result of the Chippenham Site Allocations Plan allocations.

## Highways and sustainable transport

107. Chippenham is located adjacent to the A350 primary route corridor which provides north-south links in west Wiltshire to the M4 in the north and A36 in the south.
108. Other main routes include the A4 linking to the west towards Bath and east towards Calne and Marlborough, and the A420 linking to Bristol in the west and Swindon in the east.
109. The above routes are serviced by bus routes with regular 20-minute services to Bath and Swindon with others providing links to other surrounding towns and many neighbouring villages. Chippenham also benefits from a bus station. Chippenham Railway Station, well connected to the town centre, is served by the Great Western Mainline providing direct rail links to Bath, Bristol and onwards to South Wales in the west and Swindon, Reading and London to the east.
110. Current constraints/local concerns:
  - AM and PM peak hour delays particularly on the A350, A4 and the A420.
  - Congestion within the town centre at the Bridge Centre gyratory and Park Lane/New Road/Marshfield Road one-way system to the north of the town centre.
  - The A350 around Chippenham carries the highest volume of vehicles and HGVs on Wiltshire's Primary Route Network.

111. Opportunities:

- A new road linking the A4 with the A350.
- Good quality radial cycle routes and safe cycle storage facilities if high levels of mode shift from car to bicycle are to be realised.

## Health and social care

112. There are four GP surgeries in Chippenham. Lodge Surgery has been redeveloped internally to support an increasing population. Hathaway Surgery has some capacity for new patients, but other practices do not.

113. Chippenham Hospital has been identified for potential redevelopment or new build and is a way to provide additional provision in the town. This has not taken place yet, but a strategic approach and review is underway.

114. Financial contributions towards health provision will be required.

## Utilities

115. The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

116. It is considered that the current energy infrastructure at Chippenham would struggle to cope with the increased demand of these sites, increasing the cost associated with reinforcing the grid. However further evidence is required to confirm this. As these are large sites the energy demand would be significantly higher than a smaller site.

117. If the sites were to be bought forward with their own self-supporting local network through renewable energy generation, these costs could be significantly less.

118. Due to the uptake of low carbon technology, and the move towards net zero, the Climate Change Committee have estimated that energy demand could almost treble by 2050. This increased pressure on the system is something SSEN, as

## Planning For Chippenham

Distribution Systems Operator, is working on to manage new system capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure. Early engagement with SSEN may be required to discuss connections issues and new solutions may be required.

119. It is likely that significant off-site water supply and foul network infrastructure reinforcements would be required. An offsite sewer would be required direct to the works. Depending on the scale of development west of the River Avon, works may be required to the twin syphons crossing beneath the river.
120. The approach to securing infrastructure provision from new development is set out within Local Plan Policy 5 (Securing Infrastructure Provision from New Development), with site specific requirements that are applicable to Chippenham and its proposed allocations sites set out within Policy 6 (Chippenham Principal Settlement), Policy 7 (Land South of Chippenham and East of Showell Farm) and Policy 8 (Chippenham Town Centre).

## Appendix 1 Policy Review

Table 5 Wiltshire Core Strategy and Chippenham Site Allocations Plan Policy Review for Chippenham

Strategic policy	Title	Retained, Replaced or Deleted
<i>Wiltshire Core Strategy (WCS) and Chippenham Site Allocations Plan (CSAP)</i>		
WCS Core Policy 9	Chippenham Central Area of Opportunity  (i) Bath Road Car Park/ Bridge Centre Site  (ii) Langley Park	Replaced with Local Plan Policy 8 (Chippenham Town Centre).  The policy sets out clear direction for the regeneration of key sites in the town centre that were previously covered by Core Policy 9 (Bath Road and Bridge Centre). It also includes support for the regeneration of the Emery Gate shopping centre, Railway Station and Cocklebury Road areas.
WCS Policy 10	Spatial Strategy for Chippenham Community Area.  Includes Principal Employment Areas: Bumpers Farm Industrial Estate, Methuen Park and Parsonage Way Industrial estate.	Replaced with Local Plan Policy 6 (Chippenham Principal Settlement) setting out how development at Chippenham is envisaged to take place over the Local Plan period. This includes the amount of growth provided at Chippenham and retention of Employment Areas.
CSAP Policy CH1	South-West Chippenham	Retained as a site allocation within CSAP.
CSAP Policy CH2	Rawlings Green	Retained as a site allocation within CSAP.
CSAP Policy CH3	Chippenham Riverside Country Parks	Retained within CSAP as new areas adjacent to and relating to the River Avon set aside for country parks which will help the strategic sites integrate with the town.



<i>North Wiltshire Local Plan, saved policies</i>		
North Wiltshire Local plan 2011 Policy H2	Housing Allocations: Works, Cocklebury Road, Chippenham (as part of a mixed-use scheme) 66 dwellings.  Foundary Lane, Chippenham (as part of a mixed use scheme) 250 dwellings.	Deleted. The Area Strategies provide up-to-date details of the strategic housing requirement up until 2038 including new land allocations. Refer to LPR Policy 7.
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas.	Deleted and Replaced with Local Plan Policy 68 (Managing Town Centres).  The saved policy is area specific and is to be replaced by the new Wiltshire wide policy. That policy identifies a town centre hierarchy.  It also identifies town centre boundaries and primary shopping areas which will be shown for all settlements in that hierarchy on the policies map.
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas.	Deleted and Replaced with Local Plan Policy 68 (Managing Town Centres).  The saved policy is area specific and is to be replaced by the new Wiltshire wide policy. That policy identifies a town centre hierarchy.  It also identifies town centre boundaries and primary shopping areas which will be shown for all settlements in that hierarchy on the Policies Map. Secondary frontages are no longer defined.
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres.	Deleted and Replaced with Local Plan Policy 68 (Managing Town Centres).

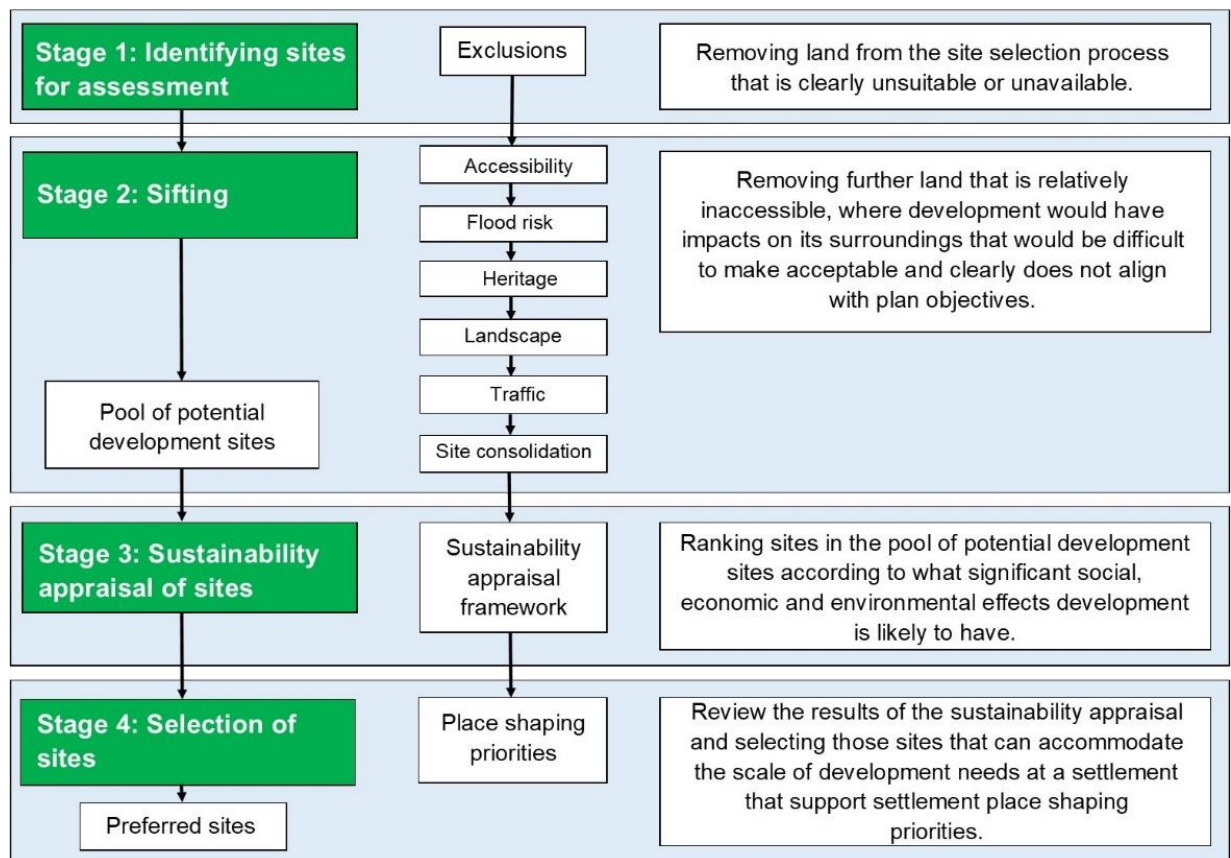
		<p>The policy seeks to manage the use of upper floors within town and local shopping centres. The saved policy is area specific and is to be replaced by the Wiltshire wide policy. That policy identifies a town centre hierarchy. It also identifies town centre boundaries and primary shopping areas which will be shown for all settlements in that hierarchy on the Policies Map.</p>
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# Appendix 2 Site Selection

## Site Selection: Chippenham

- A1. The purpose of this appendix is to explain the site selection process at Chippenham, which takes place over four stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report<sup>12</sup>. This includes Land at Barrow Farm (Site 7), which has recently been approved at appeal.
- A2. This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the conclusions for Chippenham set out within the main body of this paper.

### Summary of the site selection process



<sup>12</sup> Wiltshire Local Plan Site Selection Methodology, September 2023

### Strategic Housing and Employment Land Availability Assessment

A3. The Strategic Housing and Economic Land Availability Assessment<sup>13</sup> (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans<sup>14</sup>. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

A4. Only sites that were not spatially separated from the built-up edge were considered. The map below (Figure 9) shows the SHELAA sites that were considered through the site selection process at Chippenham.

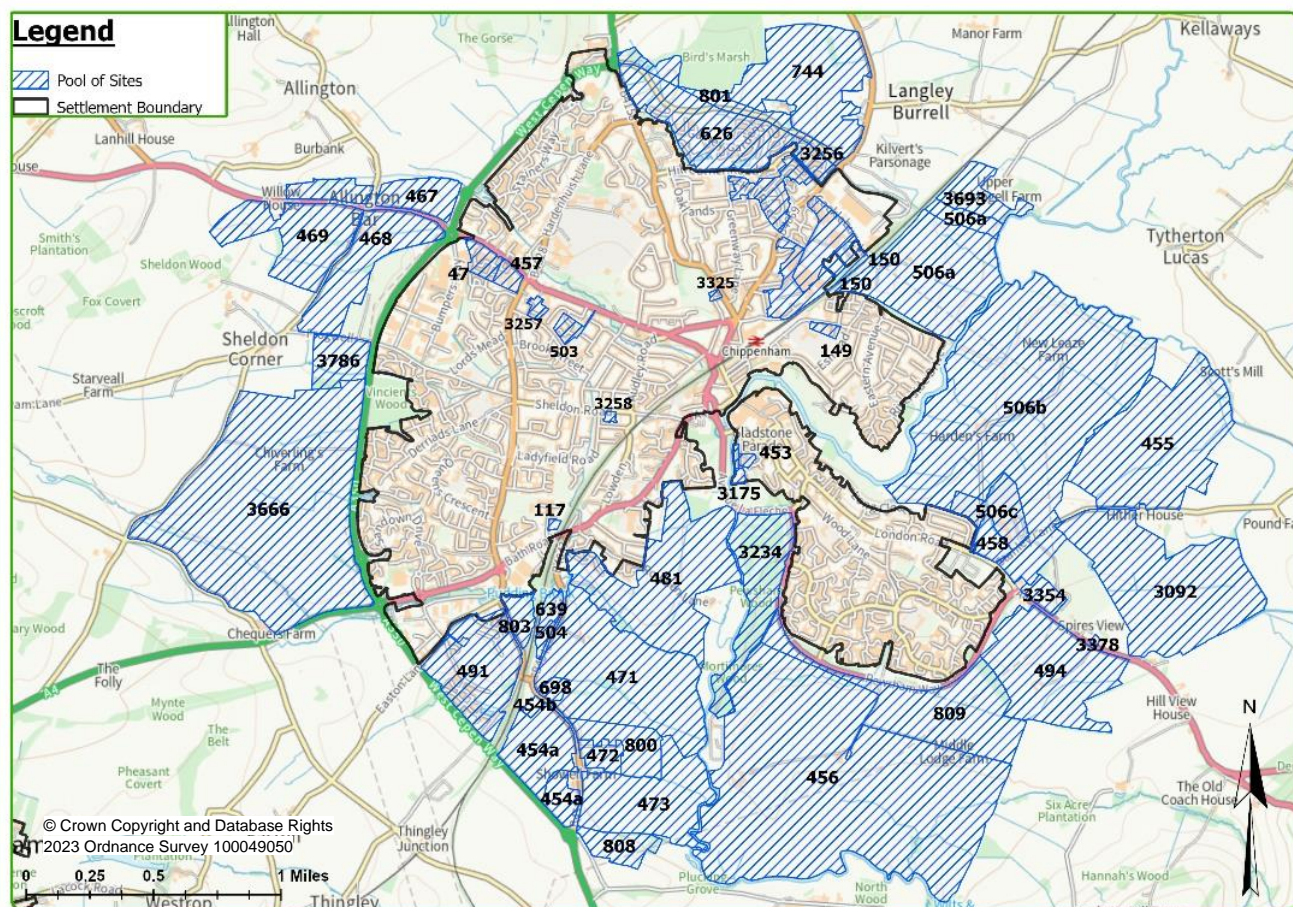


Figure 9. Pool of sites at Chippenham

<sup>13</sup> The Wiltshire Council Strategic Housing and Economic Land Availability Assessment (SHELAA) is available from the council’s website. The SHELAA was last formally published in 2017, but new sites submitted to the council since then have also been considered through the site selection process.

<sup>14</sup> Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the Local Plan period.

A5. The following paragraphs summarise the stages of assessment undertaken through the site selection process.

**Stage 1 – Identifying Sites for Assessment**

A6. The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

A7. 27 sites at Chippenham were excluded at Stage 1.

*Table 6: Sites removed at Stage 1 of site selection process*

SHELAA Site ref.	Reason for removal at Stage 1
47	Built out.
117	Unavailable. Small Site. Part of Industrial Estate
149	Built out
150	Has planning permission and partially completed
453	Unavailable. Redevelopment completed
454a	Part of CSAP CH1 South West Chippenham (Northern part of site) Remainder of site isn't being promoted.
457	Built out
467	Unavailable. No reps submitted at Reg 18 consultation stage.
468	Unavailable. No reps submitted at Reg 18 consultation stage.
469	Unavailable. No reps submitted at Reg 18 consultation stage.
471	Part of Part of CSAP CH1 South West Chippenham
472	Part of CSAP CH1 South West Chippenham
473	Part of CSAP CH1 South West Chippenham
481	Part of CSAP CH1 South West Chippenham
491	Has planning permission. Being built out.
503	Built out.



504	Part of CSAP CH1 South West Chippenham
626	Has planning permission. Being built out.
639	Part of CSAP CH1 South West Chippenham
698	Part of CSAP CH1 South West Chippenham
800	Part of CSAP CH1 South West Chippenham
801	Has planning permission. Being built out.
3258	Small site
3257	Unavailable. Redeveloped.
3175	Built out.
3256	Unavailable. Existing housing.
3325	Small Site

### Stage 2 – Site Sifting

A8. Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence<sup>15</sup>) to further refine the list of sites to a set of reasonable alternatives for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts (Stage 2A)**, and **Strategic Context (Stage 2B)**, and can be summarised as follows:

#### Accessibility and Wider Impacts (Stage 2A)

A9. The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Evidence used to inform this judgement was based on assessment of travel times to key destinations including town centres, employment areas, schools, and healthcare services. This is further detailed in the Site Selection Methodology.

A10. In addition to accessibility, the following wider impacts were tested through Stage 2:

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<sup>15</sup> To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.



- **Flood Risk:** Sites were assessed to consider whether a source of flood risk, or combination of flood risks, would likely increase flood risks beyond the sites assessed; and the degree to which this would be likely to be possible to mitigate.
- **Heritage:** A site that was within the setting of a heritage asset, that was likely to lead to substantial harm that could not be mitigated was rejected.
- **Landscape:** A site that was highly likely to lead to visual harm in the wider landscape, that was unlikely to be possible to be mitigated, was rejected.
- **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts and potential for exacerbation of poor air quality, was rejected.

A11. The outcomes from the Stage 2A assessment were categorised as: high risk of harm (red), medium risk of harm (amber) and low risk of harm (green). Sites with one or more red rating were likely to be rejected at Stage 2.

### **Strategic Context (Stage 2B)**

A12. This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and strategic priorities
- Future growth possibilities for the urban area

A13. This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through sustainability appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

*Table 7 Strategic Context Analysis of Chippenham:*

<b>Context criteria</b>	<b>Detail</b>
Long-term pattern of development	The River Avon is the original and defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the

	<p>west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.</p>
<p>Significant environmental factors</p>	<p>The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain.</p> <p>To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts.</p> <p>There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.</p> <p>Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.</p> <p>Hardens Farm to the east of the River Avon is a listed building.</p> <p>Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham. The listed Kilvert Parsonage is also located in this area.</p>
<p>Scale of growth and strategic priorities</p>	<p>Chippenham is designated as a Principal Settlement. The town is experiencing significant growth. Further growth is now planned.</p> <p>Chippenham has excellent transport links, being in close proximity to the M4, the A350 and is located on the main Bristol to London railway route (Great Western Railway); which makes it an attractive location for economic investment.</p> <p>The Place Shaping priorities identified for Chippenham include providing new employment opportunities to enable people to live and work locally; improving the resilience of the town centre; continuing with improved access to the River Avon valley through Chippenham as an important Green Infrastructure corridor for the</p>

	town; having a network of well-connected footpaths and cycleways and connectivity for public transport; linking the A4 to the A350 with the provision of a new road; and respecting identities of villages within the landscape setting of the town.
Future growth possibilities for the urban area	<p>There are opportunities for future growth, but some represent a new direction. Combined with the scale of growth intended this indicates a significant impact.</p> <p>Land to the east of the River Avon and south of Pewsham provide ample opportunities for further housing and employment development. Other areas to the north are more limited, and land west of the A350 also provide opportunities for further housing and employment development.</p> <p>Generally, the larger land opportunities will breach the current boundaries of the A350 and River Avon respectively and need new infrastructure to do so.</p> <p>All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre. Work on the Chippenham Site Allocations Plan showed that a connection from the A4 and the A350 was essential to the long-term growth future of the town; and safeguarding measures were made within its allocations to allow for future connections to be made.</p>

A14. Table 8 comprises the Stage 2A RAG ratings and a concluding commentary that provides an overall judgement for Stages 2A and 2B combined. The overall judgement on each site could refer to the conclusions reached in the strategic context where this affected a decision to reject or take forward land.

Table 8: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Take forward
506b	Land at East of Chippenham (Hardens Farm and New Lease Farm)						This site is located east of Chippenham. It has average accessibility to local facilities. A small part of the site is affected by pluvial flooding associated with the River Avon and surface water flooding around	✓

						<p>Hardens Farm and further east. Management measures are achievable. The site would be visible from the Monkton Park housing estate and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road. The site contains designated and non-designated heritage assets Development could have an impact on historic assets: setting of Grade II listed Hardens Farm, Tytherton Lucas Conservation Area and non-designated New Leaze Farmstead. The site, to the east of the River Avon, would represent a fresh direction for expanding the urban area. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.<sup>16</sup></p>	
455	Land to the North of London Road and West of Stanley Lane					<p>This site is located to the east of site 506b (East of Chippenham). It borders Stanley Lane and has average accessibility to local facilities. The River Marden is situated to the north of the site. As a result, there is a fluvial flood risk, particularly at the top of the site. A small part of the site has been subject to historical flooding. Management measures are achievable. There is a surface water flood risk, in the centre of the site and downstream of the North Wiltshire River Cycle route. The site would be visible from Stanley Lane and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road. Development would have some impact on settings of Grade II listed Hither Farm and Middle Farm. This impact would significantly increase in combination with Site 3092. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓

<sup>16</sup> A parcel of land (506c) previously part of site 506b has recently been earmarked to provide an extension to Abbeyfield School.

458	Land to the South West of Abbeyfield Secondary School						<p>This site is located between Abbeyfield School and the existing settlement boundary. It has good accessibility to local facilities in Pewsham and the town centre.</p> <p>There are views from the edge of Monkton Park housing estate across the site to the Avon river valley.</p> <p>There will be some impact on the setting of the Grade II listed Gate Farmhouse located east of the site on the corner of Stanley Road and London Road. In terms of flood risk, the only issue with the site is surface water flooding, for which management measures are straightforward.</p> <p>Take forward for further consideration. This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3354	Jeys Farm, Pewsham						<p>This is a small site located to the east of Chippenham adjacent to the A4. It has good accessibility to local facilities in Pewsham and in the town centre. Flood risk is low. Management measures are straightforward and there is no reduction in the site capacity. There is considered to be no harm to heritage assets. The site is well screened from A4 London Road and distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East.</p> <p>The site is small and is not considered to be strategic. It is accessible from the A4 but is not immediately adjacent to other sites being promoted in the area and so cannot be considered in combination with one or more of them.</p> <p>Exclude from further consideration because of its size and isolation.</p>	X
3092	Forest Gate Farm						<p>This site is located east of Chippenham between Stanley Lane and the A4. It has average accessibility to local facilities. The only flood risk associated with the site is surface water flooding, which is widespread across the site, but particularly toward the south of the site around Green Lane Farm. Management measures are achievable.</p>	✓

						<p>Development will have some impact on Grade II listed Hither Farm and Middle Farm. Impact significantly increased in combination with Site 455.</p> <p>Southern edge adjacent to route of former canal. Possible impact on setting of the Grade II* listed Bowood Registered Park and Garden. Impact on separate character of Old Derry.</p> <p>The site would be highly visible from Stanley Lane and the various isolated farmsteads along it. There are also distant views to Derry Hill to the South East.</p> <p>There is good access to the A4. The site in combination with site 506b and 3092 provides the opportunity for a new eastern link road to link the A4 with the A350 if required.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
456	Land South of Pewsham					<p>This site is located south of Pewsham, east of the River Avon and extends towards Lacock. Part of the northern boundary is near to the A4, although it is separated by a strip of land belonging to site 809.</p> <p>It has average accessibility to local facilities. Historical flooding has taken place, to the south of the site associated with the River Avon. There is also a surface water flood risk associated with the River Avon tributaries. Consequently, the site has a medium risk of flooding. Management measures are achievable. There are some less than significant heritage impacts. The southern half of the site has a potential impact on setting of Grade II listed Lackham House and its designed landscape. The North-west side of the site impacts on Rowden Conservation Area.</p> <p>This is a large site that would have a visual impact on the Avon Valley and Lackham College. The site will be open to distant views from the hills to the south and south east.</p> <p>The site in combination with site 809 provides the opportunity for a new</p>	✓



						<p>southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
809	Land South of Pewsham Way					<p>This site is located south of Pewsham. It borders the A4 road and is between sites 494 and 456. It has good access to the A4. It has average accessibility to local facilities.</p> <p>There is a medium flood risk, associated with surface water flooding towards the east of the site. This may be a capacity issue with water passing under the main road and holding back into this site. Management measures are achievable. There is no harm to heritage assets, although there is a contribution of the landscape setting to the Grade I listed Bowood Registered Park and Garden and impact on settings of non-designated farmsteads.</p> <p>The site has open views from Pewsham Way and the south of the site will be open to distant views from the hills to the south and south east. Eastern edge is adjacent to route of former canal.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
494	Forest Farm					<p>This site is located south east of Pewsham and is adjacent to the A4 road. It has good access to the primary route network. It has average accessibility to local facilities.</p> <p>Flood risk is rated good, although there is evidence of surface water flooding. Management measures are straightforward.</p> <p>There is less than substantial harm to heritage assets. There is the possibility of impact on setting of Grade I listed Bowood Registered Park and Garden, Grade II listed Pewsham House and non-designated heritage farmsteads.</p> <p>The site is highly visible from A4 London Road with distant views to Derry Hill,</p>	✓

						<p>Nocketts Hill, and Naish Hill to the South and South East. Mitigation is possible. The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required. Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
3234	Patterdown / Rowden					<p>This site is located south of Pewsham between the River Avon and Pewsham Way. It has good access to the primary route network. It has good accessibility to local facilities in the town. There is a risk of surface water flooding and pluvial flooding as a result of its location adjacent to the River Avon. Historical flooding has affected some of the site. Management measures are straightforward. The site is considered to have less than significant impact on heritage assets. There will be some impact on Rowden Conservation Area and setting of Grade II and II* listed buildings and scheduled moated site at Rowden Manor. The landscape impacts are acceptable with some mitigation. The site is well screened from Pewsham way with good tree and hedgerow cover. There are middle distance views to the West across the Avon Valley to the Community Hospital site and adjacent residential areas. Mortimer’s Wood Nature Reserve is in the southern portion of the site. The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required. Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
473	Land Opposite Showell Farm					<p>This site is located immediately south of the South West Chippenham site which is an existing allocation and has planning permission. Accessibility to local facilities is average and the site has good access to the A350 and B4528.</p>	✓

						<p>This site has a medium flood risk due to the proximity to the River Avon and the historical flooding which has taken place on the eastern side of the site. There is a risk of surface water flooding on part of the site and this site carried the highest groundwater risk which can be overcome.</p> <p>The site is considered to have less than significant impact on heritage assets. Grade II listed Showell Farm is a large multi yard farmstead with good survival of significant buildings. Whilst currently well screened from views to the A350 any access from this road onto the site is likely to significantly degrade this.</p> <p>The site in combination with site 456, 494 and 809 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
803	Land at Chippenham Business Park adjoining Saltersford Lane					<p>This site is located south of Methuen Park between Hunters Moon and the railway line. Accessibility to local facilities is good and the site has no significantly harmful effects on congested roads. The site is rated as having good flood risk impacts. The key impacts are Groundwater / Surface Water and recorded flooding risks. The groundwater risk is the highest possible but can be mitigated. The surface water risk is predominantly located at the far north and south of the site. The recorded historical flooding is also situated at the top of the plot and associated to the nearby watercourse. Management measures are achievable.</p> <p>There is no harm to heritage assets. Grade II listed Patterdown Farm is physically and visually separated by railway embankment.</p> <p>The site is generally well screened from view with the railway embankment as a green infrastructure corridor running along its eastern boundary. Whilst there are some gaps along the hedge line</p>	✓

							<p>along Saltersford Lane these can be dealt with through mitigation.                  Take forward for further consideration.                  This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
808	Land East of Access to Lackham College						<p>This site is located south of Showell and the South West Chippenham allocation. The A350 is nearby.                  Accessibility to local facilities is average and access to the primary road network is good. This site has medium flood risk. This site is at risk of surface water flooding which is located towards the east of the plot and also in the North East corner. Historically, a small part of the site has also flooded due to channel capacity issues from the nearby River Avon. Management measures are achievable.                  There is no harm to heritage assets. The site is exposed to views from the A350 which would require mitigation. Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
744	Land to the North of Barrow Farm						<p>This site is located to the north of Chippenham and east of Birds Marsh Wood. It is adjacent to the north Chippenham urban extension which is being built out. Which has planning permission.                  Accessibility to local facilities is average, and the site has no significantly harmful effects on any congested roads. The site is classed as having medium flood risk and management measures are achievable, this site has risks from groundwater and surface water flooding, which can be mitigated against.                  This site will have a less than substantial impact on the settings of listed buildings including Barrow Farm which is within the site and Langley House to the north east of the site.                  Whilst the southern half of the site is low lying the site rises up to the North east making any development here more incongruous within the predominantly</p>	✓

							<p>rural context. Development of this site risks coalescence between Chippenham and the village of Langley Burrell. Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
3666	Land west of Chippenham						<p>This site is located west of Chippenham and the A350 and north of the A4 where the two roads meet. Accessibility to facilities is average and has no significantly harmful effects on congested corridors.</p> <p>This site has medium flood risk. The risks from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the entire site. Management measures are achievable.</p> <p>Main site would have severe impact on setting of Grade II listed Chiverlins Farm leading to complete loss of agricultural setting. Southern section would impact on the intact Mynte Farmstead group and Chequers Farm. Farmsteads have a fundamental relationship with their surrounding hinterland and mitigation likely to be difficult. South of site has likely impact on setting of high status Corsham Court Registered Park and Garden and approach.</p> <p>The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4 with the land rising up from Holywell.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3693, and Part of 506a	Land at Peckingell Farm and Rawlings Green						<p>This site is located to the north east of Chippenham and to the east of the railway line. Land to the south of the site is allocated for development (CSAP CH2 Rawlings Green) with the southern section of this site forming the northern</p>	✓

						<p>section of the Rawlings Green site and is designated as a country park.</p> <p>The site has flood risk, but management measures are achievable. This site has some groundwater risk. This too can again be mitigated.</p> <p>It has average accessibility to local facilities. The accessibility of the location is dependent on the delivery of the adjacent Rawlings Green site including a bridge over the railway.</p> <p>The site would have an impact on setting of Grade II listed Upper Peckingell and Lower Peckingell farmsteads and remove much of remaining immediate agricultural setting and context.</p> <p>Mitigation is likely to be very difficult to achieve to offset harm caused. There could be some level of development linked to the site to south but there would be a need for mitigation in form of landscaping which would be likely to reduce capacity.</p> <p>The pattern of vegetation creates a locally wooded landscape that contributes to a strong sense of separation between Chippenham and outlying rural settlements. The railway and associated vegetation also provide separation of the site from Langley Burrell to the north. Trees towards the southern area of the site provide a narrow buffer to the allocated land to the south forming part of Rawlings Green site.</p> <p>Take forward for further consideration</p>	
3786	Adj A350					<p>This site is located west of Chippenham and the A350.</p> <p>Accessibility to facilities is average and has no significantly harmful effects on congested corridors.</p> <p>This site has medium flood risk. The risks from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the site. Management measures are achievable.</p>	✓



							There may be some impact on setting of Grade II listed Chiverlins Farm The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4. Take forward for further consideration.	
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A15. Of those sites taken forward, it was appropriate in some cases to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration (Table 9).

Table 9: Site Assembly

Sites combined (SHELAA Reference)	Reason
506b, 455, 458 and 3092	These sites mostly abut each other and are all located east of Methuen Park, Rawlings Green, the River Avon and between the River Avon and the A4 corridor.
494, 809 and 456	These sites abut each other and are all located South of Pewsham, West of the River Avon.
473 and 808	These sites are located west of the River Avon, adjacent to the B4578, south of Rowden Park near to the Lackham Roundabout onto the A350
3666 and 3786	These sites abut one another and are both located west of the A350.
3693 and 506a (in part)	These sites abut one another and form an extension of the Rawlings Green site.

A16. In preparation for Stage 3, the remaining sites were renumbered for ease of understanding, as follows (Table 9):

Table 10: Sites renumbered for the purpose of further assessment

Site Number	Site Name	SHELAA reference
1	Land East of Chippenham	506b, 455, 3092, 458 and 3354
2	Land South of Chippenham	494, 809, 456 and 3234
3	Land East of Showell Farm	473 and 808
4	Land Adj Saltersford Lane	803
5	Land West of A350 Chippenham	3666 and 3786
7	Barrow Farm	744
8	Land at Peckingell Farm and Rawlings Green	3693 and 506a (in part)

### **Stage 3 – Sustainability Appraisal**

- A17. At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through sustainability appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the sustainability appraisal methodology is provided in a separate report<sup>17</sup>, which also includes the detailed assessments made for each site within a series of appendices.
- A18. Sustainability appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the sustainability appraisal criteria used.
- A19. The table below shows the sustainability appraisal conclusions for the reasonable alternative sites that were assessed. The overall sustainability appraisal score is shown in column 2 of the table.
- A20. The sustainability appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than social/economic objectives – scores against environmental objectives typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.
- A21. Reasonable alternatives are rejected at Stage 3 where the sustainability appraisal concludes that development would result in one or more ‘major adverse effect’ (highlighted in red with a triple negative).
- A22. Seven sites assessed through sustainability appraisal at Stage 3 were taken forward as preferred sites for further consideration at Stage 4:
- Site 1 Land East of Chippenham
  - Site 2 Land South of Chippenham
  - Site 3 Land East of Showell Farm
  - Site 4 Land at Chippenham Business Park adjoining Saltersford Lane

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<sup>17</sup> Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, September 2023)

## Planning For Chippenham

- Site 5 Land West of Chippenham Adj A350 and A4
- Site 7 Barrow Farm
- Site 8 Land at Peckingell Farm and Rawlings Green

A23. The sustainability appraisal rankings are shown in Table 11 with the significant issues identified outlined in Table 12.

**Chippenham: Table showing summary of assessment scores listed in order of site sustainability performance (More > Less)**

Key to likely significance of effects:					
+++	Major positive effect = +3 points	0	Neutral effect = 0 points	---	Major adverse effect = -3 points (mitigation unachievable - recommend that is not considered further)
++	Moderate positive effect = +2 points			--	Moderate adverse effect = -2 points (mitigation achievable but problematic)
+	Minor positive effect = +1 point			-	Minor adverse effect = -1 point (mitigation easily achievable)

Table 11: Sustainability Appraisal scores for sites assessed at Chippenham

Site	Overall site score (sustainability rank)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
1	-3 (1 <sup>st</sup> )	-	--	--	--	-	0	--	-	+++	+++	--	+++
4	-6 (2 <sup>nd</sup> )	-	-	--	--	--	0	-	0	+	+	-	+
2	-7 (3 <sup>rd</sup> )	--	--	--	--	-	0	--	--	+++	++	--	+++
3	-8 (=4 <sup>th</sup> )	-	--	--	--	--	0	--	-	+++	+	--	++
5	-8 (=4 <sup>th</sup> )	-	--	--	--	-	0	--	--	+++	++	--	++
7	-8 (=4 <sup>th</sup> )	--	--	--	--	-	0	--	--	+++	+++	--	++
8	-10 (7 <sup>th</sup> )	-	--	--	--	-	-	--	--	++	+	--	+

Table 12: Sustainability appraisal outcomes for sites assessed at Chippenham

Site	SA score and ranking	Likely key issues for site
1	1 <sup>st</sup>	<p>Site 1 is considered the most sustainable site when assessed against the 12 sustainability appraisal objectives and when compared against all other sites.</p> <p>No major adverse effects (where mitigation is considered unachievable) are likely:</p> <ul style="list-style-type: none"> <li>• Development would likely lead to a significant loss of the highest quality agricultural land.</li> <li>• Development of the site would need to make necessary provision to protect from harm or pollution to any ground, surface or drinking water. This is particularly the case when designing Surface Water Drainage Systems where techniques such as attenuation and infiltration may be limited.</li> <li>• The area covered by Wessex Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site.</li> <li>• With regard to water supply and foul network capacity, it is likely that significant off-site infrastructure reinforcement would be required. A long offsite sewer would be required direct to the works.</li> <li>• With regards to the impacts of surface water discharges, stringent policy criteria would be required to address potential cumulative impacts of development.</li> <li>• Development of this site has the potential to impact on a range of designated and non-designated assets.</li> <li>• Onsite education provision would be required to support population growth arising from this site. A new secondary school site would need to be safeguarded.</li> </ul> <p>Likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure and delivering a mixed-use development incorporating employment land.</p> <p>The site has strong access to Secondary Schools, good access to existing employment areas, partially weakened access to the Town Centre and Public Transport and weak access to Chippenham hospital.</p>
4	2 <sup>nd</sup>	<p>This is a relatively small site – there are few constraints and mostly minor effects are likely.</p> <p>No major adverse effects (where mitigation is considered unachievable) are likely:</p> <p>Pudding brook (a minor watercourse) runs through the north of the site and the railway line abuts the eastern edge of the site. Both these features have</p>

		<p>significant function for biodiversity as commuting and foraging corridors between other habitat areas in the wider landscape</p> <p>Minor or neutral effects are likely for biodiversity, land and soil, environmental pollution, climate change, energy, heritage, landscapes, inclusion, transport, and economy</p>
2	3 <sup>rd</sup>	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> <li>• Priority areas of biodiversity sensitivity are the River Avon CWS and Cocklemore Brook, Lackham Wood CWS (to immediate south of site) and remnants of the Wilts and Berks Canal route along the eastern edge of the site.</li> <li>• likely significant adverse effects given the significant size of site and likely scale of loss of greenfield, agricultural land of medium quality, and likely mineral sterilisation that would occur.</li> <li>• scale of likely development will inevitably significantly increase levels of environmental pollution. Impacts on local air quality are most likely to arise from a significant increase in vehicle usage on existing roads and from any new highway infrastructure needed to serve the development. The site is in proximity to Sewage Treatment Works which could be a source of odour.</li> <li>• likely significant impacts on Rowden Conservation Area, Lackham House and its designed landscape and setting of Grade II and II* listed buildings and scheduled moated site at Rowden Manor. There is a strong sense of separation from the existing urban area created by the network of mature woodland, riparian vegetation and field boundary hedgerows. The features contribute to the moderate scenic quality particularly associated with the river corridor.</li> <li>• likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure</li> <li>• Onsite education provision would be required to support population growth arising from this site. A new Secondary school site would need to be safeguarded.</li> </ul> <p>The significant size of this site would suggest that a mixed-use development involving residential, employment and other uses could be achieved that may help reduce the need to travel. On-site employment, health, retail, education and other facilities would be required to reduce out-commuting and reduce impacts on existing roads. A significant new road and sustainable transport infrastructure will be required. A site of this size would need access to two different road networks. Limited opportunity to tie into infrastructure delivered with the Rowden Park development due to landscape and flood zone buffers. Would require access to A350 in west via Site 3.</p> <p>Major benefits for local economy through housing, employment, short-term construction jobs, increased local workforce, possible energy generation, new services and facilities, new road infrastructure.</p> <p>Minor or neutral effects are likely for water resources, climate change energy</p>
3	4 <sup>th</sup> (Joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p>

		<p>Likely significant issues include:</p> <ul style="list-style-type: none"> <li>• the Bristol Avon River County Wildlife Site runs along the eastern boundary of the site and the railway corridor runs along the western edge. Both corridors provide commuting and foraging for a range of wildlife species and connectivity between different areas of habitat in the wider landscape</li> <li>• Development would likely lead to a significant loss of the highest quality agricultural land.</li> <li>• The eastern part of the site lies within the Bristol Avon sand and gravel Mineral Safeguarding Area and this potential resource would likely be substantially sterilised.</li> <li>• The scale of development likely on a site of this size will inevitably significantly increase levels of environmental pollution.</li> <li>• Impacts on local air quality are most likely to arise from a significant increase in vehicle usage on existing roads and from any new highway infrastructure needed to serve the development.</li> <li>• The site is also close to sewage treatment works so there may be odour implications which will need to be investigated by the developer.</li> <li>• Areas of significant and moderate fluvial flood risk are associated with the river Avon to the east of the site and flood risk could be exacerbated by climate change. Although development could avoid this area and avoid risk, it may worsen the risk elsewhere.</li> <li>• There are likely significant impacts on the Grade II listed Showell Farm and farm buildings and the approach to the Grade II Lackham country house and Grade II lodge. The site has features of associated with a Roman settlement.</li> </ul> <p>Likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure.</p> <p>Onsite education provision would be required to support population growth arising from this site. A new Secondary school site would need to be safeguarded.</p> <p>The site has good accessibility via the A350 and B4528 suggesting that the site would be able to support existing employment land to the south-west of Chippenham but it is less likely to be able to support new onsite employment land alongside housing.</p> <p>Minor or neutral effects are likely for biodiversity, water resources, landscapes and inclusion.</p>
7	4 <sup>th</sup> (Joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> <li>• Birds Marsh Wood County Wildlife Site (CWS) is adjacent to the site. This area is significant and is likely to be particularly sensitive to change.</li> </ul>



		<ul style="list-style-type: none"> <li>• Delivering appropriate densities could be problematic given its location in such close proximity to Birds Marsh Wood and extending out into open countryside to the north and east towards Langley Burrell. Development of this large site would lead to a significant loss of higher quality agricultural land.</li> <li>• Significant air quality impacts likely in an environmentally sensitive location and significant impacts likely on Birds Marsh Wood from noise and light pollution</li> <li>• This is a smaller site which should produce fewer emissions, but the entire site is identified as having a moderate risk due to high groundwater levels.</li> <li>• High groundwater levels could impact on infiltration techniques, drainage, construction activities and flood risk, therefore site-specific groundwater investigations will be required.</li> <li>• There are likely significant impacts on Grade II Barrow Farmhouse, Barrow farm Cottages, Pound House and Old School House, also Grade II* Langley House and Grade I Church of St Peter. Indirect impacts on Langley Burrell CA and Kington Langley CA. The cumulative impact in combination with the North Chippenham development would be severe.</li> <li>• The site has a predominantly rural character. The pattern of vegetation creates a wooded approach to Chippenham from the north that contributes to a strong sense of separation between Chippenham and outlying rural settlements of Kington Langley and Langley Burrell. There is potential for built form to be intrusive in the rural landscape setting where it breaks wooded skylines and extends the urban edge, reducing separation between Chippenham, outlying rural settlements and Bird’s Marsh Wood</li> <li>• Onsite education provision would be required to support population growth arising from this site. A new Secondary school site would need to be safeguarded.</li> <li>• Development would be reliant upon the delivery of the adjacent development site to the south, its associated link road between Malmesbury Road roundabout (A350) and Mauds Heath Causeway and the extended HIF Relief Road. There are significant concerns around the capability of the Malmesbury Road Roundabout improvements to accommodate additional development</li> </ul>
5	4 <sup>th</sup> (Joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> <li>• likely significant scale of loss of medium quality agricultural land, and likely issues delivering appropriate densities in a location west of the A350, extending out into open countryside, where there is no other development.</li> <li>• Moderate adverse effects given the increased demand on water resources and that the site is entirely covered by Source Protection Zone 2</li> <li>• The scale of development on a site of this size will inevitably significantly increase levels of environmental pollution. Likely to significantly increase pressures on the local road network through proximity to A350 and A4.</li> </ul>

		<p>May result in significant severance for pedestrian, cyclist and railway mode shares whilst increasing car related air pollution.</p> <ul style="list-style-type: none"> <li>• Likely significant impacts on Grade II listed farmhouses and farmsteads (Chiverlins Farm, Mynte Farm and buildings, Chequers Farm) and impacts on Corsham Grade II* RPG</li> <li>• There is a strong sense of separation from the urban area due to the enclosed field pattern, linear and riparian woodland, and robust roadside buffer along the eastern side of the A350. The site is of generally medium high landscape sensitivity to housing development, with areas of higher sensitivity on rising, open land to the west of the site and to the southwest overlooking the A4 towards elevated areas of Corsham Court’s designed parkland.</li> <li>• Likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure</li> <li>• Significant benefits for reducing social inclusion but site is not located within an area subject to high levels of deprivation.</li> <li>• Onsite education provision would be required to support population growth arising from this site. A new Secondary school site would need to be safeguarded.</li> <li>• Development on this scale is considered likely to significantly increase pressures on the local road network. The site would be very accessible from the A350 and A4 giving good access to motorised transport, but it is on the western side of the A350 resulting in significant severance for pedestrians and cyclists.</li> <li>• Moderate positive effects – opportunity to incorporate a mix of uses on this site. Capable of helping support existing employment areas, such as Methuen Park and Bath Road Industrial Estate.</li> </ul> <p>Minor or neutral effects are likely for biodiversity, climate change and energy</p>
8	7 <sup>th</sup>	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> <li>• Development of the site would need to make necessary provision to protect from harm or pollution to any ground, surface or drinking water. This is particularly the case when designing Surface Water Drainage Systems where techniques such as attenuation and infiltration may be limited.</li> <li>• The area covered by Wessex Water has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site.</li> <li>• With regard to water supply and foul water capacity, it is likely that significant off-site infrastructure reinforcement would be required. The site would be directed east or west to connect to new sewers. Lack of capacity in local networks and railway and river crossings likely to be problematic.</li> <li>• With regards to the impacts of surface water discharges, stringent policy criteria would be required to address potential cumulative impacts of development.</li> </ul>

		<ul style="list-style-type: none"> <li>• The site is located next to a busy railway line, which could give rise to noise impacts and may also require mitigation through site design. Noise impact assessment and odour impact assessment would be required.</li> <li>• The site would have an impact on setting of Grade II listed Upper Peckingell and Lower Peckingell farmsteads. For the northern part of the site although not involving direct and clear ‘substantial harm’ the public benefit of any significant scale of development across this site appears highly unlikely to be such that it can outweigh the harm to the designated assets.</li> <li>• Land to the south of the site (Rawlings Green) is allocated for development with the southern section of this site forming the northern section of Rawlings Green, designated as a country park mitigating the impacts of development on Rawlings Farm.</li> <li>• The site has a predominantly rural character, forming part of the pastoral landscape that characterises the river Avon corridor with a generally strong sense of separation from the urban area. Development would weaken this sense of separation and be conspicuous on the rising slopes to the west of the river Avon, particularly considering the context of the rural settlements including Peckingell, Langley Burrell and Tytherton Lucas</li> <li>• Without access through the Rawlings Green development the site would not present sustainable development by virtue of barriers to access the town centre, railway station and employment centres in and around Chippenham. Alternatively, with access through Rawlings Green, the site would become more sustainable, however walking and cycling distances are still considered at the outer extents of preferred maximums.</li> </ul> <p>Minor or neutral effects are likely for biodiversity, climate change and energy.</p> <p>Minor positive effects are likely for employment, increased local workforce, possible energy generation, new services and facilities.</p> <p>Moderate positive effects are in terms of provision of the amount of affordable housing and a variety of mix, types and tenures.</p>
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#### Stage 4 – Selection of Sites

A24. Stage 4 enabled the results of the sustainability appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in order to provide for the identified housing and employment requirements for the settlement.

## Planning For Chippenham

- A25. The outcome of Stage 4 refined the results of the Stage 3 sustainability appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.
- A26. The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.
- A27. The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Strength and/or opportunity
	No significant SWOTs
	Weakness and/or threat

- A28. Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.
- A29. Potential sites at Chippenham were assessed against the Place Shaping Priorities, which are set out in the following table.

Table 13 Assessment of sites against the Place Shaping Priorities

Site	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
1	<b>Strength</b>	<b>Neutral</b>	<b>Strength</b>	<b>Strength</b>	<b>Neutral</b>	<b>Neutral</b>
	<p>Could include employment land as part of a mixed-use development. This would provide employment land on the eastern side of the town, to enable people to live and work locally. Employment opportunities on the site, in the town centre and near the railway station and Cocklebury Road area would be accessible by walking, cycling and public transport. Development of this site may encourage further inward investment in and around the railway</p>	<p>This site is a large site, parts of which are some distance from the town centre. However, there is the opportunity to include paths, cycleways and public transport routes linking with the town centre, enabling people to visit the town centre shops and services., ensuring the town centre continues to thrive and remain vibrant.</p>	<p>The River Avon is to the west of this site and the Country Park established as part of the Rawlings Green allocation is opposite. There is the opportunity to extend the Riverside Country Park and enhance the ecology along the River Avon and provide further opportunities for pathways and cycleways to and from the town centre.</p>	<p>There is the opportunity to include a network of footpaths and cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around e.g. improved links to and from Abbeyfield School and Stanley Road Playing Fields.</p>	<p>This site is located to the east of the town and provides the opportunity to include a new eastern link road from A4 to the A350. to include a new bridge over the River Avon linking with the road and new railway bridge being provided as part of the Rawlings Green site. This will help to address congestion issues in and around the town centre.</p> <p>The site also provides the opportunity to improve the pedestrian, cycling and public transport links between areas</p>	<p>Part of this site north of the North Rivers Cycle Route including New Leazes Farm may have an effect on the landscape setting of Tytherton Lucas village. The eastern part of this site may have an effect on the landscape setting of Derry Hill village. A large part of the site falls outside of these areas.</p>

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Site	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
	station and Cocklebury Road area.				to the north of Chippenham (e.g., Monkton Park) and Abbeyfield Secondary School.	
2	<b>Strength</b>	<b>Neutral</b>	<b>Strength</b>	<b>Strength</b>	<b>Neutral</b>	<b>Neutral</b>
	Could include employment land as part of a mixed-use development. This would provide employment land on the eastern side of the town and enable people to live and work locally	This site is a large site, parts of which are some distance from the town centre, however there is the opportunity to include paths and cycleways linking with the town centre, enabling people to visit the town centre, shops and services., ensuring the town centre continues to thrive and remain vibrant, minimising congestion and improving air quality.	The River Avon is to the west of this site and the Country Park established as part of the South Chippenham (Rowden Park) site on the opposite side. There is the opportunity to extend the Riverside Country Park to provide further opportunities for pathways and cycleways linking the site to the town centre and to enhance the ecology along the River Avon Corridor.	This site could include a network of well-connected footpaths and cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around.	This site is located to the south of the town and provides the opportunity for a new southern link road from A4 to the A350 to include a new bridge over the River Avon, enabling the new road to link with the A350 at the Lackham roundabout.	Part of the site around Forest Farm may have an effect on the landscape setting of Derry Hill village. A large part of the site falls outside of these areas.

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Site	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
3	<b>Neutral</b>	<b>Neutral</b>	<b>Strength</b>	<b>Strength</b>	<b>Neutral</b>	<b>Strength</b>
	<p>Could include employment land as part of a mixed-use development, which would provide further employment opportunities to enable people to live and work locally.</p>	<p>This site is some distance from the town centre, however there is the opportunity to include paths and cycleways linking with the Rowden Park site and the town centre, which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and improving air quality.</p>	<p>The River Avon is to the east of this site and to the north is the Country Park established as part of the Chippenham Site Allocations Plan is part of the South Chippenham (Rowden Park) site. There is the opportunity to extend the Riverside Country Park which will also provide further opportunities for pathways and cycleways to be established linking the site to the town centre and to enhance the ecology along the River Avon Corridor.</p>	<p>This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided across the town, to/from the town centre, and through into the surrounding countryside,</p>	<p>This site is located adjacent to the B4528 road and is near to the Lackham roundabout which connects with the A350. Land will be required for a southern link road to join up with the A350 at the Lackham roundabout.</p>	<p>This site doesn't have any effect on villages near to Chippenham and their landscape setting.</p>



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Site	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
4	<b>Weakness</b>	<b>Neutral</b>	<b>Weakness</b>	<b>Weakness</b>	<b>Weakness</b>	<b>Strength</b>
	This is a relatively small site, which could provide some employment land to complement other sites offer in the town including nearby on the Methuen Business Park., but the amount of land this site could provide may not be substantial and other land would be required.	The town centre is easily accessible from this site along the A4. And there is the opportunity for people to visit and use the shops and services ensuring the town centre remains vibrant, minimising congestion and improving air quality. However, there are a range of out-of-town shops near to this site e.g. Bath Road Retail Park and Sainsbury's, Cepen Park which may deter trips to the town centre.	This site is not located near to the River Avon and so limits the opportunity to improve access to the River Avon valley through Chippenham as an important green infrastructure corridor for the town.	This site is a small site which is near to the A4 and the railway line. Although there are footways and public transport provided along the A4 and the existing built up area, which can be accessed from the site, the site may not be large enough or suitable to include extensive new links.	This site is a small site which on its own won't help to provide for a more resilient local network addressing traffic congestion within the town.	This site doesn't have any effect on villages near to Chippenham and their landscape setting.
5	<b>Strength</b>	<b>Neutral</b>	<b>Weakness</b>	<b>Neutral</b>	<b>Weakness</b>	<b>Strength</b>
	Could include employment land as part of a mixed-use development. To	The town centre is accessible via the A350/A4, but as this site is on the western	This site is not located near to the River Avon and it doesn't provide the opportunity to	This site is located adjacent to the A4/A350. This is a large site where there	This site is located adjacent to the A4/A350. It doesn't provide any	This site doesn't have any effect on villages near to Chippenham

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Site	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
	<p>enable people to live and work locally. The site benefits from a location adjacent to A350 which is an important economic corridor. However, the A350 is also a barrier to linking any development with the town and providing opportunities for people to travel to the site from elsewhere in Chippenham by foot or bicycle in particular.</p>	<p>side of the A350, there would be significant severance for pedestrian and cyclist trips to the town centre which may restrict visits to the town centre shops and services or it may encourage car based trips to the town centre, both of which could have a negative impact on the vibrancy of the town centre, traffic congestion and air quality. There are shops and facilities in the Cepen Park, Bumpers Farm, and Bath Road areas which also may deter trips to the town centre.</p>	<p>improve access to the River Avon valley through Chippenham.</p>	<p>is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided. However, the site is located on the western side of the A350 and the A350 is a barrier to linking development with the town which may deter people from making trips by foot and bicycle in particular.</p>	<p>opportunities to provide for a more resilient local network addressing traffic congestion within the town.</p>	<p>and their landscape setting.</p>

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Site	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
7	<b>Strength</b>	<b>Strength</b>	<b>Weakness</b>	<b>Strength</b>	<b>Weakness</b>	<b>Weakness</b>
	Could include a mix of employment as part of a mixed-use development in order to provide employment opportunities to enable people to live and work locally.	This site is to the north of the town and could provide opportunities for people to visit and use the facilities available in and around the town centre and enable the town to remain vibrant, improve congestion and air quality.	This site is not located near to the River Avon and doesn't provide the opportunity to improve access to the River Avon valley through Chippenham.	This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided.	This site would be accessed via the Northern distributor road being provided as part of the North Chippenham development and wouldn't provide any further opportunities to provide for a more resilient local network addressing traffic congestion within the town.	This site could have an impact on the landscape setting for Langley Burrell. The entire site is located with the landscape setting of the village.
	<b>Strength</b>	<b>Strength</b>	<b>Strength</b>	<b>Strength</b>	<b>Neutral</b>	<b>Weakness</b>
	Could include a mix of employment as part of a mixed use development in order to provide employment opportunities to enable people to live and work locally.	This site could provide opportunities for people to visit and use the facilities available in and around the town centre and enable the town to remain vibrant, improve	This site is located adjacent to the River Avon and would provide the opportunity to improve access to the River Avon valley though Chippenham.	This site could include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided However, this may be reliant on the railway crossing and Cocklebury Link	This site would be accessed via the Cocklebury Link Road and northern distributor road via a new railway bridge which has yet to be built. It wouldn't provide any further opportunities to	A large part of the site could have an impact on the landscape setting for Langley Burrell and is located within the landscape setting of the village.

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<b>Site</b>	<b>PSP1 Employment</b>	<b>PSP2 Town Centre</b>	<b>PSP3 the River Avon Corridor</b>	<b>PSP4 Accessibility</b>	<b>PSP5 New infrastructure</b>	<b>PSP6 Surrounding Villages</b>
		congestion and air quality.		Road being provided as part of the existing Rawlings Green site.	provide for a more resilient local network addressing traffic congestion within the town.	

Table 14: Summary of Place Shaping Priorities assessment

Site	Stage 4 ranking	SA ranking of site	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	Change from SA ranking
1	= 1 <sup>st</sup>	1 <sup>st</sup>	√	√/x	√	√	√/x	√/x	No Change
2	= 1 <sup>st</sup>	3 <sup>rd</sup>	√	√/x	√	√	√/x	√/x	↑
3	= 1 <sup>st</sup>	= 4 <sup>th</sup>	√	√/x	√	√	√/x	√/x	↑
8	4 <sup>th</sup>	= 7 <sup>th</sup>	√	√/x	√	√	√/x	x	↑
5	5 <sup>th</sup>	= 4 <sup>th</sup>	√	√/x	x	√	x	√	↓
7	6 <sup>th</sup>	= 4 <sup>th</sup>	√	√/x	x	√	x	x	↓
4	7 <sup>th</sup>	2 <sup>nd</sup>	x	√/x	x	x	x	√	↓

A30. The outcome of Stage 4 of the site selection process for Chippenham is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that Site 2 and Site 3 (SHELAA sites 494, 809, 456, 3234, 473 and 808) – Land South of Chippenham and Land East of Showell Farm emerged as the preferred sites at Chippenham.

A31. The map (Figure 10) below illustrates the outcome of the site selection process (Stages 1-4) at Chippenham.



