

Chippenham Workshop
Report of the event held on 14th March 2011

1. Introduction

1.1 A workshop was held in Chippenham on 14th March 2011. The objective of the workshop was to seek to build consensus regarding future development of the town.

1.2 The aims of the workshop were:

- To consider the future housing requirement for Chippenham; and
- To consider where growth should be located.

1.3 The workshop is part of the additional consultation work being carried out for Chippenham in partnership with Chippenham Vision, to inform the preparation of the Wiltshire Core Strategy and the Chippenham Vision. It builds on the workshop held in September 2010.

1.4 77 people attended the event, representing a wide variety of organisations and views including councillors from Wiltshire Council, members of Chippenham Vision, town and parish councillors, students and teachers from Abbeyfield School and Sheldon School, school governors, local community and residents groups. A full list is at Appendix A.

1.5 The workshop was designed to be interactive with a combination of presentations and small group workshop sessions. The workshop sessions were facilitated by officers from Wiltshire Council and Chippenham Vision.

1.6 This report documents the comments made and the key outputs from the workshop.

2. Workshop Context

2.1 The workshop began with a presentation about the evidence and consultation work carried out so far to develop a Vision for Chippenham; this has led to a draft Vision Statement being prepared which is:

- Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market Town surrounded by beautiful countryside and attractive villages.
- Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature. Its active riverfront combined with the historic centre, the market, pleasant parks and open spaces; provides a thriving artery and distinctive identity for the town.
- Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, range of leisure opportunities and access to housing.
- Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafes and restaurants and leisure facilities which are complemented by its programme of events, festivals and activities.

- Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
- Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

2.2 This was followed by a presentation to set the context for the discussions about considering the housing requirement for Chippenham. Three scenarios were presented, which have been developed to help to inform an appropriate level of housing development for the Chippenham Community Area:

- **Meeting natural demand:** this scenario delivers enough dwellings to meet the need of current residents and their offspring alone.
- **Providing for the future population:** this scenario provides for the future population, based on a continuation of trends, including an allowance for in-migration.
- **Providing for employment growth:** this scenario provides for a population that will support employment growth in line with that across North Wiltshire, assuming that existing commuting levels stay the same.

Workshop A

2.3 Each table was asked to discuss each of these scenarios in order to decide which should provide a basis for informing housing delivery in Chippenham Community Area.

2.4 A matrix outlining the 'Risks and benefits of delivery scenarios' was provided to inform the discussion. This is included at Appendix B.

2.5 For each scenario, the matrix identifies the risk and benefits to achieve key objectives from national planning policy; Wiltshire 2026 and the draft Chippenham Vision statement. Information from various studies which form part of the evidence base for the Core Strategy have been used to help identify the risks and benefits e.g. Census 2001; Retail Needs Assessment; Housing Needs Survey; Transport Assessment; Emerging Infrastructure Delivery Plan.

The risks and benefits are colour coded using the following mechanism:

- Red = Will be less beneficial than the other scenarios (against this objective);
- Green = Will be more beneficial than the other scenarios (against this objective)
- Yellow = Will be less beneficial than green but more than red (against this objective)

Following feedback and discussion, a further presentation was given on 'What do the scenarios show us?'. It outlined the potential housing numbers that related to each housing scenario as follows:

Scenario 1: Meeting natural demand	
Meeting natural demand across the CA from 2006 <i>minus completions 2006-2010 (890)</i>	3,100 dwellings
Meeting natural demand across the CA from 2010 <i>minus an allowance for delivery in the remainder of the CA based on historic rates (405)</i>	2,210 dwellings (140 p.a.)
Meeting natural demand in Chippenham from 2010 <i>minus commitments at April 2010 (616)</i>	1,805 dwellings (113 p.a.)
Meeting remainder of natural demand in Chippenham from 2010 <i>minus an allowance for delivery of windfall in Chippenham based on historic rates of delivery (419)</i>	1,189 dwellings
Meeting remainder of natural demand strategic requirement	<u>up to 770 dwellings</u>

Scenario 2: Future Population	
Providing for the future population across the CA from 2006 <i>minus completions 2006-2010 (890)</i>	5,600 dwellings
Providing for the future population across the CA from 2010 <i>minus an allowance for delivery in the remainder of the CA based on historic rates (405)</i>	4,710 dwellings (294 p.a.)
Providing for the future population in Chippenham from 2010 <i>minus commitments at April 2010 (616)</i>	4,305 dwellings (269 p.a.)
Providing for the remainder of future population in Chippenham from 2010 <i>minus an allowance for delivery of windfall in Chippenham based on historic rates of delivery (419)</i>	3,689 dwellings
Providing for the future population strategic requirement	<u>up to 3,270 dwellings</u>

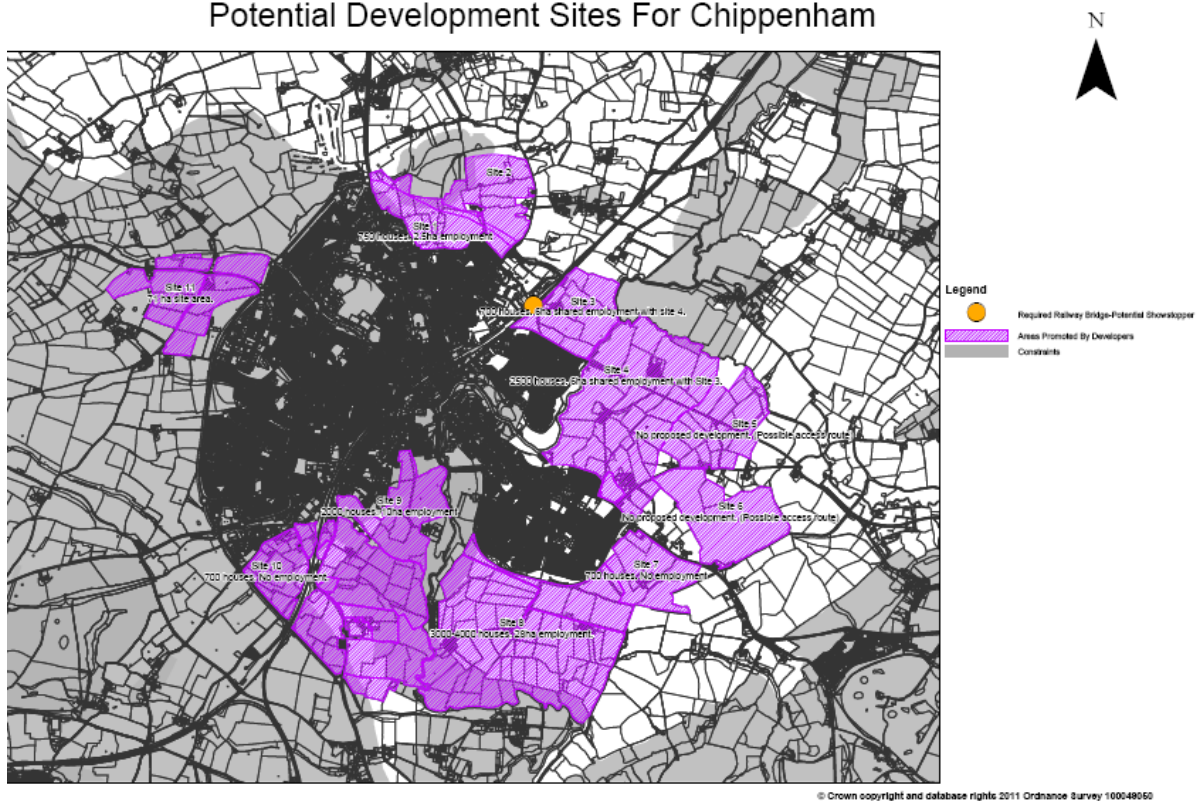
Scenario 3: Employment growth	
Providing for employment growth across the CA from 2006 <i>minus completions 2006-2010 (890)</i>	4,900 dwellings
Providing for employment growth across the CA from 2010 <i>minus an allowance for delivery in the remainder of the CA based on historic rates (405)</i>	4,010 dwellings (250 p.a.)
Providing for employment growth in Chippenham from 2010 <i>minus commitments at April 2010 (616)</i>	3,605 dwellings (225 p.a.)
Providing for remainder of employment growth in Chippenham from 2010 <i>minus an allowance for delivery of windfall in Chippenham based on historic rates of delivery (419)</i>	2,989 dwellings
Providing for employment growth strategic requirement	<u>up to 2,570 dwellings</u>

2.6 Each table was then asked to discuss what scale of delivery is now considered appropriate for Chippenham. A diagram was provided with the relative housing scenarios presented. This was followed by feedback and discussion. **Workshop B**

2.7 The purpose of the second workshop was to discuss and identify the potential location of future housing and employment development at Chippenham.

2.8 Each table was provided with maps and other evidence to show identified opportunities and constraints for Chippenham. e.g. Flood Risk Areas; Minerals Safeguarded Areas; Conservation Areas; County Wildlife Sites; They were then asked to rank sites in order of preference (best option as No.1) and explain reasons why they are suitable/less suitable for development.

Potential Development Sites For Chippenham



2.9 This was then followed by a feedback and discussion session.

3. Workshop Outputs

(i) Workshop A: Considering A Housing Requirement for Chippenham

3.1 The outputs from workshop A have been recorded and are included at Appendix C. Several tables felt that the information provided was too simplistic and that there was a lack of information to enable participants to challenge the assumptions made. Some participants asked for clarification about the definitions for the scenarios. However, it is evident from the outputs from individual tables that there are clear themes and key messages which can be used to inform the Core Strategy work for Chippenham. These are:

- Brownfield development should take place before greenfield development; PDL sites should be intensively developed.
- Development should be employment led; there is a shortage of employment land in Chippenham; Employment development could prevent out-commuting for work and provide employment opportunities for young people/school leavers.
- In the past there has been a lot of housing growth but little infrastructure; this has particularly been the case at Cepen Park; Housing shouldn't be provided in isolation. Instead, it needs to be ensured that appropriate infrastructure is embedded within development.
- Housing development should include a range of housing types to meet particular needs e.g. Elderly; Young Families; Key Workers; Executive Housing.
- Chippenham has great potential which needs to be realised, although it isn't necessarily affected or influenced by the amount of housing development. E.g. Town Centre realm and retail provision; Its location close to the M4 and its rail links; Its location next to the River Avon;

3.2 The emerging position was that participants were in favour of a housing requirement somewhere between Scenario 1 Meeting Natural Demand and Scenario 3 Providing for employment growth.

3.3 The consensus of opinion on 3 tables was in favour of Option 1. On the remaining five tables, one table was split between option 2 and 3. 2 tables were split between option 1 and 3. The consensus of opinion on 1 table was in favour of Option 3.

3.4 After the potential implications for each of the scenarios were revealed, the tables were asked to discuss whether their views had changed. The feedback following this was that 3 tables couldn't reach a consensus of opinion; 3 tables supported a figure somewhere between Scenario 1 and 3; 1 table was split between support for a figure between scenario 1 and 3 and scenario 2 and 3. 1 table supported scenario 3.

3.5 Key Messages at these stages were:

- PDL sites should be developed first.
- Employment delivery is important and needs to come first.
- Allocate a number of houses somewhere between Scenario 1 and Scenario 3.

(ii) Workshop B: Location of Future Development

3.6 The outputs from workshop B have been recorded and are included at Appendix D. Some participants asked for clarification about why the structure plan figures for housing provision are being changed and why the existing supply of land cannot be built out before allocating further land for development.

3.7 Key Messages about the location of future development which emerged are:

- Birds Marsh Wood is an important designated site to which regard needs to be had. One table in particular felt this precludes any development on sites 1 and 2. Two tables indicated that a mix of employment and housing development may be suitable at site 1, without intruding upon Birds Marsh Wood and to make use of the location next to the A350.
- There was less support for Sites 2, 3, 4, 5 and 6 although two tables identified pockets of land which may be suitable (site 3 – adjacent to the river, but outside of the flood zone and land adjacent to Abbeyfield School).
- Showell Farm (part of site 8) was identified by five tables to provide a large amount of employment land, benefitting from its location next to the A350. They also identified pockets of land adjacent to Showell Farm, either in sites 8, 9 or 10, which may be suitable for housing development, although the designations in the area should be adhered to.
- There wasn't any consensus about site 11. Some tables felt this site was divorced from the town; others viewed it as an opportunity for employment and possibly some housing to benefit from its location next to the A350.
- Two tables suggested that the M4 Junction 17 area should be considered as an alternative site for employment.
- Six tables reiterated that PDL should be a priority and in particular that the Langley Park site should be identified as a priority for redevelopment.

4. Next Steps

4.1 The key messages from this workshop will be used to inform and shape the recommendations to Cabinet on the proposed level and location of growth for Chippenham in late May 2011. There will be followed by a full public consultation on the Core Strategy in June/July 2011.

Appendix A List of Workshop Attendees

Name	Organisation
Amman Ahmadi	Abbeyfield School
Chris Allen	Abbeyfield School
Desna Allen	Wiltshire Council
Lyn Andre	Chippenham Town Council
John Barlow	Monkton Park Primary School
Terence Bate	Chippenham Council
Chris Brooke	Abbeyfield School
Nigel Burt	Redland Community Primary School
Chris Caswill	Wiltshire Council
Mr N Clampitt-Dix	Abbeyfield
Jim Cooke	Calne Without Parish Council
Christine Crisp	Wiltshire Council
Chris Dawe	Borough Lands Charity
Cameron Dugdale	Abbeyfield School
Fiona Ewing-Stanford	Charter Primary School
Michael Flavin	Sheldon School
Mr Fox	Abbeyfield School
Howard Greenman	Wiltshire Council
Benjamin Haezaert	Abbeyfield School
Kirsty-Louise Hardy	Abbeyfield School
D Harwood	Great Western Ambulance
Tom Jacques	Chippenham Vision Board
Ian James	Bremhill Parish Council
Andrew Jobbins	Abbeyfield School
Edwina Lee	Monkton Park Primary School
Marilyn Mackay	Local Resident
Collete Mallon	North Wiltshire Local Economic Partnership
Laura Martin	Abbeyfield School
Nikki Miller	RADAR
Mr Mirza	Abbeyfield School
Nick Moran	DC Leisure
Dr Nick Murry	Chippenham and Villages Partnership
Sharon Neal	Hullavington Parish Council
Andrew Noblet	Chippenham Vision Board
Ken Oliver	Canal Partnership Project Manager
Mark Packard	Wiltshire Council
Kirsty Pascal	Abbeyfield School
Tony Peacock	Showell Protection Group
Steve Perry	Hardens Mead Residents Group
Nina Phillips	Wiltshire Council
Harry Purdon	Chippenham Town Council
Maggie Rae	Wiltshire Primary Care Trust
Judy Rooke	Wiltshire Council
Gillian Sanders	Wessex Waters
Roland B Schondorfer	Abbeyfield School
John Scragg	Chippenham Town Council
Michael Seeley	Sheldon School
Andy Shepley	Ivy Lane School
Angela Snape	Wiltshire Fire and Rescue Service
Michael Sprules	RADAR

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Julia Stacey	Chippenham Villages Partnership
Kim Stuckey	Tytherton Lucas Residents Association
Huw Thomas	Monkton Park Primary School
Dick Tonge	Wiltshire Council
Alex Waterhouse	Abbeyfield School
Irene Wilkie	St Mary's Primary School
Ashley Williams	Abbeyfield School
Sue Wilthew	Chippenham Town Council
Sam Wozniak	Sheldon School
Pete Humphries	
Kay Pidgen	RADAR
Andy Phillips	Chippenham Town Council
Roger Sealy	K.S.M Parish Council
R N Addison	
S Eades N. Wiltshire FOE	
Martin Coates	Chippenham Town Council
Allan Creedy	Wiltshire Council
Unknown	Lacock Parish Council
Peter Kemp	
Richard Wheeler	

*6 people were present who did not sign the attendance sheet.

Chippenham Workshop 14th March Final Report

Topic	Objectives	Scenario 1: meeting natural demand	Scenario 2: providing for the future population	Scenario 3: providing for employment growth	Background
Housing supply	To achieve a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community (PPS3 objective)	Delivery at this level will provide sufficient housing for newly forming resident households but not for in-migrants and so it is likely that resident households will be priced out of the market by more affluent in-migrants	Delivery at this level will provide sufficient housing for the projected population increase including newly forming resident households and in-migrants	Delivery at this level will provide sufficient housing for the projected in-migrants as well as for the majority of projected newly forming resident households	In 2001, Chippenham town had 45 concealed households (those that did not have a house). The number of households is projected to increase by 6,100 from 2001-2026 for Chippenham CA. This identifies a need for additional housing to meet these objectives.
	To meet Wiltshire's housing needs (Strategic objective from Wiltshire 2026)				
Young people	Retain young residents (Key objective from the vision)	As above. In addition this level of delivery will not support employment growth proportionate with elsewhere in north Wiltshire	As above. In addition this level of delivery will support employment growth beyond that across the remainder of north Wiltshire	As above. In addition this level of delivery will support employment growth proportionate to the remainder of north Wiltshire	In 2001, 69% of out-migrants from Chippenham CA were under 35. This is broadly in line with that of the Wiltshire (71%)
Affordable housing supply	To widen opportunities for home ownership and ensure high quality housing for those who cannot afford market housing, in particular those who are vulnerable or in need (PPS3 objective)	In 2005, the requirement for affordable housing was projected to be of the order of 6,300 dwellings. Delivery of this scale could deliver of the order of 900 – 1,100 affordable homes	Same as scenario 1, except that delivery would be of the order of 1,700 – 2,000	Same as scenario 1, except that delivery would be of the order of 1,500 – 1,700	Chippenham CA has 1,083 households on the housing register of which 666 are considered to be in high priority need. The annual affordable need is predicted to be 315 dwellings, of which only 22.4% will be delivered, according to the Housing Needs Survey 2005. This identifies real affordable supply issues in the town.
Affordability	To improve affordability across the housing market, including by increasing the supply of housing (PPS3)	Affordability will decrease without a radical change in housing supply or the market. At this level of delivery affordability will decline the most	Affordability will decrease without a radical change in housing supply or the market. At this level of delivery affordability will decline the least	Affordability will decrease without a radical change in housing supply or the market. At this level of delivery affordability will decline more than in scenario 2	The median house price is £167,000, which is higher than Calne, Melksham or Trowbridge, but less than many other towns
Economic performance	Strengthen its offer as a business location (Key objective from the vision)	Delivery at this scale would not support employment growth proportionate with elsewhere in north Wiltshire	Delivery at this scale would support employment growth beyond that across the remainder of north Wiltshire	Delivery at this scale would support employment growth proportionate to the remainder of north Wiltshire.	Chippenham has a mixed employment base. It has excellent transport links and as such provides an attractive location for development. It also has a working population (17,748) in excess of the number of jobs offered within the town (15,775) and so can support limited employment growth without additional housing.
	To build prosperous communities by improving the economic performance of cities, towns, regions, sub-regions and local areas, both urban and rural (PPS4 objective)				
	To provide for long term economic growth (Strategic objective from Wiltshire 2026)				
Vitality	Improve the range and quality of civic facilities, leisure and retail (Key objective from the vision)	Delivery of this scale will result in a smaller older population (due to the lack of in-migration) which is unlikely to be able to support the provision of retail and facilities as well as a higher delivery scenario	Additional development will provide a population capable of supporting improved provision of retail and facilities	Delivery of this scale will not be able to support the provision of retail and facilities in line with scenario 2 as the population will not be as large	Chippenham has relatively few convenience stores and has capacity to increase this sector. It has high turnover (although significantly lower than Salisbury and Trowbridge) in comparison stores with the highest sales density (£ spent per square metre) of any town in Wiltshire. This suggests that there is an opportunity to increase the comparison retail provision.
	Self-sufficient in shopping and leisure (Key objective from the vision)				
	To promote the vitality and viability of town and other centres as important places for communities (PPS4 objective)				
Infrastructure	To enhance the vitality and viability of town centres (Strategic objective from Wiltshire 2026)	Education facilities will be planned for in line with the scale of delivery	Education facilities will be planned for in line with the scale of delivery	Education facilities will be planned for in line with the scale of delivery	There will be a need for additional primary schools, proportionate to the scale of delivery and in suitable locations. Both Hardenhuish and Sheldon secondary schools are oversubscribed, but Abbeyfield has some spare capacity and in the short term could accommodate some additional places.
	Excellent education facilities (Key objective from the vision)				
Transport	To secure appropriate infrastructure and services (Strategic objective from Wiltshire 2026)	With limited delivery, the contributions available to address existing infrastructure issues will be limited	By increasing delivery, existing infrastructure issues will be able to be addressed	Delivery of this scale would not provide the same finance to address infrastructure issues as scenario 2	Infrastructure requirements will be critical in refining the housing requirement for Chippenham. This work will use the results of this workshop as a basis.
	Integrated approach to transport (Key objective from the vision)	Delivery of this scale will not support improvements to the A350 or provide alternative routes around the town	Delivery of this scale will support improvements to the road network	Delivery of this scale will not support the same improvements as scenario 2	A Transport Assessment has been used to assess the sites. Further work will be required.
Self-containment	To promote sustainable forms of transport (Strategic objective from Wiltshire 2026)	Delivery of this scale, combined with the proposed employment delivery will result in Chippenham becoming more self-contained. However, this level of delivery would compromise the employment delivery	Delivery of this scale, combined with the proposed employment delivery will result in Chippenham becoming less self-contained	Delivery of this scale, combined with the proposed employment delivery will result in Chippenham becoming more self-contained	Some 9,304 workers commute out of the town. Of all commuting trips some 75% is undertaken using a car or motorbike. Only 37% of workers are employed within the town.
	To deliver more sustainable patterns of development, reduce the need to travel, especially by car and respond to climate change (PPS4 objective)				
Environment / Sustainability	Pleasant parks and open spaces (Key objective from the vision)	Limited delivery will reduce the level of Greenfield development, and will not decrease proximity to the open countryside as much as higher levels of development	Delivery of this scale will create demand for Greenfield development and will result in a decline in the proximity to the countryside for some residents	Delivery of this scale will impinge on the countryside more than scenario 1	Chippenham has 30ha of uncommitted previously developed land that has been promoted for development, primarily Hunters Moon (18.9ha) and Foundary Lane (6.1ha).
	To promote more sustainable patterns of development: – focusing most development in, or next to, existing towns and villages; – preventing urban sprawl; – discouraging the development of 'greenfield' land, and, where such land must be used, ensuring it is not used wastefully; – promoting a range of uses to maximise the potential benefits of the countryside fringing urban areas; and – providing appropriate leisure opportunities to enable urban and rural dwellers to enjoy the wider countryside (PPS7 objective)				
	To protect and enhance the natural environment (Strategic objective from Wiltshire 2026)				
Flooding	To safeguard and promote a high quality built environment (Strategic objective from Wiltshire 2026)	Flood risk will be mitigated through appropriate master planning	Flood risk will be mitigated through appropriate master planning	Flood risk will be mitigated through appropriate master planning	A Strategic Flood Risk Assessment is maintained and has been used in the consideration of specific sites
	To minimise the risk of flooding (Strategic objective from Wiltshire 2026)				
Climate change	To address climate change (Strategic objective from Wiltshire 2026)	Climate change will be addressed through establishing a strong policy framework			
Community safety	To encourage safe accessible places (Strategic objective from Wiltshire 2026)	Crime and antisocial behaviour will be minimised through appropriate design			

Appendix B Risks and Benefits of Delivery Scenarios

Appendix C

Workshop A: Considering A Housing Requirement for Chippenham

Table 1

- There is a shortage of employment land in Chippenham.
- Development should be employment led.
- The town needs to be more attractive so people want to stay in the town.
- Housing and employment development should not be mixed. It depends what type of employment land is required.
- The canal restoration needs development to provide funding.
- It is important that schools requirements are met.
- We need employment land to provide for economic growth. We need development to fund infrastructure.
- We need better transport systems.
- Sustainability is key.
- Scenario 1 is not sustainable.
- Scenario 2 and 3:
 - Cater for both.
 - There may be more support for elderly in their own homes.
 - Employment land – cost of fuel and travel.
 - Need for provision of employment.
 - Home working is increasing.
 - 60 % of people in Wiltshire leave county to work.
 - Wiltshire has turned its back on the river.
 - Cepen Park residents work outside.

Summary: Employment land is a key issue. There are also issues related to fuel prices and travel. 60% of people in Chippenham commute out of the town. The railway and motorway are very important. Transport services need to be improved. Regeneration is also important. Scenario 1 is not sustainable. There was a split between supporting scenario 2 and scenario 3.

Review of Numbers:

- If we want to change the shape and function of a place we need to change density. We need higher density development and people living in the town centre. But there is no demand for housing in the town centre. We don't need high densities. We need lower density better quality housing.
- The river is a wasted space. The Bridge Centre should be altered.
- Working from home should be considered further.
- Some people don't want to work.
- Regeneration is important.
- Does the local economy generate local prosperity?
- We want people to live, work and spend in Chippenham.
- Following workshop 2 the group thought the numbers should be lower than previously discussed.
- The location of development is important.

Summary: PDL in the town centre should be maximised so local people spend money there. Wiltshire Council cannot afford to provide affordable housing. There was a split between support for a figure between scenario 1 and 3 and scenario 2 and 3.

Table 2

- Does the council consider the current process truly responds to the localism bill? What about the SCI, localism is about ground up community led plans, not council led plans.
- BANES, Bristol & Swindon are reducing their housing allocations. Therefore it is unlikely that any approach taken by Wiltshire will alleviate housing issues because the overspill in households from this area will make their way to Wiltshire. Why isn't Wiltshire taking a similar approach to housing numbers being taken by the neighbouring authorities?
- The town centre was not considered an asset. The range of facilities and retail offer is not what could be expected of Chippenham and there is a lack of town centre car parking.
- Other market towns are able to perform well so there is no reason why Chippenham should not be able to achieve the same thing.
- Previous growth has not been of benefit for the town. In the past there has been a lot of housing growth but little infrastructure (this was particularly referring to Cepen Park where a school and community facility were promised and not delivered). These housing areas had no community feeling and were not part of Chippenham.
- Vibrancy of the centre is not affected by houses and would not be affected by building more houses.
- The growth of convenience retail will not help the town centre, unless the right environment and the right retailers were secured.
- People were worried about their children and affordability of housing going forward. It was felt that concealed households were set to increase significantly and whether houses were available or not people were unlikely to be able to afford them.
- Chippenham has exceeded housing targets set in the Structure Plan. The housing numbers should therefore be cut. Vibrancy should not be driven by the number of houses to be built. We don't need an ambitious level of housing. Instead we should have stable growth. The New Homes Bonus should be spent on the town centre.

Review of Numbers:

- The table expressed a keen desire to see the workings behind the numbers presented. They would also like to understand other detailed information such as the employment strategy before being able to make such an important decision.
- The table would like to see a limited development figure that ultimately protected the countryside and ensured there was sustainable limited growth for housing. There does not need to be an ambitious supply just enough to meet need.

Summary: Employment growth is important to stop out-commuting. We should attract creative industries. Mixed use on PDL should be supported.

Table 3

- The risks and benefits table and the ranking was felt by some to be too simplistic. Comments included that the information is not credible and that the risks for scenario 1 shouldn't necessarily be predominantly coloured red.
- It was felt that more clarity is required about the differences between scenario 2 and 3.
- Housing Supply –Chippenham shouldn't be looked at in isolation; there is an inter-relation between Chippenham and surrounding areas
- Questions were asked about the definition of affordable housing and the quoted statistics and actual demand for affordable housing.
- There was consensus that there is a need to make sure infrastructure is in place before development takes place.
- A Governor for Charter House Primary School explained that their school roll has reduced by 100 pupils over the last 5 years. This is partly due to demographic changes i.e. Fall in young families; working families. There is a need for more young families in the area. There is no provision when students leave the excellent schools in Chippenham
- Other thoughts expressed included: To have mixed communities; To retain young residents; To provide employment opportunities; Housing shouldn't provided in isolation; Employment and infrastructure is the most important consideration;
- There was no consensus about which scenario was favoured. It was split between Scenario 1 and 3.

Summary: It is crucial employment and infrastructure is provided. Young residents must be retained.

Review of Numbers:

- The group reconsidered its position. It discussed a housing requirement of between 700 (Scenario 1) and 2570 (Scenario 3).
- The views expressed by other tables during the feedback session (particularly about Chippenham not having enough to offer) were supported. The issue of Chippenham standing still was discussed and the fact that development that has taken place in the past hasn't provided infrastructure/facilities alongside the housing.
- One person in favour of Scenario 1 felt that there was the possibility that in the future towns in North Wiltshire could join together. They felt that Chippenham is OK now and doesn't need to change.
- Those in favour of Scenario 3 felt that jobs/employment provision should drive the provision of housing and that the focus should be on place-shaping; improving what Chippenham provides. It was felt that 2570 houses may be too high, but there was no consensus about what number was appropriate.

Summary: Split between Scenario 1 and 3. Pressure on the town centre needs to be relieved. Natural growth is supported. 2026 gives an abstract end point. It will continue beyond this. PDL is important but if all development in on PDL employment opportunities may be lost.

Table 4

- The previous preferred option is not in Chippenham Community Area.
- The residents of Calne CA (where the site lies) were not consulted from an early stage.
- Wiltshire Council needs to ensure that it engages with all affected by a development rather than just the area that the development will service.
- Previous developments (Cepen Park & Pewsham) have not delivered satisfactory planning gain.
- It needs to be ensured that appropriate infrastructure is embedded within development.
- It is critical that employment delivery precedes housing delivery to address the current commuting rates. "We need employment led delivery not development led employment promises".
- The link between affordable housing delivery and overall delivery needs to be broken. The government and councils need to find other ways of delivering this without relying on development subsidy.
- Concern was raised that housing development (with implicit population growth) would not in itself deliver a greater retail offer. It was felt that Chippenham had a sufficient population to attract retailers. What is the retail strategy for Chippenham?
- Environmental constraints must be recognised.

A range of views were expressed and there seemed to be a consensus that somewhere between scenario 1 and 3 was appropriate ensuring that the town was capable of supporting employment growth whilst recognising the environmental constraints.

Summary: Employment growth is important. We need employment led growth not employment promises based on housing. 63% people out commute. What is the employment and retail strategy for Chippenham? We need this in place.

Review of Numbers:

Each attendee proposed what they thought was an appropriate level of housing for Chippenham CA. The results were as follows:

- 3 people – 3,500 to 4,000 (or 1,170 to 1,670 on strategic sites)
- 1 person – 3,100 to 4,900 (or 770 to 2,570 on strategic sites)
- 1 person – 3,100 to 4,500 (or 770 to 2,170 on strategic sites)
- 1 person – 3,500 to 4,500 (or 1,170 to 2,170 on strategic sites)
- 1 person - 4,000 to 5,000 (or 1,670 to 2,670 on strategic sites)

The averages of these ranges are between 3,750 and 4,500, and indeed the only number that lies in each range is 4,000.

Summary: Employment delivery is important. Support somewhere between scenario 1 and 3.

Table 5

- The main discussion focussed on lack of information to challenge the assumptions made by the scenarios.
- The Head of Abbeyfield School explained some of the issues relating to lack of affordable housing for key workers, the desire to create workspace to encourage school leavers to be able to get work experience, join start ups etc.
- There was a feeling from some that there was already too much affordable housing.
- Comments were made that there was a lack of 'quality' four bedroom houses.
- Did not support the argument that housing development could be used to support economic growth, job creation, improvements to the centre etc.
- There was more support for employment land.
- Could housing be accommodated on Brownfield land, perhaps fairly intensively?

Summary: Concern that the evidence is not good enough. Chippenham has already doubled in size. Is this the same for the rest of Wiltshire? Evidence should be provided to show whether this is the case or not. Affordable housing is an issue. We need key worker housing. There is an undersupply of good quality housing.

Review of Numbers:

When the figures were revealed indicating actual development there was more acceptance. Some people seemed comfortable with the scenario 3 and associated figures but had no real strong opinions, whilst others still did not accept any development on Greenfield land.

Summary: No consensus on which scenario is preferred. PDL development should come first. Could we set a higher density on PDL land?

Table 6

Selected their top 5 objectives for discussion.

Objective 3 Environment

- Green Belt.
- Meeting natural demand.
- Organic growth – Agree to some growth – Scenario 3.
- Will deliver improvements.
- Not just housing only – No benefits with this.
- A350 dualling.
- The case isn't proven that the town needs high growth!

Objective 5 Economic

- Where is the evidence that we need more jobs?
- There is lots of vacant space.
- Yes to Scenario 3 – Existing land is being used.
- See more companies coming in first. There is too much vacant space.

Objective 2 Vitality

- Retail offer can be managed much better.
- Use the planning system more robustly.
- Accept that some growth is needed.
- Town will not die if there is no growth – but it is difficult to improve without some growth.

Objective 4

- Agree in principle – Some growth helps to deliver A350 improvements.
- But very sceptical – Has not happened before.

Objective 1 Housing

- Some growth subject to phasing.
- Get jobs first, but deliver housing as well.
- Integrated/Balanced/Sustainable growth.

Summary: Growth is needed to meet the needs of the population but no further growth is supported. Scenario 1 is preferred. How does increased housing create increased prosperity? We need better retail provision. Support for the green belt. How much land can be provided on PDL?

Review of Numbers:

- More employment first – the order of delivery is key.
- Scenario 3 is OK – but why 2570? There is a large gap between 770 and 2570.
- Can we have Scenario 3b – Same objectives, but less houses?
- Need to ask where it goes; need to ask wider range of people across Chippenham.
- But sharing view against development of greenfield development.
- What evidence is there that we need this?
- How much brownfield land is there?
- Brownfield should come first.
- Suggested Number – More than 770 but less than 2570.

Summary: The evidence is not good enough. Employment needs to come first. A scenario between 1 and 3 is about right. There should be further discussion on greenbelt land development.

Table 7

- Chippenham has a lot of potential but nothing seems to be done to help it reach this potential.
- The M4 is important.
- Employment growth should come first because people get a job first and then relocate for that job.
- The river is important in Chippenham.
- Chippenham is not really a market town anymore – it should have something like Green Park Market in Bath.
- Employment growth does not have to be industrial – it could be small hubs of businesses. Student accommodation could be provided.
- Scenario 3 is preferred.

Summary: Support scenario 3. But any more would saturate the area.

Table 8

- Chippenham has great potential which needs to be realised – due to its location close to the M4 and rail links afforded by the train station.
- Level of growth should be enough to bring about town centre improvements – which will also encourage more employment opportunities.
- Agreed that some development needs to take place but not at any price to the environment.
- Chippenham should focus on a minimal growth scenario.
- The town should become a green hub for business building upon ethical businesses already located within the town.
- No agreement could be drawn as to whether a specific scenario should be pursued.
- It was agreed that an appropriate level of future growth is needed, and that a zero growth scenario would be both unrealistic and inappropriate to meet the vision for Chippenham.
- Participants also felt that any housing development should be matched with job creation.
- Previously developed land should also be developed before any green field development.

Summary: Growth in Chippenham will damage the environment. Organic growth is healthy. Town centre regeneration is important. Chippenham has potential. Young people move out of the town but it has the potential to keep them.

Review of Numbers:

- It was considered that minimal growth would be unrealistic, also agreed that growth towards the upper level would go beyond the needs of Chippenham and its residents.
- The group felt that a level of growth between scenario 1 and 3 would be an appropriate level to help bring about town centre improvements and foster new employment opportunities (approx 1,600 homes).
- It was also reiterated that brown field development should come before green field development.

Summary: Don't support the lower end of the spectrum but the upper end is also too high. Employment benefits must be captured. PDL sites should be the number 1 priority.

Appendix D

Workshop B: Location of Future Development

Table 1

- Showell Farm – employment land. It is sensible for employment land to be located off the A350 south of Chippenham?
- Employments lead to West.
- Question over residential to West of A350? The site is too divorced from the town.
- As much as possible on Brownfield we cannot deliver the number unless we use Greenfield.
- Link road through Rowden – Avenue La Fleche Lackham.
- Open space Rowden.
- 400 houses – Rowden
- 800/1600.
- Smaller areas of development South West of town.
- 1600 to South.
- Funding to canal take up option of Pewsham.
- NEW figure 2800.

Table 2

- Concern was expressed about the idea of 'land banking'
- The Langley Park Industrial site was felt to be prime for redevelopment as the site was not well occupied and in disrepair.
- Any development would require an access road to the A350. Development of this road would be likely to impact on the site in the north adjacent to Bird's Marsh wood - an important local asset which needs to be protected.
- The M4 junction 17 was seen as a possible employment location and it was suggested that this should be taken a lot more seriously and not seen as a 'radical option'.
- While some constraints are considered absolute, ie Flood Zones, others are local designations and can be overridden if there is a need. The designations in place should be adhered to and this should limit/prevent development at these locations, particularly the conservation area to the south of Chippenham.
- Recommendation - Langley Park should be investigated as a mixed use site.
- Recommendation - The possible use of the M4 junction for employment should be investigated further.

Table 3

- Transport Infrastructure and travelling around, through, across Chippenham was felt to be a key issue. The direction of travel for people is South-North and East-West. There is a pinch point at the Bridge Centre.
- The merits of sites to the south of Chippenham were discussed versus the merits of sites to the North/East of Chippenham in terms of how transport improvements could improve the travelling around Chippenham. There was discussion about the dualling of the A350; a new road from Pewsham linking with the A350; a road from the A4 the A350 incorporating a railway crossing. Both could improve the travelling experience. No consensus was reached as to which is better.
- It was felt that employment provision should come first. The sites were ranked as follows:

Employment:

1. There was consensus that brownfield sites should be redeveloped and in particular Langley Park should be retained for employment purposes (5ha). It is located near to the train station, Parsonage Way etc. This could be in conjunction with housing (200 dwellings).
2. There was consensus that Showell Farm (within Site 8) is the obvious site for employment. It has already been promoted for employment and there is interest in the site. (20ha).
3. Employment should also be provided at North Chippenham Site 1a (to make use of the A350) (5ha).
4. It was suggested that land within the constraints to the south could be developed for particular uses. E.g. Land within the sewage works cordon could be used for employment (10ha) e.g. as a possible anaerobic digestion works (Within Site 8)

Housing

1. Langley Park – 200 dwellings.
2. Site 1a – 800 dwellings as part of a mixed use development. The 100m buffer zone to Birds Marsh Wood was noted, but wasn't considered to be a showstopper, so long as there was still room to accommodate development and a road.
3. The remainder of the housing could be located to the south and east of Chippenham:

Site 9 – 800 dwellings along the edges of the Conservation area/minerals area, within Patterdown and Rowden.

Site 3 - 800 dwellings adjacent, but outside of the flooding zone.

Total: 2800 houses and 30ha employment.

Table 4

The table identified preferred locations for housing and employment as follows. There was general consensus on this and the sites are ranked in order of preference.

Employment

- 1 – 30ha at Showell Farm
- 2 – 5ha at Site 1
- 3 – 5ha at Site 3

Housing

- 1 – 700 houses at Hunters Moon
- 2 – 700 houses at Site 7
- 3 – 300 houses north of Showell Farm along the railway
- 4 – 750 houses at Site 1 without intruding on Birds Marsh Wood

Table 5

- Broadly speaking the table was more comfortable with the idea of employment land development rather than housing. Jobs first then housing.
- Even after various reasons were given why development on 'brownfield' land may not be viable or appropriate there remained a general desire to see this achieved.
- More comfortable with the idea of development to the south than to the east or north (influenced by where people lived).
- No support was given for any development or sites.

Table 6

- Sites 1 and 2 – No
- Ranked 1. Langley Park – Mixed use housing (400) + employment (10ha)
- Site 3,4,5,6 – No
- Ranked 2 Site 8 – Showell Farm – Employment (20ha), Land adj (north of Showell Farm) (400 dwellings) + extension to Rowden (400 houses)
- Site 11 - ?
- Total 30 ha employment + 1200 houses

Table 7

- Site 11 – Ranked A,B (2 blocks of 400 houses) + 5 ha employment land.
- Site 8 - Showell Farm – 5ha employment; South of Pewsham ranked C + D (2 blocks of 400 dwellings) + 20ha employment.
- Site 7 Ranked E 400 dwellings
- Site 3 – Ranked F 400 dwellings
- Site 1 – Ranked E 400 dwellings

Table 8

The group considered the location for up to 1,600 new homes and 30ha of employment land.

- Brown field development should take place before any green field development. Langley Park should be considered for mix use development incorporating both employment and residential uses (400 homes 5ha employment land).
- Any additional housing should initially be located towards the south west of Chippenham (sites 10/9), adjoining the current built area avoiding the flood zone (1,200 homes).
- Further employment allocations should be considered to the west of the A350 (site 11) providing good connectivity to the M4 (20ha employment land).
- Provision should also be made for employment to the south of Abbeyfield Secondary School (5ha employment land).
- Although the group considered that approximately 1,600 new homes was most appropriate – if growth beyond this level was considered appropriate it would be best positioned to the south of Pewsham. This should also include a link road to the south providing a link between the A350 and Chippenham.

