

Chippenham Site Allocations Development Plan Document

Record of initial consultation events - community and developer meetings

April 2014

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#### 1 Introduction

#### **Background to the Chippenham Site Allocations DPD**

- 1.1 The need for a site allocations plan specific to Chippenham has come about because of recent changes to the Wiltshire Core Strategy. Following the examination in public on the draft Wiltshire Core Strategy that ended in July last year, in December 2013 the independent Planning Inspector appointed by the Government to examine the Core Strategy issued his preliminary findings.
- 1.2 Specifically in relation to Chippenham, the Inspector highlighted issues regarding the assessment of options for strategic sites at the Town. He suggested that the strategic site allocations be removed from the Core Strategy to allow the council to review its approach to development allocations at the Town and that this could be done through a new development plan document so as not to hold up progress with the submitted Core Strategy.
- 1.3 In response to the Inspector's comments, the Council is preparing a Chippenham Site Allocations Development Plan Document (DPD). This is intended to ensure that specific development sites are allocated to fulfil the growth planned for the town over the period to 2026. The document will also present policies designed to enable the delivery of priority regeneration schemes as set out in the draft Chippenham Town Centre Masterplan.
- 1.4 The document will include proposals and associated policies designed to be in general conformity with the emerging Wiltshire Core Strategy and National Planning Policy Framework. It will cover the geographic area of the Chippenham Community Area and parts of the Corsham and Calne Community Areas which are adjacent to the built area of Chippenham town.
- 1.5 Further information about the Chippenham Site Allocations DPD can be found on the council's website at: <a href="http://www.wiltshire.gov.uk/chippenhamsiteallocationsplan.htm">http://www.wiltshire.gov.uk/chippenhamsiteallocationsplan.htm</a>.

#### **Initial consultation events**

- 1.6 Wiltshire Council published its intention to prepare the Chippenham Site Allocations DPD in March 2014 and invited comments on the scope of the plan during a six week consultation period running from Monday 24 March until Monday 5 May 2014. The results of this consultation exercise will be reported in a separate document.
- 1.7 As part of the initial stages of preparing the DPD, two stakeholder meetings were held in April 2014 to raise awareness and understanding of the emerging plan, and provide councillors (as representatives of their local community) and prospective developers with the opportunity to discuss the scope of the plan and comment on the draft methodology.
- 1.8 This report records the outputs of these two events:
  - Community meeting (8 April 2014 Monkton Park, Chippenham) representatives of town and parish councils, and Wiltshire Councillors, within and neighbouring Chippenham town were invited to this meeting. A representative of Chippenham Vision Board was also invited to attend.

- Developer meeting (22 April 2014 Monkton Park, Chippenham) landowners and agents with an expressed interest in developing sites around Chippenham were invited to this meeting.
- 1.9 The findings of these two events will inform the development of the methodology which will be used to support the identification of sites in the town. Sections 2 (community meeting) and 3 (developer meeting) of this report summarise the outputs of these events including the meeting agenda, list of attendees and notes from the discussion exercises. The presentation slides that were used at the meetings are attached to this report (see Appendix 1).

### 2 Outputs of the community meeting

# Agenda

Date: Tuesday 8 April 2014

Time: 14:00 - 16:00

Venue: Wiltshire Council Offices, Council Chamber, Monkton Park, Chippenham

Items:

1. Welcome and introduction

2. Update on the Wiltshire Core Strategy

3. Chippenham Site Allocations DPD

4. Discussion and feedback

5. Next steps



### List of attendees

First name	Surname	Organisation	Group
Desna	Allen	Wiltshire Councillor – Chippenham Queens and Sheldon	2
Richard	Aylen	Calne Without Parish Council	2
John	Boldon	Lacock Parish Council	4
Chris	Caswill	Wiltshire Councillor - Chippenham Monkton	4
Christine	Crisp	Wiltshire Councillor – Calne Rural	3
Chris	Dawe	Chippenham Borough Lands Charity	2
Maurice	Dixson	Kington Langley Parish Council	3
Bill	Douglas	Wiltshire Councillor - Chippenham Hardens and England	1
Howard	Greenman	Wiltshire Councillor - Kington	4
Maureen	Hall	Kington St Michael Parish Council	4
Peter	Hutton	Wiltshire Councillor – Chippenham Cepen Park and Derriads	1
lan	James	Bremhill Parish Council	1
David	Kilmister	Langley Burrell Without Parish Council	1
Linda	Packard	Wiltshire Councillor – Chippenham Lowden and Rowden	2
Mark	Packard	Wiltshire Councillor - Chippenham Pewsham	3
Peter	Pearson	Corsham Town Council	1
Nina	Phillips	Wiltshire Councillor – Chippenham Cepen Park and Redlands	3
John	Scragg	Chippenham Town Council	3
Toby	Sturgis	Wiltshire Councillor - Cabinet Member for Strategic Planning, Development Management, Strategic Housing, Property, Waste	1
Melody	Thompson	Chippenham Town Council	1

First name	Surname	Organisation	Group
Nick	Watts	Wiltshire Councillor – Chippenham Hardenhuish	2
Sandie	Webb	Chippenham Vision Board	4
Philip	Whalley	Wiltshire Councillor - Corsham Town	3
Susan	Wilthew	Chippenham Town Council	4

# List of speakers and facilitators

First name	Surname	Organisation	Group
Georgina	Clampitt-Dix	Wiltshire Council – Head of Spatial Planning	
Alistair	Cunningham	Wiltshire Council – Associate Director, Economic Development and Planning	
Carolyn	Gibson	Wiltshire Council – Spatial Planning Manager (Economy)	
Sarah	Hughes	Wiltshire Council – Senior Planning Officer	3
Tim	Martienssen	Wiltshire Council – Head of Service Delivery	4
Tim	McCombe	Wiltshire Council – Senior Planning Officer	2
James	Proyer	Wiltshire Council – Planning Officer	1

#### Notes from discussion exercise

How can we derive a set of measurements to assess whether a specific development or area will deliver a successful development in Chippenham?

#### Discussion points:

- 1. In your view what makes a successful major development (preferably by reference to specific places in Chippenham)?
- 2. Which are the most important factors and why? (\*)

#### Group 1:

#### **Success factors**

centre (and Monkton Park) \*

# Good accessibility to Chippenham town

- Well connected / integrated transport infrastructure – specifically car parking (which may facilitate a large retailer coming in) \*
- Access to retail and amenity though it was recognised that this may actually have a detrimental effect, a local convenience shop within walking distance of any new development would be beneficial
- Development that includes a "focal point" for the local community e.g. community building, school, leisure facilities \*
- Take advantage of employment opportunities – locally around the railway station which would encourage employees to shop in the town centre
- Considers the local housing need there is a local demand for 1 and 2 bedroom homes that is not being met by the construction of larger houses
- Incorporates affordable housing
- Development that gets the maximum out of the developers

#### **Obstacles to success**

- Conversely, poorly integrated transport infrastructure can result in accessibility issues e.g. lack of space for car parking, need for link road. Areas that can deliver the infrastructure required should be favoured \*
- Sites not coming forward in a joined up way e.g. knock on effects on transport infrastructure delivery
- Impact on Calne as a blockage to traffic movement discussed, recognised that link road not the solution to everything
- Conformity with national planning policy framework
- The geography / topography of Chippenham and the restrictions / limitations this brings \*
- Role and relationship between Chippenham and surrounding villages discussed
- Lack of community infrastructure e.g.
   Cepen Park South and North as examples of unsuccessful developments without an integrated community hall or school \*
- Distance between Chippenham railway station and bus stop
- Lack of employment as a barrier to people moving to Chippenham

<ul> <li>Environmentally sensitive areas e.g.</li> </ul>
Birds Marsh *
<ul> <li>Developer demands as an obstacle to</li> </ul>
delivering the type of housing that is
needed i.e. difficulties in getting 1 and 2
bedroom homes to the market.

### Group 2:

Success factors	Obstacles to success
Small-scale neighbourhoods	Not sticking to the plan
Creation of a local centre *	<ul> <li>Not looking further afield when assessing</li> </ul>
<ul> <li>Good balance between town centre and</li> </ul>	traffic effects
edge of town development	<ul> <li>Poor design e.g. parking</li> </ul>
Having a clear plan for all the appropriate	<ul> <li>Not tough enough in negotiations with</li> </ul>
infrastructure	developers – need to be firmer *
<ul> <li>A good mix of uses*</li> </ul>	

# Group 3:

Success factors	Obstacles to success
<ul> <li>Access to employment – local in Chippenham *</li> <li>Close to amenities e.g. schools, doctors, shops (convenience stores), leisure, public transport links *</li> <li>Maintains the viability of the town centre *</li> <li>Good walking and cycling links to the centre *</li> <li>Green spaces including allotments and play areas. Balance with the surrounding countryside</li> <li>Good design, including layout and house design</li> <li>Mixed community in terms of types of housing and the potential for a mix of ages</li> <li>Integrated community facilities e.g. community halls.</li> </ul>	<ul> <li>Link road issues – as if not delivered the levels of development proposed will not work. Existing congestion and car parking issues *</li> <li>No flooding or increased risk of flooding *</li> <li>Out commuting</li> <li>Environmental and ecological issues e.g. bats.</li> </ul>

#### Group 4:

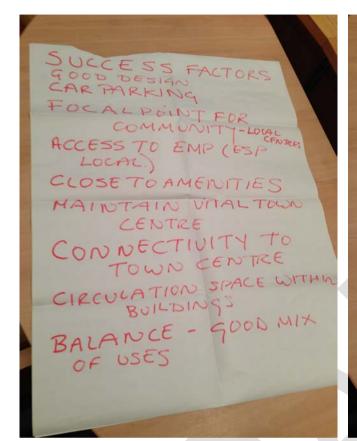
# Success factors Obstacles to success

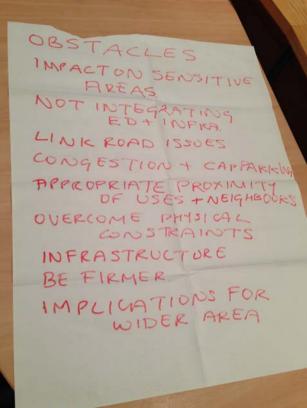
- Residential / industry / retail connectivity and integration
- Access to recreational facilities
- Density over concentration / need for circulation space (outside and inside)
- Connectivity to the town centre residents need to feel connected to the
  town centre by all modes (ease of
  access) \*
- Modes of transport need viable access so cannot ignore the car. Should be alongside decent public transport
- River as the focus desire to increase connections across the river
- Inward facing to the town centre perception surveys
- Town centre quality environment control of frontages and design
- Mixed development office jobs in the centre. Mixed residential (not mix of design)
- Really good design architectural ambition! \*

- Appropriate uses as neighbours concerns about houses right next to industrial uses \*
- Bypass taking people out
- Physical constraints \*
- All sites constrained by access to town centre – river / rail opportunities
- Lack of town centre attractions \*

#### Feedback to chair

Summary of success factors and obstacles to success:





### 3 Ouputs of the developer meeting

# Agenda

Date: Tuesday 22 April 2014

Time: 10:00 - 12:00

Venue: Wiltshire Council Offices, Council Chamber, Monkton Park, Chippenham

Items:

1. Welcome and introduction

2. Update on the Wiltshire Core Strategy

3. Chippenham Site Allocations DPD

4. Discussion and feedback

5. Next steps



### List of attendees

First name	Surname	Organisation	Group
Steve	Briggs	Smiths Gore	1
Sarah	Conlan	Crest	2
Sarah	Foster	SF Planning Link	1
Mark	Fox	Pegasus Planning Group	1
John	Hall	AMEC	2
Gerald	Harford	Chesterton Humberts	3
Edward	Heard	Chippenham 2020	1
Owen	Inskip	Pinnacle Regeneration Group	2
Stephen	Morgan	Wiltshire Council – Estates and Valuation	2
Michael	Orr	CSJ Planning	3
Mark	Richardson	Gleeson Homes	3
Stevan	Usher	Homewood Estates	1
Laura	Wilkinson	Crest / Redcliffe Homes	2

# List of speakers and facilitators

First name	Surname	Organisation	Group
Georgina	Clampitt-Dix	Wiltshire Council – Head of Spatial Planning	1
Carolyn	Gibson	Wiltshire Council – Spatial Planning Manager (Economy)	2
Tim	McCombe	Wiltshire Council – Senior Planning Officer	3
James	Proyer	Wiltshire Council – Planning Officer	3
Simon	Smith	Wiltshire Council – Development Control Team Leader	2
Louise	Tilsed	Wiltshire Council – Senior Planning Officer	1

#### Notes from discussion exercise

How can we derive a set of measurements to assess whether a specific development or area will deliver a successful development in Chippenham?

#### Chippenham Area Strategy - Core Policy 10

Areas for growth and site allocations within the Chippenham Site Allocations DPD will be guided by the following criteria:

- 1. The scope for the area to ensure the delivery of premises and land for employment development reflecting the priority to support local economic growth and settlement resilience.
- 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them.
- 3. Improves local traffic access to the primary road network and redresses traffic impacts affecting the attractiveness of the town centre.
- 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges.
- 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access to the countryside.
- 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere.

Each group was given one of these criteria (plus another criterion of their choosing) to discuss.

#### Discussion points:

- 1. Can you come up with 3 possible indicators / ways to measure the extent to which an area / site meets the criterion?
- 2. Do you have any other comments on this criterion?

1. The scope for the area to ensure the delivery of premises and land for employment development reflecting the priority to support local economic growth and settlement resilience.

Can you derive some possible indicators or ways to measure the extent to which an area or site meets this criterion?

- Needs to be attractive to market. Willing landowners with proof and commitment to
  deliver. Types of markets / premises being provided should be responsive to the needs
  of the market. Mix of premises and land being provided. Need for flexibility may require
  compatibility of uses if residential sited next door.
- Complementary to town centre. Strategic perspective, or within the town? Comes back to what is attractive to the market. Suggested micro sequential test for town centre i.e. to encourage appropriate uses close to town, but also need to have a degree of choice.
- Provision of jobs not necessarily just parcels of land on a site. Types and structures of employment has changed – not necessarily requiring large areas of employment land.

- This is a fundamental criterion.
- Reference to 'settlement resilience' in criterion means keeping Chippenham as a principal settlement, achieving self-containment and robustness of Chippenham.
- About getting balance between people in town and those who want to invest (inward investment).
- Encouraging people to walk through employment areas is difficult to achieve
- Design of buildings important
- Range of sites desired.

2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them.

Can you derive some possible indicators or ways to measure the extent to which an area or site meets this criterion?

• Tie back to SHMA. A location that links well to existing infrastructure. Not just affordable and market – elderly / special needs also relevant. Link to town centre.

- This criterion is subsidiary of criterions 3 and 4 (related to accessibility)
- More like a requirement than a criterion CP10 is more about how rather than where.
   Nothing that precludes delivery for any zones. Deliverability is the key. Criterion 2 is a viability criterion.

3. Improves local traffic access to the primary road network and redresses traffic impacts affecting the attractiveness of the town centre.

Can you derive some possible indicators or ways to measure the extent to which an area or site meets this criterion?

- Distance from town centre as a basic indicator. On the basis that the closer an area / site is to the town centre, the more likely people are to use sustainable modes of travel. Acknowledged that there is some overlap with criteria 4.
- Sequential assessment to demonstrate the accessibility of an area / site to town centre
  car parks (existing and potential new ones). Happy with use of "heat maps" to show
  accessibility otherwise difficult to measure point in an area where distance should be
  measured from.
- Primary route network element of the criteria accounted for by measuring queue lengths (as an indicator of travel time). Need to identify key junctions.

- Difficulties in defining "local" and "attractiveness of town centre"
- Need / deliverability of transport infrastructure. Plan needs to address this
- Some overlapping with criterion 4
- Perhaps traffic issues in Chippenham town centre are a perception? Traffic issues are more prominent on the edge of centre (e.g. need for dualling of A350)
- Should we be aiming to remove traffic from the town centre?
- Economic growth proximity to PRN may be advantageous. Employment use as a traffic generator.
- Relationship with Chippenham Vision important
- Dependence of areas / sites on other sites to come forward first and provide necessary infrastructure is a consideration / complication.

4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges.

Can you derive some possible indicators or ways to measure the extent to which an area or site meets this criterion?

- Assess how a site can contribute to achieving targets in Local Transport Plan / transport strategy for Chippenham. Provision of cycle routes around the town – provides choice. Opportunity to put in missing links. Railway station as centre point – accessibility should be measured from here. Also refer to Vision document – walkers, cyclists, movement plan for Chippenham.
- Schools a key issue for Chippenham. Need for connectivity to secondary schools (primary schools within a site). More growth attracts younger people - which puts greater pressure on secondary schools. Need to acknowledge / include Lackham – look at pupils coming from Chippenham.
- Attractiveness of routes. Distance linked to safety (between sites and railway station)
- Ability to plug into existing routes or from a new route can this be achieved? E.g. can it improve public transport patronage in Chippenham? Certainty of delivering bus routes potential to enhance bus routes.
- The relevance of different modes of transport depends on the local destination e.g. time taken by bicycle to railway station would be very useful, but for a school time taken by bus perhaps more relevant (due to travel safety considerations)
- Support for accessibility "heat map" indicator
- Links to established walking / cycling routes (and opportunity for new routes)
- Measure distance and time taken to town centre, railway station, schools and colleges.
   Access to footpaths, cycle and other public transport (not always on a road). Footpaths and cycle most important can improve public transport
- Barriers with walk / cycle and risks on journey, enjoyment and well being (e.g. not on main road). Opportunities to remove risks and improve well being
- Should there be weighting e.g. town centre primacy as per National Planning Policy Framework, then train station to reduce car travel. Where would you count the town centre? (Monkton Park in middle of town centre / railway station / college)
- Some thoughts on measuring accessibility perhaps use Monkton Park (as main point to centre / Olympiad / railway station) and middle of each large strategic site (though perhaps not reflective of externalities of site).

- Benefits of mainline railway line (Bristol to London) that other principal settlements do not offer
- Discussed importance of encouraging cycle use (a non-strategic, local, sustainable, relatively cheap mode of travel)
- Sustainable transport attractiveness, ease, safety of route also relevant e.g. pedestrian / cycle conflict points.
- Cost is important as it impacts on how people choose to travel / commute etc e.g. car parking
- Is quality of school relevant? Primary schools would be provided on site. Secondary not centrally located in Chippenham, therefore criteria should be about Secondary education
- Should access to leisure be added? (e.g. Olympiad)
- Should health facilities be added?
- Why not accessibility to employment? Difficulty as variety of jobs, working at home etc.
- Some thoughts on measuring accessibility perhaps use Monkton Park (as main point to centre / Olympiad / railway station) and middle of each large strategic site (though perhaps not reflective of externalities of site)
- Criterion 4 is a matter that can be used to distinguish between areas / sites as opposed to criterion 2 which feels like more of a (infrastructure) requirement.



5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access to the countryside.

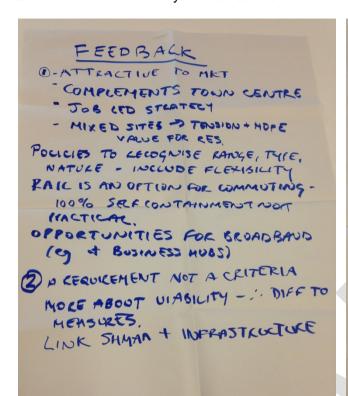
Can you derive some possible indicators or ways to measure the extent to which an area or site meets this criterion?

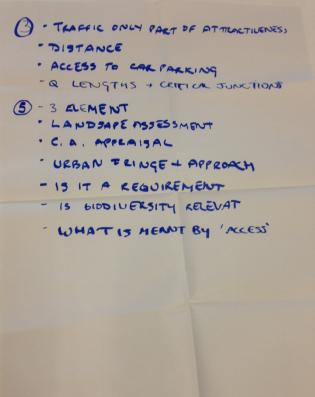
- How does the area / site measure against landscape assessment for Chippenham? And against Conservation Area appraisal? This requires up to date assessments.
- Enhance approaches to Chippenham / urban fringes. How do sites do this?
- Landscape and Visual Impact Assessment (LVIA) must be undertaken. Ability to provide a mitigation package to ameliorate impact
- Relate back to criteria set out in Planning Policy Guidance Note 2 (PPG2 Green Belts).
   Perhaps focus on defensibility centred assessment rather than 'can see' from certain points.

- 3 parts to this criterion landscape, biodiversity and access. Landscape element need to unpack between impacts on settlement and surrounding countryside / villages. Access part of criterion links to criterion 4
- Biodiversity and landscape immature may be too much for indicator
- Key is to understand the landscape context and setting for development
- Perhaps easier to get a handle on biodiversity etc. but is landscape a critical matter?
- Need clarify over this criteria "access to countryside" is ambiguous could mean existing or proposed new residents
- Biodiversity does not belong to other elements within criteria. Biodiversity is a requirement. Is this a requirement rather than a criterion?

#### Feedback to chair

Close session - summary of discussions:





# **Appendices**

# Appendix 1 – Presentation slides

The presentation slides that were used at the community and developer meetings are set out in this Appendix.



# Chippenham Site Allocations Development Plan Document

# **Developer Meeting**

22<sup>nd</sup> April 2014



# Agenda

- 1. Welcome and Introduction
- 2. Update on Wiltshire Core Strategy
- 3. Chippenham Site Allocations DPD
- 4. Discussion and feedback
- 5. Next steps



### Update on Wiltshire Core Strategy

#### 22<sup>nd</sup> April 2014

Georgina Clampitt-Dix
Head of Spatial Planning, Economic Development and Planning



# Inspector's Letters

- Wiltshire Core Strategy Examination in Public closed July 2013
- Inspector's letter December 2013
- · Further work in response to areas of concern raised:
  - Higher housing requirement (increase by 5,000)
  - Approach to Chippenham site allocations
  - Review of viability evidence to justify level of affordable housing
  - Need for more robust assessment of Gypsy and Travellers pitch requirement
  - Review of settlement boundaries



# Inspector's Letters (cont.)

- · Submitted response to Inspector on 28 February
- Six week consultation started 14th April (ends 27th May)
- · Inspector will consider response
- (Reopen hearing sessions ?)
- Adoption by end of year "Summer 2014 would appear to be the earliest reasonable adoption date"



Questions?



# Chippenham Site Allocations Development Plan Document

### 22<sup>nd</sup> April 2014

Carolyn Gibson
Spatial Planning Manager, Economic Development and Planning



#### Chippenham - Inspector's view

- "...a number of concerns have been expressed at the way in which the Council has considered alternatives ..."
- "The Sustainability Appraisal does not inform robustly the equitable consideration of reasonable alternatives..."
- "...I have insufficient clear evidence upon which to base a recommendation as to which sites should be developed."
- "I am considering a modification to the plan which would, in effect, remove the strategic allocations ..."



### Chippenham - Council's response

- · Remove sites from Core Strategy Core Policy 10
- · Fresh look through a Chippenham specific DPD
- · Housing numbers for Chippenham are 'at least'
  - flexibility to allow for higher growth if required to deliver strategic infrastructure
- Criteria to guide development in Core Policy 10



# Challenges

- To produce a Plan quickly
- To make sense of all the possible options and treat them all fairly
- Most of all, to get the best for Chippenham



# Producing the Plan quickly – The timetable

- A consultation draft for the October-November 2014
- Submission to Secretary of State in March 2015
- Examination (including hearing and receipt of Inspector's Report) March – June 2015
- Adoption July 2015



# Producing the Plan quickly ...

We need to do all the things required of every statutory plan

- Infrastructure planning
- · Sustainability appraisal
- · Duty to cooperate
- · Public consultation
- · Independent examination



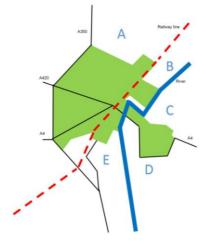
# Making sense of all the options





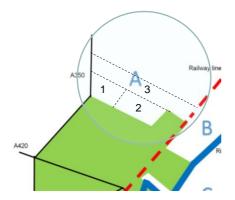
# Strategic Areas

- Barriers divide Chippenham into broad 'strategic areas' such as main roads, rivers and the railway line
- The DPD will assess how each of these areas perform against criteria contained in new Core Policy 10.





# Strategic sites



The DPD will assess different site options within the preferred area(s) against the same criteria contained in new Core Policy 10 and select a preferred site(s).



### Chippenham new criteria

The criteria in Core Policy 10 include:

- mixed use focus employment alongside housing
- · timely delivery of facilities and infrastructure to support growth
- Improvements to primary road network mitigate impacts on the town centre
- Improved choice in sustainable transport
- Acceptable landscape impact
- · Improved biodiversity and access to the countryside
- Avoid areas of flood risk and improve surface water management



# To get the best for Chippenham

The assessment criteria are to be used to select areas and then sites within them. What they mean in detail is central to getting the best. The criteria need to be:

- · Easily understood
- · Capable of being evidenced or measured
- · Helpful in distinguishing one area from another
- Directly related to maximising the benefits for Chippenham.



# Your help

How can we derive a set of measurements to assess whether a specific development or area will deliver a successful development in Chippenham?



#### Discussion

Each group given 2 (of the 6) criteria to discuss.

- 1. Can you come up with 3 possible indicators / ways to measure the extent to which an area / site meets the criterion?
- 2. Do you have any other comments on the criterion?



# Next steps - Assessments

- · Review what we have learned today
- · Develop an assessment process
- · Circulate in draft for comments
- Amend assessment process
- · Officers carry out the assessments



# Next steps - Delivery

• Information by 9th May 2014

