

Homes &  
Communities  
ATLAS

## Chippenham Visioning

ATLAS report on the visioning event of the 23rd of September 2010





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## Executive summary

The Council and Chippenham Vision Board wishes to engage with local people, businesses, statutory agencies and landowners and developers to produce a strong, positive vision for Chippenham's future which will inform further consultation and work in developing the Core Strategy for the area. Building consensus about how Chippenham should develop and where strategic development could most effectively be accommodated is a key challenge.

In light of the challenges facing Chippenham and the lack of resolution regarding the Wiltshire 2026 proposals for Chippenham, Wiltshire Council and the Chippenham Vision Board have engaged with ATLAS to assist with the desired further consultation for Chippenham. As part of this engagement, ATLAS agreed to facilitate a visioning workshop event on 23 September to support the development of a vision for Chippenham.

The key objectives of the workshops were to seek to build consensus and contribute to the development of a vision for Chippenham that is responsive to local ambitions and community requirements. Approximately 60 delegates attended the event and the participants represented a wide variety of organisations and views. The event was designed to be interactive with a combination of presentations and small group workshop sessions. The workshop sessions were facilitated by members of the ATLAS team and officers from Wiltshire Council and the Chippenham Vision.

The outputs from the event suggest a clear set of aspirations and qualities that correlate with previous visioning work for Chippenham. These key aspirations could, therefore, be used as the basis for creating elements of a vision statement for the future of the town that reflects many of Chippenham's existing distinctive ingredients. The outputs also illustrate and identify that a range of potential opportunities exist within and around Chippenham which have a strong relationship to and potential to deliver most, if not all, of the identified key aspirations and qualities.

This event was the first of several planned by the Council and Chippenham Vision that have been designed to initiate further discussion and development of policy options for future development in Chippenham. Therefore, it should not be considered an isolated event or indeed the end of a process, but rather one important step on a longer road which is designed to try and reach a consensus over the vision for Chippenham and what actions are needed to make it a reality. This will include identifying the barriers to achieving it and how they can be resolved. All parties involved will have further opportunities to comment on emerging plans as the process unfolds and the outputs and analysis reported in the following pages will inform and support these discussions.

## Section 1 – Introduction

- 1.1 Wiltshire Council, the Chippenham Vision Board and their partners hold a strong desire to build consensus about how Chippenham should develop and where development should most effectively be located to harness and manage the potential of Chippenham for the benefit of the local community.
- 1.2 In light of the challenges facing Chippenham and the lack of resolution regarding the Wiltshire 2026 proposals for Chippenham, Wiltshire Council and the Chippenham Vision Board have engaged with ATLAS<sup>1</sup> to assist with the desired further consultation for Chippenham. As part of this engagement, ATLAS agreed to facilitate a visioning workshop event on 23 September to support the development of a vision for Chippenham.
- 1.3 The purpose of this report is twofold:
  - to document and analyse the key outputs from the visioning workshop event; and
  - to provide the Council and Chippenham Vision Board with recommendations for incorporating the outcomes from the workshops in the next stages of consultation and engagement.

### **Purpose of the workshop and the desired outcomes**

- 1.4 The Council and Chippenham Vision Board wants to engage with local people, businesses, statutory agencies and landowners and developers to develop a strong, positive vision for Chippenham's future which will inform further consultation and work in developing the spatial planning strategy for the area. The workshop was designed to provide a focussed approach to engagement with key community and public sector stakeholders and representatives to enable a review of the opportunities and challenges for the future planning of Chippenham and what this potentially means in terms of a vision for the future.
- 1.5 The key objectives of the workshop were to seek to build consensus and contribute to the development of a vision for Chippenham that is responsive to local ambitions and community requirements. The key outputs from the workshop were designed to be:
  - A vision and set of development objectives for how Chippenham should develop in the period to 2026; and
  - A concept plan(s) showing options for sustainable development in and around the town, which reflect and respond to the identified vision and the development objectives.

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<sup>1</sup> ATLAS provides a free, independent advisory service to local authorities, the private sector and other stakeholders who are dealing with complex planning matters. For further details of ATLAS please view the following website: [www.atlasplanning.com/page/about\\_atlas.cfm](http://www.atlasplanning.com/page/about_atlas.cfm)

- 1.6 It should be acknowledged that, whilst this brief is clear, there were different expectations and positions taken by the Council and Vision Board over some of the detailed format and desired outcomes from the workshop. It was not possible to fully resolve these concerns at the final preparatory meeting with ATLAS and whilst the key requirements of both parties were accommodated as far as possible in the final design of the workshop, this was not completely achieved. This report will identify and explain any limitations to the workshop and its outputs in the appropriate section.
- 1.7 Notwithstanding this, it is clear from the participants and our participation at the event that there is a strong desire amongst those with an interest in Chippenham for continued engagement, consultation and exploration of the opportunities and challenges surrounding the town's future in order to achieve a strong, positive and shared vision for Chippenham.



## Section 2 - Workshop context

- 2.1 Chippenham is identified as a Strategic Service Centre in the adopted Wiltshire Structure plan 2016. The size, range of transport choices, retail choice, provision of services and job opportunities presented by Chippenham all indicate that it should form a focal point for sustainable strategic development in the forthcoming Wiltshire Core Strategy. Chippenham was also identified as one of 21 Strategically Significant Cities and Towns (SSCTs) in the draft South West Regional Spatial Strategy and one of three located in Wiltshire (the others being Trowbridge and Salisbury). Building consensus about how Chippenham should develop and where strategic development could most effectively be accommodated is a key challenge.
- 2.2 This workshop was the first of several events planned by the Council and Chippenham Vision that have been designed to address this challenge and to initiate further discussion and development of policy options for future development in Chippenham. It is important to note, therefore, that the outputs and evaluation reported in the following pages represent only part of a wider process of engagement and consultation being carried out by Wiltshire Council and the Chippenham Vision. In turn, this is also part of the statutory process being conducted by the Council to produce the Core Strategy for Wiltshire that includes formal consultation opportunities.
- 2.3 Approximately 60 delegates attended this first event (just over 50% of those invited) and the participants represented a wide variety of organisations and views including officers and councillors from Wiltshire Council, members of the Chippenham Vision Board, representatives from statutory bodies, town and parish councillors, local community and residents groups, the emergency services and local schools. A full list of those who attended is at Appendix A. A Briefing Pack containing background information was sent to attendees prior to the event.
- 2.4 The event was designed to be interactive with a combination of presentations and small group workshop sessions. The workshop sessions were facilitated by members of the ATLAS team and officers from Wiltshire Council and the Chippenham Vision. The facilitators sought to ensure that all key issues were explored and participants were able to express their views in order to achieve the stated objectives. The programme for the day is included at Appendix B.
- 2.5 It is important that this event is placed and understood within the context of the wider process within which it sits. It should not be considered an isolated event or indeed the end of a process, but rather one important step on a longer road which is designed to try and reach a consensus over the vision for Chippenham and what actions are needed to make it a reality. This will include identifying the barriers to achieving it and how they can be resolved. It should be emphasised that all parties involved will have further opportunities to comment on emerging plans as the process unfolds.

- 2.6 In terms of future events and ongoing work, an event will be held for a representative sample of residents to discuss the emerging Vision and the strategic role of Chippenham.
- 2.7 A second workshop event is planned for early 2011 where more detailed evidence will be presented including for housing and employment, which will enable further discussion on potential options and appropriate levels of growth. An event is also planned for young people.
- 2.8 A drop-in event (Exhibition) is also planned for in early 2011 for the general public. This will help explain the outcomes from the above workshops, as well as other work the Council and Chippenham Vision have been undertaking to develop policy for Chippenham, and to invite comments on the options.
- 2.9 A developer's forum for all developers and land agents who are promoting sites around Chippenham will also be held on a regular basis to discuss the emerging policy for the town. A primary objective of this forum is to encourage developers to engage in the plan-led process for the production of the Wiltshire Core Strategy and related documents.
- 2.10 The key milestones for the previously mentioned Wiltshire Core Strategy include the production of draft local planning policy documents to enable further formal consultation (spring through to Autumn 2011) as well as development of the related evidence base. The draft local policy document will then be submitted the Secretary of State for consideration (Winter 2011/12) followed by an examination in public for independent scrutiny by a planning inspector (Spring/Summer 2012).
- 2.11 A basic road map that illustrates the key stages of the intended process is set out on the next page.





## Section 3 - Workshop outputs and analysis

- 3.1 The workshops which formed the core part of the event were intended to address two distinct but related elements: 1) developing a vision for Chippenham; and, 2) developing options with potential to deliver the vision. Delegates were divided into 8 groups for the exercises (these remained the same for both workshops) and each group provided feedback to the other groups at the end of each session. The workshop outputs collected on the day are recorded at Appendices C and D.

### Workshop 1 – Developing a vision for Chippenham

- 3.2 The aim of this session was to produce a set of aspirations for Chippenham which are as comprehensive as possible and which could then be used as the basis for a draft vision statement and a set of more specific development objectives (as well as feeding into workshop 2). The approach adopted for the event and in particular for workshop 1 was to examine, challenge, refine and build on the considerable amount of previous work done by the Council and the Chippenham Vision towards developing a vision for Chippenham. Therefore, workshop 1 was preceded by a review of some of the key themes and ingredients from this previous work. To provide a framework for this review and the workshop exercise, ATLAS used the Inspire East Excellence Framework. The framework describes and summarises the essential ingredients which make successful, sustainable places and communities. It can be used in a wide range of contexts, both urban and rural and applies to existing and planned development. There are eight themes in the framework and these are described in more detail in Figure 1 below.



Figure 1: The Inspire East Excellence Framework

- 3.3 A matrix was provided to each group that summarised some of the previous visioning work in terms of distinctive ingredients and key themes/qualities for Chippenham. The summary was organised against the framework provided by the 8 components of the Inspire East Framework. This was also placed within the context of the 3 main priority areas (Environmental, Economic and Social) for building stronger, more resilient communities in Wiltshire, as set out in the consultation draft Wiltshire Community Plan of June 2010 (adopted since the visioning event in October 2010).
- 3.4 Each group was asked to evaluate the strengths and weaknesses of the statements under each theme and what additional aspirations or objectives and/or ingredients should be incorporated. Participants were also asked to consider which are the most important to Chippenham's identity and which is it important to focus on for the future. The matrix provided an area for comments and recommendations to be recorded and the key decisions of each group were summarised by a spokesperson in the plenary session. The comments recorded by each of the 8 groups are set out on copies of the matrix included at Appendix C.
- 3.5 Tables 1 and 2 on the following pages summarise the analysis of the outputs from workshop 1 that ATLAS has undertaken since the visioning event. Table 1 is a summary of the most commonly mentioned aspirations and distinctive ingredients from across the 8 groups. From the table ATLAS has identified a top 11 based on the frequency of mention of the same or similar points across the 8 groups. The top 11 aspirations (several scored the same number of comments) are:
1. The river is an asset – improve and integrate with the town
  2. Improve leisure facilities for the young
  3. Generate innovation in delivery – a creative approach to development with distinctive high quality - design competitions
  4. Clean and green – green energy – open spaces
  5. Enhance the retail provision
  6. Improve / utilise the railway connections
  7. Make better links between education and business
  8. Safe and crime free communities – address anti-social behaviour
  9. Co-ordinate and integrate development into affordable existing and new transport facilities
  10. Encourage workers back to Chippenham – more jobs – a good workforce is already in Chippenham but working elsewhere
  11. Encourage a balanced community which meets all of its housing needs
- 3.6 Table 2 recapitulates the key themes from the previous visioning work, as presented to the workshop participants, and illustrates the correlation between these key themes and the most commonly mentioned aspirations that emerged from the groups during workshop 1 and the related plenary session. For example, the recognition of the River as an asset and the desire to improve this asset and link it better with the town was a key ingredient identified in previous work. The Tables also demonstrate that the key aspirations produced by the groups were reasonably well balanced in terms of the sustainable communities framework utilised for the workshop. In addition to the aspirations, Table 2 records the questions and comments made frequently by participants during workshop 1 and, in particular the plenary session, around the strategic role, function and identity (current and future) of Chippenham. For example, what might the aspiration for self containment mean in the case of Chippenham?

Workshop 1 outputs summary Distinctive ingredients and qualities aspired to, as recorded from the 8 group discussions and throughout the plenary session.	Number of similar or related comments recorded.
Environmentally sensitive (Environmental)	
Green and clean - corridor through town, energy	5
Flooding - use river/weir to manage	1
River is an asset - improve and integrate with town	6
River - opportunities - power (hydro), recreation	2
Canal	1
Protect natural environment, open spaces	1
Well designed and built (Environmental)	
Innovation in delivery - creative approach - design competitions - distinctive - quality	6
Development ahead of climate change agenda	1
Priority to the pedestrian	2
Excellent broadband connectivity	1
Meeting all housing needs (up-market and social housing)	4
Well Connected (Environmental)	
Improve / utilise the railway	4
Improve road infrastructure	2
Co-ordinate and integrate development into affordable new/existing transport facilities	4
Access to the countryside by foot	1
Improve access into town by cycle and foot	1
Traffic and parking management - bus lanes, permits	1
Thriving (Economic)	
Encourage workers back to Chippenham - more jobs - good workforce already in Chippenham but working elsewhere	4
Focus on developing small and medium enterprises to provide better quality employment opportunities	1
Enhance hotel provision	2
Insufficient employment land - doesn't meet business needs	2
Enhance retail provision	5
Hi Tech industry	2
More to Chippenham than the High Street	1
Well served (Economic)	
Improve cultural / creative / artistic facilities	3
Cinema	2
Education - better links to business	4
Improve leisure activities for the young	6
Improve leisure activities for the elderly	3
Improve Health facilities	2
Integrated facilities with town and new developments	1
Active, inclusive and safe (Social)	
Safe, crime free, address anti-social behaviour	4
Good parks / open space	2
Special events - festival	1
Better routes into town	1
Fair for everyone (Social)	
Balanced community	4
Supportive community	3
Well run (Social)	
By the community	1
Unattractive environment in the evening	1
Enhanced role for the Town Council - co-ordination of services	1

Table 2 recapitulates the key themes from previous visioning work, as presented to the workshop participants, and illustrates the correlation between these key themes and the most commonly mentioned aspirations that emerged from the Tables during Workshop 1. The Table also summarizes the key questions posed during Workshop 1 around the strategic role and identity (current and future) of Chippenham.		
Key themes and distinctive ingredients from previous visioning work as presented to the workshop participants	Summary of Workshop 1 and Plenary session outputs - the qualities for Chippenham to aspire to	
	Top 11 recorded qualities/themes On basis of the number of similar or related comments across all 8 Tables (see Table 1)	Chippenham's role and identify
<i>Green and Clean. A regional centre for the environment. Potential distinctive ingredient(s): villages and countryside nearby; attractive villages and valued environmental sites.</i>	<b>River is an asset - improve and integrate with the town (6)</b> <b>Green and clean - open spaces - green energy (5)</b>  <b>Innovation in delivery - creative approach - design competitions - distinctive, high quality (6)</b>  <b>Improve / utilise the railway connections (4)</b> <b>Co-ordinate and integrate development into affordable existing and new transport infrastructure (4)</b>  <b>Enhanced retail provision (5)</b> <b>Encourage workers back to Chippenham - more jobs - good workforce already in Chippenham but working elsewhere (4)</b>  <b>Improved leisure activities for the young (6)</b> <b>Education - better links to business (4)</b>  <b>Safe - crime free - address anti-social behaviour (4)</b>   <b>Balanced community – meeting all housing needs (4)</b>	<b>Self containment - geographic and/or economic?</b>
<i>The character of the town will remain unchanged although the environment will be improved with key town centre sites regenerated. Future housing and employment development will be focussed on those town centre areas which require regeneration. Potential distinctive ingredient(s): The River runs through the town - key icon: attracts tourism, residents and employers. Heritage - Western Arches, town centre conservation area. Pedestrian experience - town centre, river and parks are very pleasant</i>		<b>Area in question - Chippenham or Chippenham and surrounds?</b>
<i>On the move. Freely accessible by car, cycle and on foot. Taking full advantage of its excellent connectivity, afforded by the M4 and intercity rail links. Potential distinctive ingredient(s): excellent transport links; M4 corridor town with high speed rail links to London, Bristol etc.</i>		<b>Town and villages connected or separate?</b>
<i>The town of Chippenham will continue to have regional significance. Chippenham will seek to strengthen its role as a centre for the Community Area and north Wiltshire. A gateway to the south west. A thriving tourist destination Bags of choice, bags of style. A retail location of quality and choice for all ages. Affordable, accessible, alive. An attractive location for business. Land will be provided to secure high technology and knowledge based industries within the town. Potential distinctive ingredient(s): 'Market Town'; big enough to have most facilities, small enough to feel 'at home'.</i>		<b>Market town or no longer a market town?</b>
<i>A centre for learning. A home of excellent education facilities for business and the local community. Improve its range of retailing, entertainment, leisure activities and community services in order to become more self-contained. Potential distinctive ingredient(s): Schools and College - best secondary OFSTED record in the country, land based college curriculum supports green economy. Olympiad leisure centre.</i>		<b>Mainline railway - opportunities and threats?</b>
<i>Attractive, active, inclusive. A progressive town with heritage at its core. Potential distinctive ingredient(s): friendly and neighbourly; safe and crime free.</i>		<b>Chippenham needs to change?</b>
<i>A town with self confidence and pride. An active riverside town for all ages, with its own excellent and accessible facilities.</i>		



## Workshop 2 – Developing options to deliver the vision

- 3.7 The aim of workshop 2 was for each group to produce a concept plan that interprets the key aspirations and themes for Chippenham that were identified in workshop 1. The purpose of drawing the concept plans was to enable the groups to explore at a high level and in broad terms some potential spatial options and development opportunities/areas (and the related implications) for realising the key aspirations of the vision.
- 3.8 The groups were also allocated (at random) one of four growth scenarios. The scenarios included a zero or low growth option and 3 higher growth options (up to 3,000 dwellings; up to 4,500 dwellings; and up to 5,500 dwellings). Each scenario was allocated to 2 groups. The scenarios were taken directly from the headline numbers identified previously for Chippenham in the Wiltshire Structure Plan or proposed for the Chippenham area at different stages of the South West RSS process.
- 3.9 It is important to acknowledge that there were very strong feelings and views amongst the delegates on the issue of housing numbers, growth and what is appropriate for Chippenham. Consequently, the discussion for many of the groups in workshop 2 was focussed for a large part on this question rather than the intended further exploration of the desired vision and objectives for Chippenham. As a consequence, for most groups the session did not go as far as intended in terms of being able to review the vision aspirations from the first workshop in the light of the concept planning session. However, it is also fair to say that the majority of the delegates were able to step back from the issue of housing numbers over the course of the workshop and to participate in the concept planning stages of the session to produce outputs (in many cases qualified) according to the stated workshop objective.
- 3.10 The session was split into four key stages although these were not necessarily undertaken in a sequential manner for the above reasons. In Stage 1 the groups were asked to consider the existing constraints in and around Chippenham and to show how the town works today by identifying in schematic terms the main transport and movement corridors and stations; watercourses and flood risk areas; significant topographical features; town district and local centres; main employment areas; strategic leisure and cultural facilities; strategic health and educational facilities; and key views and landmarks. ATLAS provided large scale maps complete with key constraints for this purpose. In planning subsequent events the Council will want to consider providing similar material.
- 3.11 In Stage 2 the groups were asked to consider the scale of development required to support the emerging vision aspirations with reference to the identified growth scenario and to identify options for its provision in and around Chippenham. Participants were also asked to think about the issues this might present such as integration with existing uses and areas; relationship to existing transport and movement corridors; employment centres; and the key constraints already identified. Each group then discussed potential options and solutions having regard to the key issues identified as well as the main elements of new infrastructure that might be required to support the proposals (Stage 3). The outcomes of these debates were continuously sketched onto OS plan bases with the use of overlay sheets. Discussions and decisions were aided by the facilitators together with the help of scale indicators and examples of various types of















developments to help calculate potential land requirements and test the emerging solutions.

- 3.12 Finally, in Stage 4, the groups were asked to review their plan and the vision and any objectives for Chippenham that it represented and agree the key points they wished to highlight to the wider workshop in the plenary session.
- 3.13 It is also very important to record that the participants put forward potential development options in response to the particular growth scenario that was provided to each group on the day. This should not be viewed as an endorsement of the growth scenario (by the group or individuals) and was done in the full expectation that any options generated would be subject to further investigation, technical scrutiny and public consultation through the processes outlined earlier in this report. There were also a number of clear objections in principle raised to the various growth scenarios. These are recorded in this report as part of the workshop outputs in Appendix D.
- 3.14 The outputs from workshop 2 and the related plenary session are recorded on 8 figures contained at Appendix D (Figures 3 to 10). Each figure includes a photograph of the concept plan produced by the group together with a record of the key characteristics of the plan that were noted by the group and highlighted to the wider workshop. As might be expected given that the groups were asked to consider different growth scenarios, a range of development opportunities and characteristics were produced across the 8 groups in response to the applied growth scenario and the previously identified vision aspirations.
- 3.15 As has been stated, a consequence of the extended discussion on housing numbers was that there was limited time left available on the day for participants to review the relationships between the development options from workshop 2 and the key aspirations of the vision for Chippenham that were identified in workshop 1.
- 3.16 In analysing the outputs from the event for this report, it is ATLAS' conclusion that across all 8 groups there were a significant number of examples identified in which there is a clear opportunity (in some cases place specific) presented by a potential development option (in whole or in part) to advance an aspiration or key vision theme. Table 3 over the page provides a summary of where the outputs from workshop 2 appear to ATLAS to present opportunities to deliver against the key aspirations identified in workshop 1. A simple traffic light system is used to illustrate the relationships and whether there is a clear link; a potential link; or no apparent link.
- 3.17 The ATLAS observations on the workshop 2 outputs for each group that informs this summary are included as a separate component of the relevant figure at Appendix D. For example, Figure 4 (Group 2) illustrates the clear opportunities to utilize the river as an asset. This is part of proposals for potential development of river facing mixed use development by the hospital at Rowden. This would also provide opportunities to develop improved leisure facilities and enhanced hotel provision. Similarly, Figure 7 (Group 5) captures the proposal for a new part of the town centre to the east and south of the hospital site which would provide clear opportunities to again capitalize on the riverside setting and integrate it into the revised town centre area, as well as providing improved leisure, retail and hotel facilities.
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- 3.18 A further example is depicted in Figure 6 (Group 4) which presents clear opportunities to provide new and improved employment floor space through potential development options to the north-west and south-west of Chippenham alongside potential intensification of the existing employment use at Monkton Park and the linking of business to education through proposals close to Abbeyfield School. Figure 4 (Group 3) also indicates the potential for job creation and provision of additional employment space but through the extension of existing employment facilities at Hunter's Moon together with the re-use of vacant brownfield sites within the town centre. Figure 8 (Group 6) identifies clear opportunities to meet all housing needs through substantial residential and mixed use development options to the north-east at Rawlings farm and to the south and east linked to Pewsham and wrapped around a new local centre (potentially including new retail, leisure and cultural facilities).
- 3.19 Overall, the outputs from workshop 2 and the related post event analysis by ATLAS (as summarized in Table 3) suggests that opportunities exist to accommodate new development within and around Chippenham, which could advance the key aspirations for the vision that emerged during workshop 1. There are a large number of strong relationships identified and no weak relationships. However, it must be remembered that the concept planning exercise carried out in workshop 2 was at a high level and was designed to indicate broad spatial possibilities for delivering the vision and objectives. Consequently, all would require substantial further testing and analysis through the broader process within which this workshop sits. This should include testing of availability and deliverability alongside the proposed engagement with landowners and the development sector.

Table 3 highlights those aspirations that emerged from Workshop 1 which are likely to require the physical transformation of sites in or around the existing town. These could be characterized as the aspirations that are most likely to be met by new development; i.e. as opposed to aspirations that could be met through other interventions. These aspirations were endorsed by some or all of the groups during Workshop 1. This table uses a simple traffic light system to explore the relationships between the aspirations identified and the potential development options (in whole or in part) put forward by the various groups in Workshop 2 (as recorded on sketched concept plans and summarized in figures at Appendix D). It must be remembered that the groups put forward potential options in response to the growth scenarios they were given on the day. This should not be viewed as an endorsement of the growth scenario (by the group or individuals) and was done in the full expectation that any options generated would be subject to further investigation, technical scrutiny and public consultation outlined elsewhere in this report.

	<b>Weak relationship</b> Where potential development options proposed in Workshop 2 do not appear to include opportunities to advance the aspiration identified in Workshop 1.		<b>Moderate relationship</b> Where potential development options proposed in Workshop 2 may present opportunities to advance the aspiration identified in Workshop 1.		<b>Strong relationship</b> Where potential development options proposed in Workshop 2 present clear opportunities (in some cases place specific) to advance the aspiration identified in Workshop 1.
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Key Aspirations From Workshop 1	Potential development options identified for further scrutiny and testing from Workshop 2 outputs – plans and notes							
	Group 1 - 5,500	Group 2 - 3,000	Group 3 - 4,500	Group 4 - 0/low	Group 5 - 5,500	Group 6 - 4,500	Group 7 - 0/low	Group 8 - 3,000
River is an asset: improve and integrate with town								
Improved leisure facilities								
Improved cultural facilities								
Enhanced retail provision								
Integrate development with affordable existing and new transport infrastructure								
Create more jobs (high tech industry)								
Meet all housing needs – balanced communities								
Enhance hotel provision								
Education - better links to business								

## Section 4 - Conclusions and next steps

- 4.1 The visioning event carried out on 23 September 2010 was the first event in a series of further consultation and engagement events proposed by Wiltshire Council and the Chippenham Vision. It is part of a process which is seeking to respond to the challenge of building consensus about how Chippenham should develop and where strategic development could most effectively be accommodated. It is clear that there is a strong desire to achieve this and to produce a strong, positive and shared vision and development objectives for the future of Chippenham that are responsive to local ambitions and community requirements.
- 4.2 The preceding sections of this report record and analyse the outputs from the visioning event. These outputs suggest a clear set of aspirations and qualities for Chippenham that correlate with previous visioning work for Chippenham. These key aspirations could, therefore, be used as the basis for creating elements of a vision statement for the future of the town that reflects many of Chippenham's existing distinctive ingredients. The following text has been produced by ATLAS to illustrate how the outputs from this event could be incorporated within the eventual vision for Chippenham. These should be viewed as potential components towards a vision text for Chippenham by way of an example which should be recognised as being likely to require further refinement.

1. Chippenham will strive to be self contained and will continue to be a working town surrounded by beautiful countryside and attractive villages. It will take advantage of its excellent rail and road links to London, Bristol and beyond and will strengthen its offer and role as a business, civic, cultural, leisure and retail location offering a high quality of life for inhabitants thereby retaining existing workers and attracting new ones. It will be recognised as a progressive and innovative place that meets the needs of businesses and provides opportunities for new employment floor space that supports high technology and 'green' industries that capitalise on its strong existing agricultural links.
2. Chippenham will recognise and enhance its natural assets. Much more will be made of its setting on the River Avon as a defining and connecting feature together with the historic town centre, pleasant parks and open spaces to create a thriving artery and evocative identity for the town. It will continue to have an attractive rural fringe that plays an important role in the success of the town through agriculture and providing access to the countryside for all sections of the community, with town and countryside connected by safe cycle and pedestrian routes. Chippenham will have an integrated approach to transport so that the town centre will have improved access by car, cycle and pedestrians whilst improved and affordable public transport will reduce overall dependency on the private car.
3. Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities and the choice and quality of work, housing and leisure opportunities together with its fresh and creative approach to building design that makes a statement whilst meeting the highest practicable standards. Chippenham will ensure that it provides a sufficient range of homes to meet the needs of those who choose to make their lives in the town through sensitive development, regeneration and appropriate growth. It will be a place that has balanced, friendly and supportive communities with access provided to excellent facilities for all.

*Figure 2: Example components towards a vision text for Chippenham*

- 4.3 The above examples indicate that it is possible to create some quite refined components of a vision statement. This is reflective of the quite refined set of key aspirations and the correlation with previous themes which have now been generated. On this basis, the Chippenham Vision and Wiltshire Council could seek to create a complete vision statement for consultation and testing and agreement at the future planned events. At the next event it will also be the case that more detailed information is available in terms of the evidence base with which to test the robustness of such a vision statement. It may well be that this evidence and further consultation indicates certain elements of the vision are in conflict and/or may not be achievable. Modification and refinement of the vision would follow as part of the process of agreement. In this way, existing and emerging issues can then be prioritised and openly discussed as part of the policy making process going forward, including whether there are any potential ways to overcome the identified issues.
- 4.4 The outputs from the visioning event also clearly illustrate that a range of potential opportunities exist within and around Chippenham which could deliver most, if not all, of the key aspirations that have informed the above example vision components. These opportunities are potential development objectives (the means by which to achieve the vision) in the making. However, as mentioned above, it is recognized that there is a need for substantial further testing, building of the evidence base and constraints information, consultation and debate before selecting particular preferred opportunities for inclusion in any emerging statutory policy document for Wiltshire such as the Core Strategy.
- 4.5 It will be important for the Council and Chippenham Vision to lead this analysis and testing as part of the preparation for the future events so that potential options for delivery of the vision (or components of it) are explained with clear reference to the relevant, available evidence base. In this respect, the landowners/developers forum will provide an opportunity to gather crucial information on many aspects of the potential development options, including, importantly, the question of deliverability.
- 4.6 It has been mentioned a number of times in this report that the Chippenham Vision and Wiltshire Council are working closely together to orchestrate this continuing process of evidence gathering, technical analysis and engagement. In support of this, ATLAS has recorded and analysed the outputs from the first event and made recommendations as to how the outputs and conclusions contained in this report could be incorporated into this process. We have sought to do this in a manner which seeks to follow the approach employed at the first event of building on and refining current work to seek to derive consensus over how best to harness and manage the development potential of Chippenham for the benefit of the local community.

## **Appendices**

Appendix A - Event attendees

Appendix B - Event programme

Appendix C - Workshop 1 Outputs

Appendix D - Workshop 2 Outputs



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## Appendix A - Event attendees

Name	Organisation / Representing	Name	Organisation / Representing
Gillian Saunders	Wessex water	Cllr Desna Allen	Wiltshire Council
Tom Smith	Sheldon School	Cllr Richard Beattie	Wiltshire Council
Michael Sprules	Residents Group	Kate Broughton	Sheldon School
Kim Stuckey	Tytherton Lucas Residents Association	Mike Bryant	Eagle One
Rev Simon Tatton- Brown	St Andrews Church	Lee Burman	Wiltshire Council Planning - North
Clive Taylor	Wiltshire Council Economic Development	Cllr Chris Caswill	Wiltshire Council and Chippenham Vision Board
Kevin Williams	Invensys Rail	Jane Clark	Chippenham Vision Board and CHAP
David Martin	Corsham Town Council	John Clark	Chippenham Vision Board
Yousef Mirza	Abbeyfield School	Jim Cook	Calne Without Parish Council
Christine Moorefield	Wiltshire Council Planning – North	Alan Creedy	Wiltshire Council Transport Planning
Basil Nankivell	Wiltshire Council Community Librarian	Cllr Christine Crisp	Wiltshire Council
Georgina Naylor	Friends of Birds Marsh Wood	Sue Wilthow	Chippenham Town Council
Cllr Andrew Noblet	Chippenham Vision Board	C Williams	Friends of Birds Marsh Wood
Thomas Nolan	Sheldon School	Jude Gregory	Green Square Group
Janet O'Brien	Wiltshire Council Housing	D Swinden	
Ken Oliver	Wiltshire Council Canal Partnership	David Rowland	Friends of Birds Marsh Wood
A Peacock	Showell Protection Group	Mr Scragg	Chippenham Town Council
Cllr Nina Phillips	Wiltshire Council	Colin Pearson	Bremhill Parish Council
Rebecca Randell	Environment Agency	Alistair Cunningham	Wiltshire Council Economy and Enterprise
Dave Roberts	Wiltshire Council Regeneration	Duncan Hames	MP
Cllr Judy Rooke	Wiltshire Council		
Lisa Davis	Wiltshire Council Planning – North	<b>Facilitators</b>	
Chris Dawe	Borough Lands	Paul Brockway	ATLAS
Cllr Bill Douglas	Wiltshire Council	Anthony Keown	ATLAS
Mark Gaskarth	Wiltshire Fire and Rescue Service	Ian White	ATLAS
Mark Goodwin	Wiltshire Council Urban Design	Tim Chapman	ATLAS
Adrian Hampton	Wiltshire Council Highways		
Dave Harwood	Great Western Ambulance Service	Tim Martienssen	Chippenham Vision
Peter Humprey	Birds Marsh Residents Group		
Cllr Peter Hutton	Wiltshire Council	Georgina Clampitt-Dix	Wiltshire Council
Ian James	Bremhill Parish Council	David Milton	Wiltshire Council
Tom Jacques	Chippenham Vision Board	Carolyn Gibson	Wiltshire Council
Julian Kashdan-Brown	Wiltshire Council Urban Design	Natasha Styles	Wiltshire Council
Vicky Kay	Wiltshire Council Housing		
Marilyn Mackay	Hardens Mead Residents Group		
Collette Mallon	North Wiltshire Economic Partnership		
Amy Gerrard	Abbeyfield School		
Emmaline Brown	Abbeyfield School		
Sharon Whetton	Abbeyfield School		
Lyn Andre	Chippenham Town Council		

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## Appendix B - Event programme

## Event Programme

**09.15 Arrivals – coffee and tea**

**09.30 Welcome** (Chippenham Vision)

**09.40 Introduction – Agenda and Objectives for the day** (ATLAS)

**09.50 Where are we now?** (Wiltshire Council/Chippenham Vision)

- The changing strategic context
- Previous visioning work
- Summary of key issues based on evidence gathering work to date
- Explanation of the process going forward

**10.10 Where do we want to be? Developing a Vision for Chippenham** (All)

- Merits of visioning and models for strong resilient communities (ATLAS)
- Introduction to first workshop session (ATLAS)
- Work in groups to identify the qualities Chippenham should aspire to, including aspects of existing vision(s) and more recent work undertaken by Chippenham Vision Board
- Groups to develop/refine the information into a vision and key development objectives

**11.30 Plenary** - feedback from session 1 groups, facilitated and captured by ATLAS

**12.00 Lunch (to be provided)**

**12.30 How will it work? Developing options to deliver the Vision** (All)

- Summary of outcomes from morning session and introduction to workshop session 2 (ATLAS)
- Work in groups to develop concept plans showing options for Chippenham
- Review the Vision

**14.45 Plenary** - feedback from session 2 groups, facilitated and captured by ATLAS

**15.15 Conclusions/Next Steps** (ATLAS & Wiltshire Council)

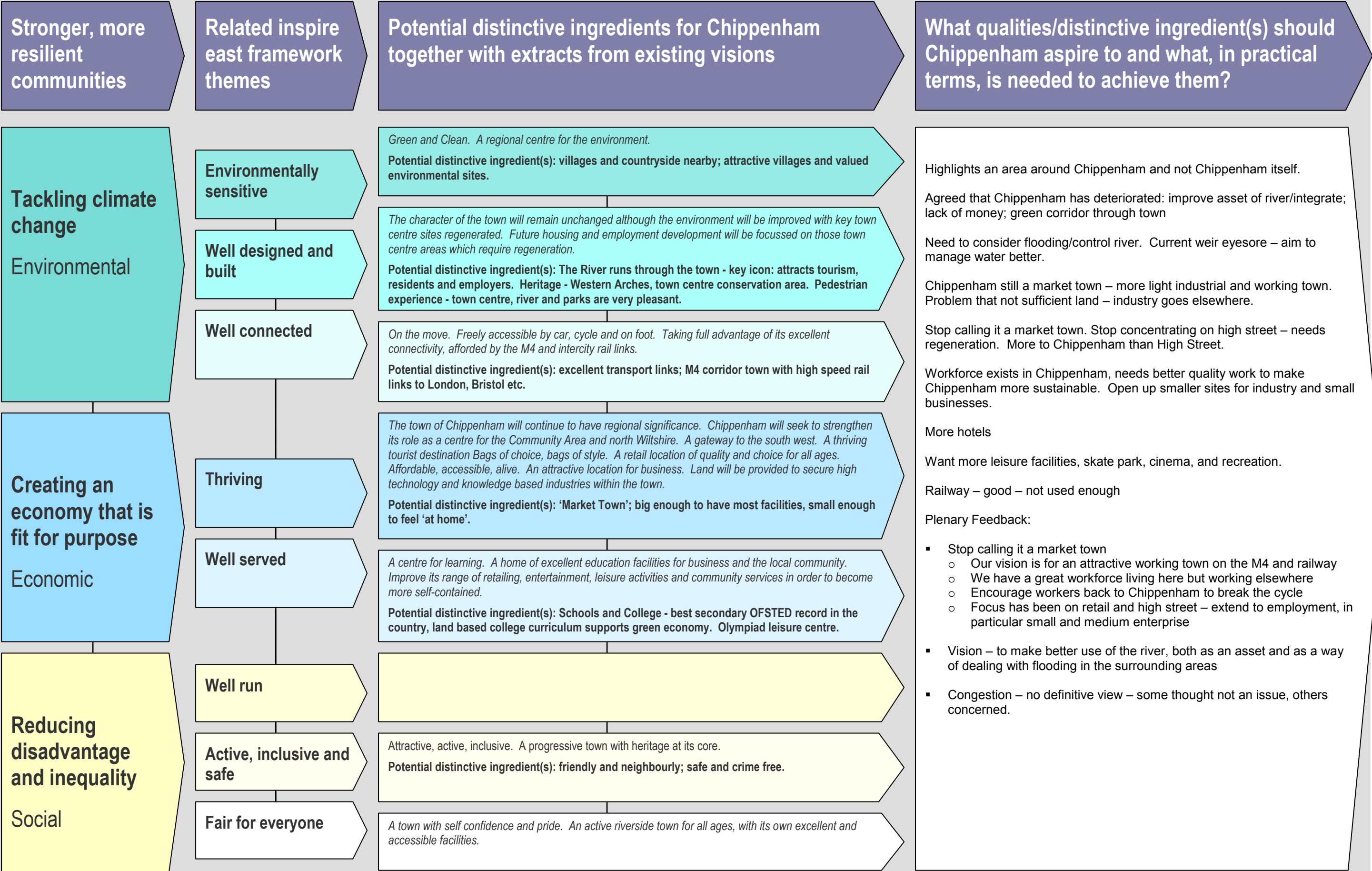
**15.30 Close**

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## Appendix C - Workshop 1 Outputs

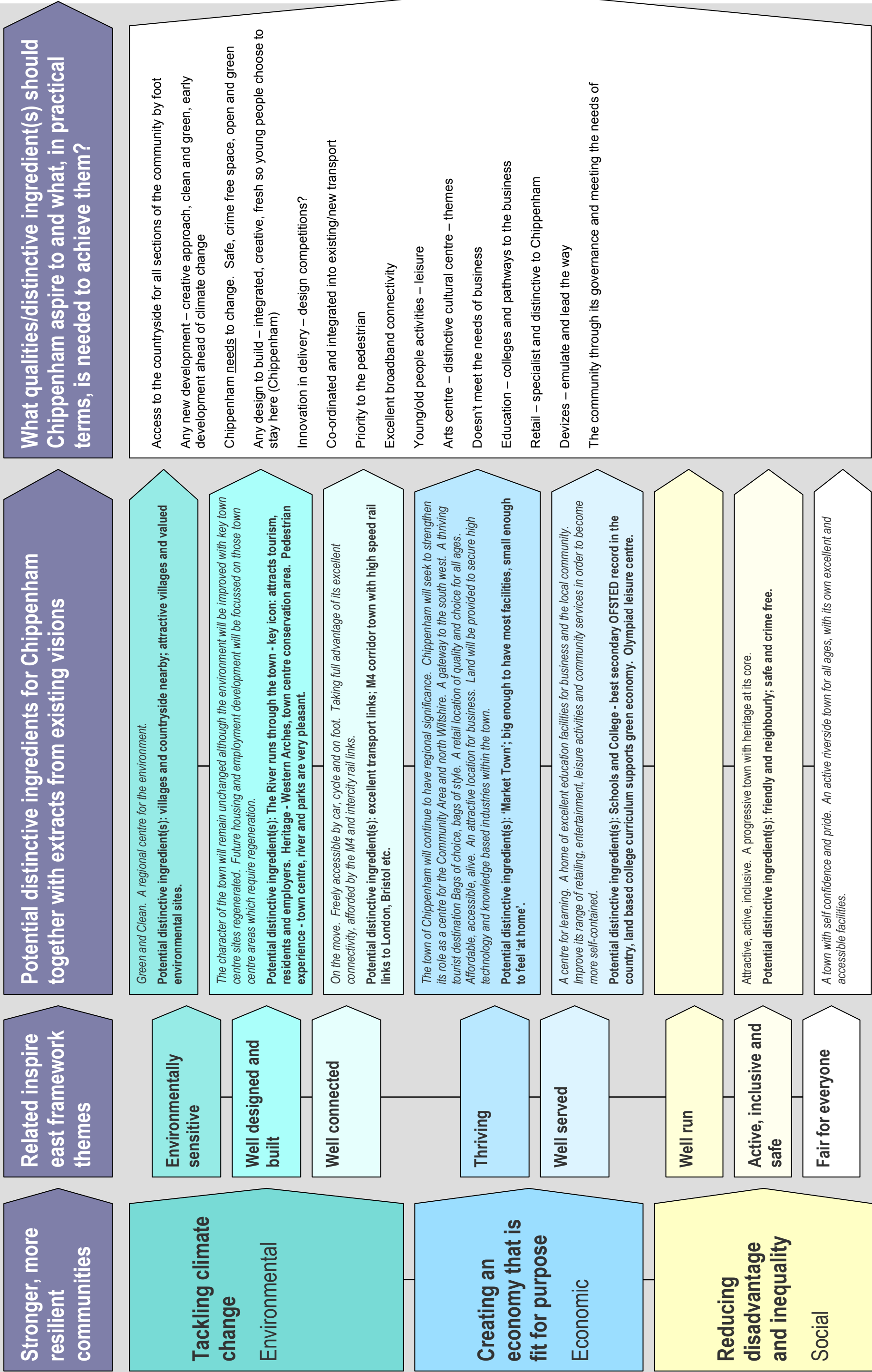
# Chippenham visioning event

## Workshop 1 - developing a vision for Chippenham – Table 1 Output



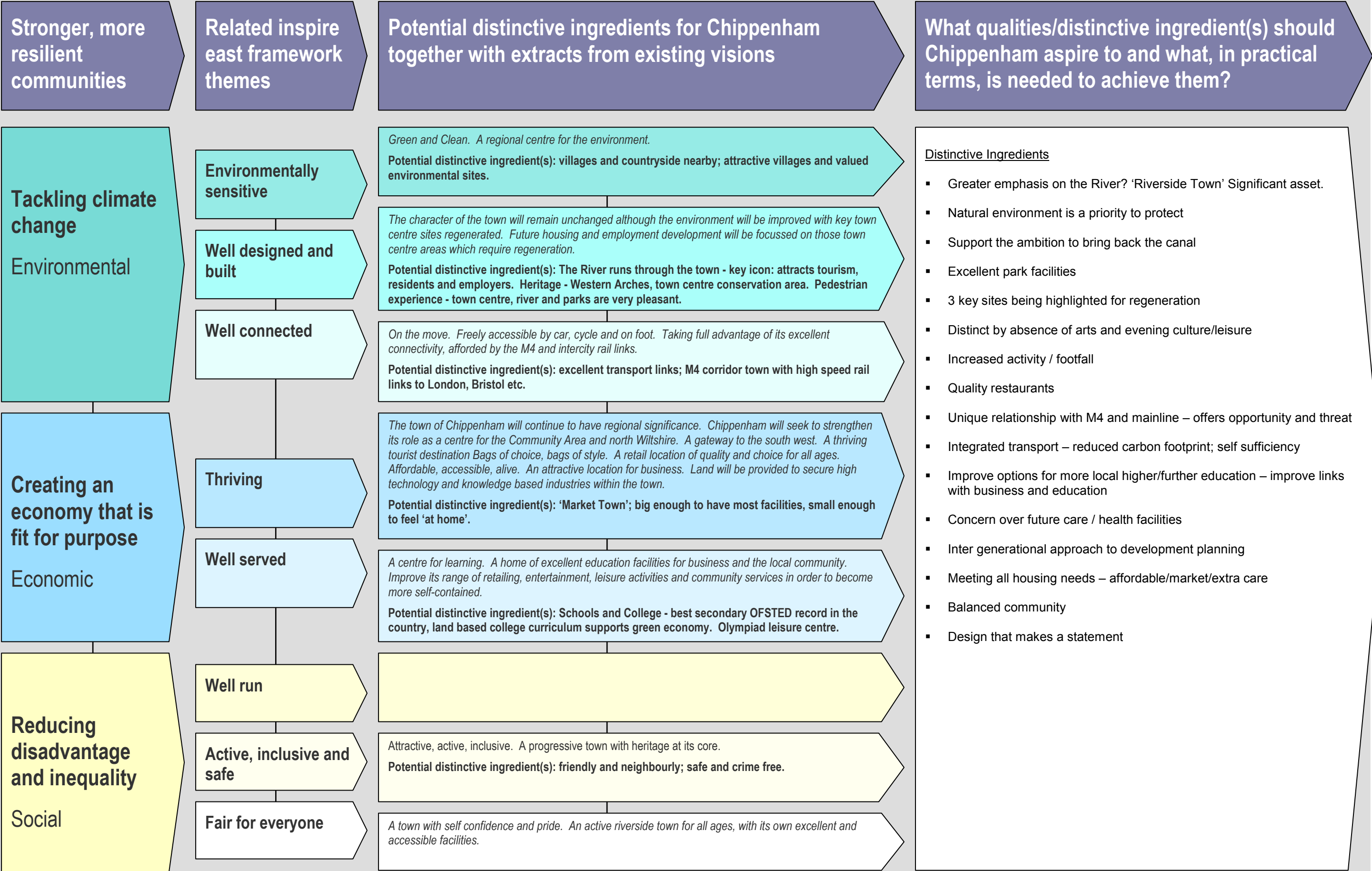
Feeds into developing concept plan options in Workshop 2





# Chippenham visioning event

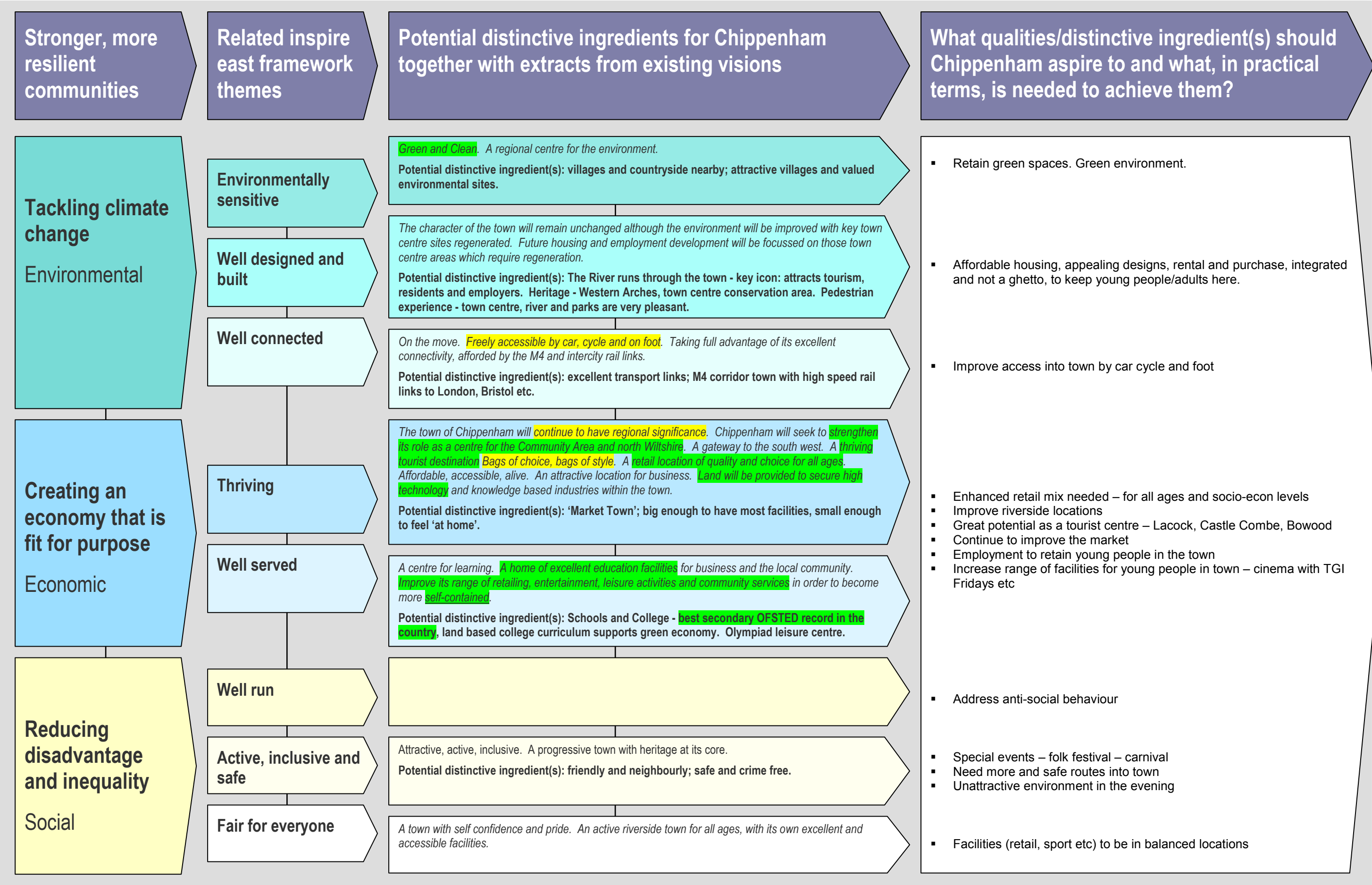
## Workshop 1 - developing a vision for Chippenham – Table 3 Output



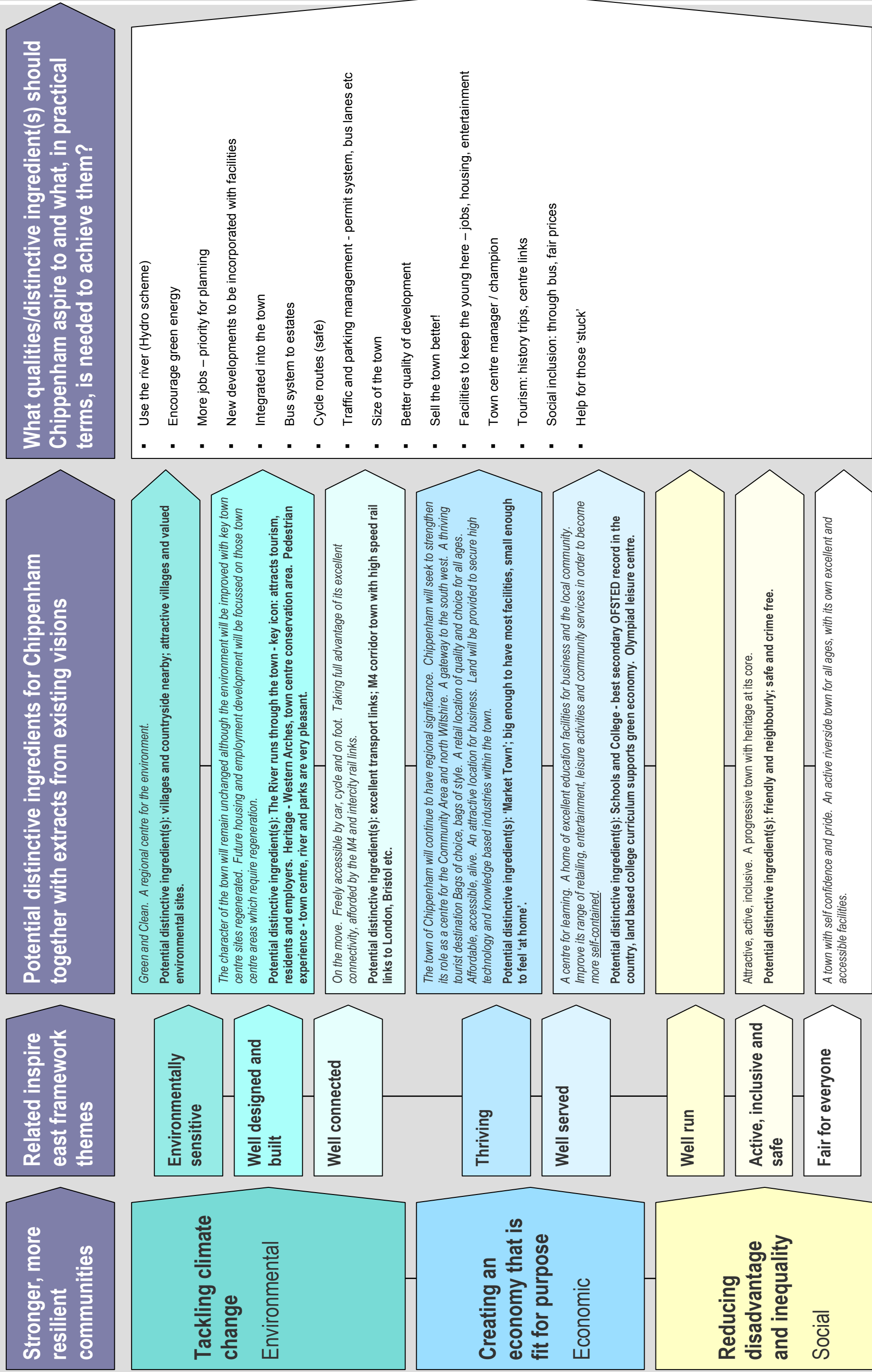
Feeds into developing concept plan options in Workshop 2

# Chippenham visioning event

## Workshop 1 - developing a vision for Chippenham – Table 4 Output

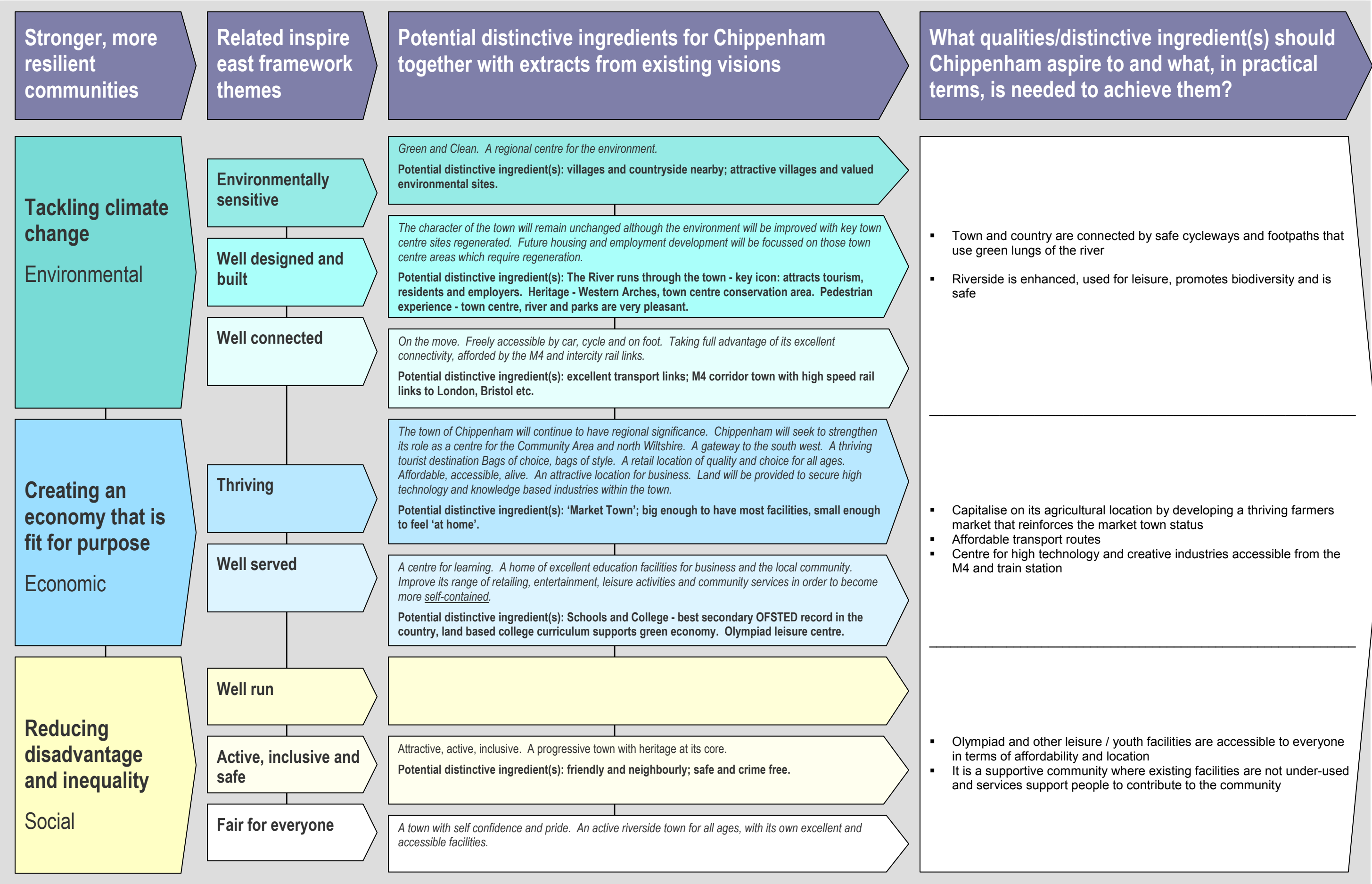






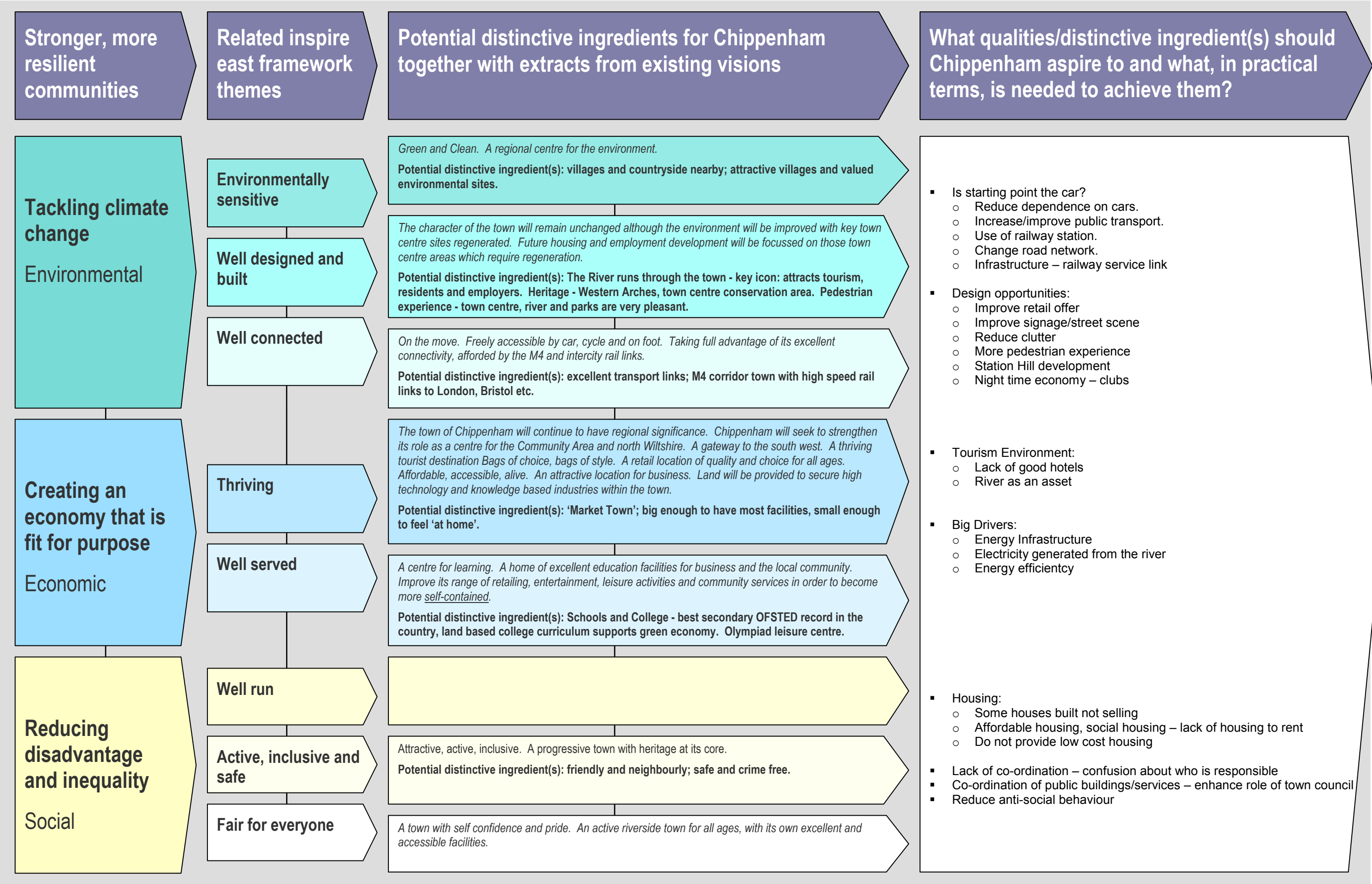
Chippenham visioning event

Workshop 1 - developing a vision for Chippenham – Table 6 Output



# Chippenham visioning event

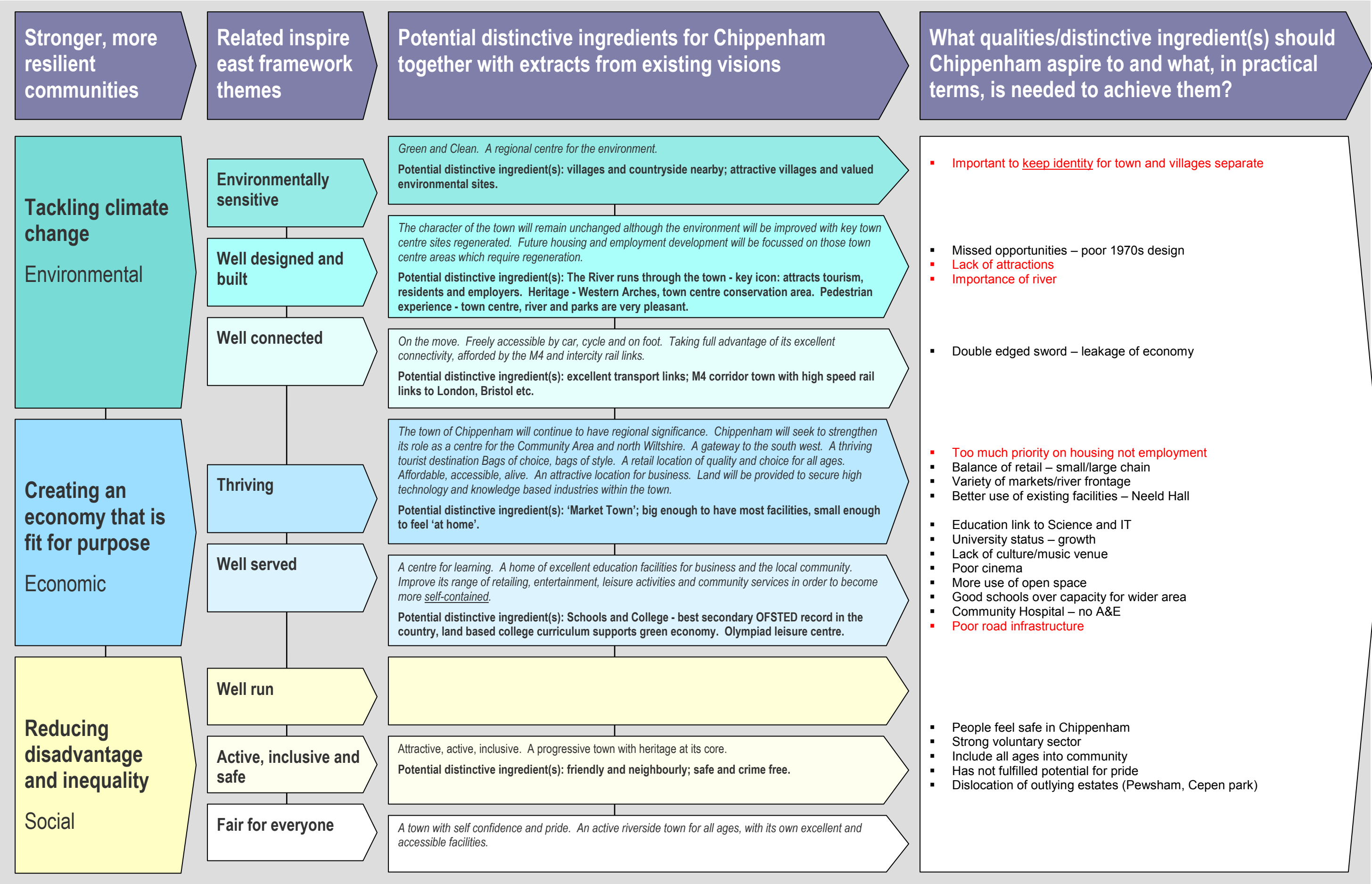
## Workshop 1 - developing a vision for Chippenham – Table 7 Output





# Chippenham visioning event

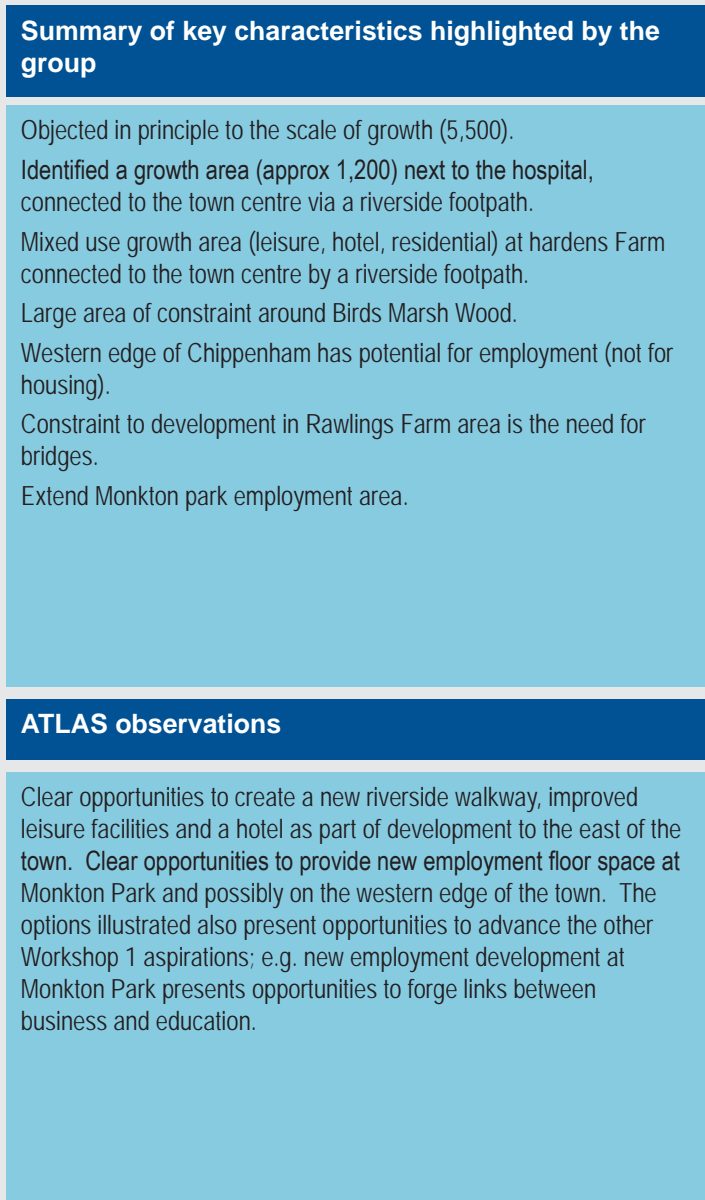
## Workshop 1 - developing a vision for Chippenham – Table 8 Output



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## Appendix D - Workshop 2 Outputs

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 1. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 1 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



- Objected in principle to the scale of growth (5,500).
- Identified a growth area (approx 1,200) next to the hospital, connected to the town centre via a riverside footpath.
- Mixed use growth area (leisure, hotel, residential) at hardens Farm connected to the town centre by a riverside footpath.
- Large area of constraint around Birds Marsh Wood.
- Western edge of Chippenham has potential for employment (not for housing).
- Constraint to development in Rawlings Farm area is the need for bridges.
- Extend Monkton park employment area.

Clear opportunities to create a new riverside walkway, improved leisure facilities and a hotel as part of development to the east of the town. Clear opportunities to provide new employment floor space at Monkton Park and possibly on the western edge of the town. The options illustrated also present opportunities to advance the other Workshop 1 aspirations; e.g. new employment development at Monkton Park presents opportunities to forge links between business and education.



#### Figure 4 - Concept plan from Group 2 (Growth scenario 3,000)

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 2. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 2 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



#### Summary of key characteristics highlighted by the group

Need for Growth needs to be discussed. Discussed if could achieve vision with structure plan figures, but evident that structure plan figure is not universally accepted

Rowden (by the hospital) - River facing mixed use development, possible relocation of Ivy Lane primary school. Approx 800 to 1,200 houses, leisure, green space along river south of town centre. Employment use by hospital.

Rawlings Farm, next to Bird's Marsh Wood, infill employment and residential. Linked to potential development at Hill Rise (total approximately 1,200) together with extended employment area 30 to 40% of site (not in contact with residential).

New road link to A350 needed. Bird's Marsh Wood key constraint. Provides easy access into the countryside to the north-east, including pedestrian greenways across the railway line and into the countryside. New secondary school a possibility.

Re-evaluate town centre to consider brownfield opportunities.

#### ATLAS observations

Mixed use development east and south of the Hospital presents clear opportunities to utilize the river as an asset, provide improved leisure facilities and enhance hotel provision. Development to the northeast of the town presents clear opportunities to provide new employment floor space. The options illustrated also present opportunities to advance the other Workshop 1 aspirations; e.g. the mixed use development presents opportunities to enhance retail provision.



Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 3. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 3 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



Re-use any brownfield sites for retail or employment use.

Development to the south of the town presents clear opportunities to utilize the river as an asset. Concentrating the majority of new development to the south of the town and east of Pewsham also appears to present clear opportunities to utilize existing road infrastructure. Employment development to the north and southwest of the town presents clear opportunities to create more jobs. The options illustrated also present opportunities to advance other Workshop 1 aspirations; e.g. development to the south and southwest of the town presents opportunities for enhanced hotel provision linked to the southwest employment development.



## Figure 6 - Concept plan from Group 4 (Growth scenario 0/low)

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 4. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 4 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



### Summary of key characteristics highlighted by the group

Some growth required to deliver successfully against the vision.

New development should be focussed to the edge of Chippenham - new road infrastructure will be required for this.

Use river corridor to improve access into the town centre.

Intensify use at existing employment locations.

Proposed new employment area on the south eastern edge of Chippenham linking Abbeyfield School to businesses.

Take opportunities to intensify population and density in central areas.

Green field development should not result in the loss of open space within the town.

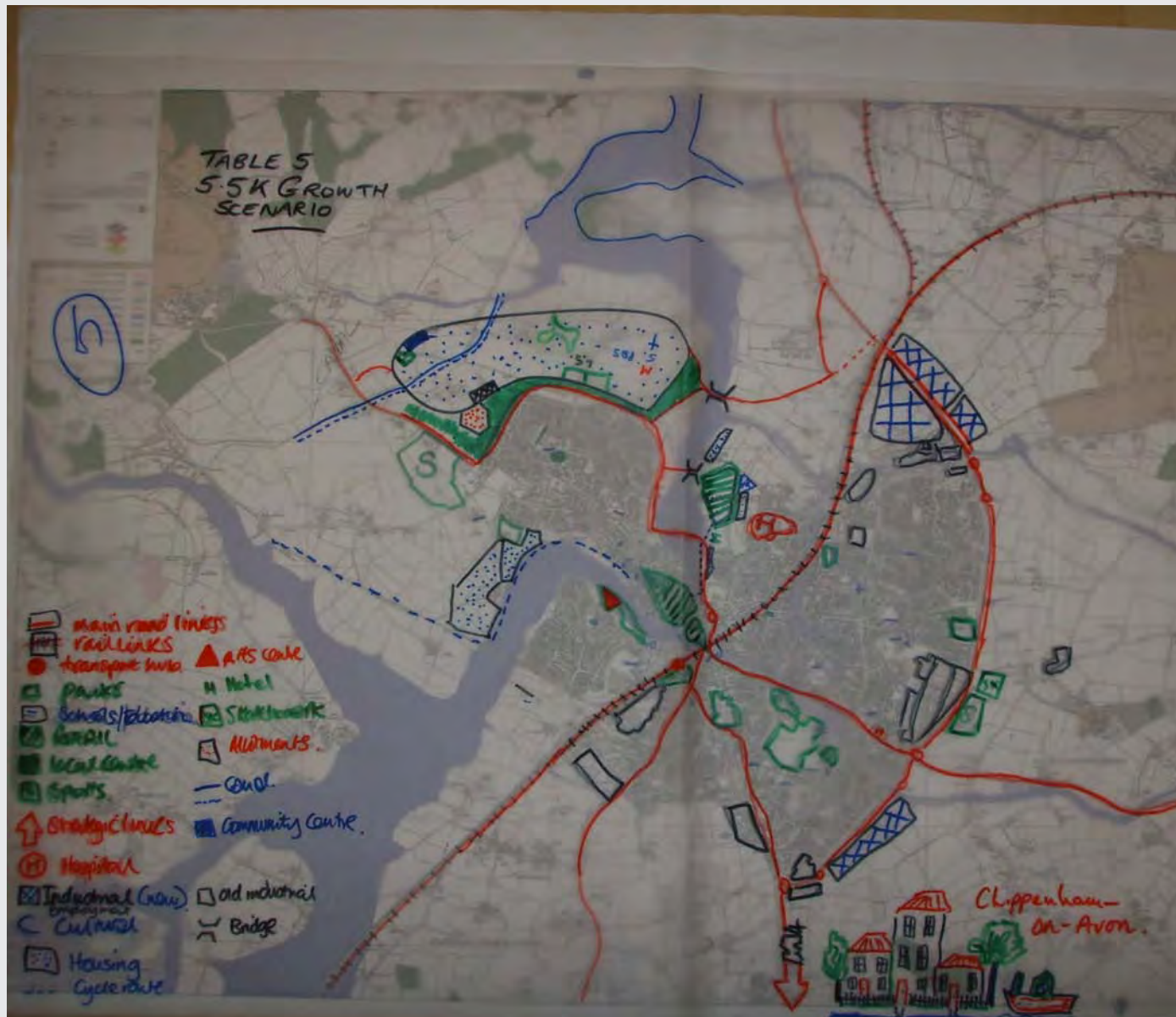
### ATLAS observations

Clear opportunities to provide new leisure facilities in creating improved access into the town centre along the river corridor. Focussing development on the edges of the town presents clear opportunities to utilize and extend existing road infrastructure. Development options to the northwest and southwest, together with intensification at Monkton Park, presents clear opportunities to provide new employment floor space. A new local centre with superstore to the east of the town presents clear opportunities to enhance retail provision. The options illustrated also present opportunities to advance the other Workshop 1 aspirations; e.g. the variety of locations identified for different types of residential development present opportunities to meet various housing needs.



### Figure 7 - Concept plan from Group 5 (Growth scenario 5,500)

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 5 (NB The plan legend was drawn upside down, hence the plan below is shown upside down). That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 5 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



#### Summary of key characteristics highlighted by the group

Requirement for 5,500 needs to be proven.

Employment growth to northwest and southwest of Chippenham.

Housing to the south of Pewsham but fully supported by a local centre, place of worship, allotments and country park, skate park, work live units, primary and secondary school and incorporating canal.

Smaller potential growth area at Hardens Farm, connected to existing town centre by riverside footpath.

Develop a new town centre area on land to east and south of hospital to cater for larger footprint retailers (specialist retail in existing town centre).

Create a 'dumbbell' with links to the existing centre via riverside connected (including roads and bridges) to new growth area to south of Pewsham. Include new multiplex, hotel and conference venue and other leisure facilities.

'Chippenham-on-Avon.'

#### ATLAS observations

The development of a new town centre area east and south of the Hospital presents clear opportunities to utilize the river as an asset; provide new retail, leisure and cultural facilities; and enhance hotel provision. Concentrating a large area of new residential development south of Pewsham (together with the other residential development locations identified) presents clear opportunities to meet all housing needs, as well as presenting clear opportunities to utilize and extend existing road infrastructure. Employment development to the northwest and southwest of the town presents clear opportunities to provide new employment floor space.



## Figure 8 - Concept plan from Group 6 (Growth scenario 4,500)

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 6. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 6 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



### Summary of key characteristics highlighted by the group

Green zone around Birds Marsh Wood.

Extension of Employment area at Monkton Park (North Chippenham).

Potential growth accommodated on eastern edge of Chippenham (approx 2,200) linked to town centre via riverside footpath with redeveloped riverside frontage.

New local centre including doctors, post office, primary school and community centre on eastern edge of Chippenham close to Abbeyfield School.

Further potential growth area to south and east to link Pewsham to new development and wrap around new local centre.

Potential growth (around 1,000) at Rawlings farm to north east of Chippenham (south of railway line).

Area to east and south of hospital identified as locally important open space.

### ATLAS observations

A substantial mixed use development to the east of the town, linked to the centre via a new riverside footpath, presents clear opportunities to utilize the river as an asset, as well as providing new leisure facilities and employment floor space. Substantial residential development to the northeast, east and southeast present clear opportunities to meet all housing needs. A new local centre between Pewsham and the new mixed use development presents an opportunity to enhance retail provision. The options illustrated also present opportunities to advance the other Workshop 1 aspirations; e.g. the mixed use development and local centre could incorporate new community meeting space, which would in turn cater for cultural activities (among other things).

### Figure 9 - Concept plan from Group 7 (Growth scenario 0/low)

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 7. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 7 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



#### Summary of key characteristics highlighted by the group

No growth meant looking at which parts of the vision could be achieved with very little investment.

Could result in a more locally driven set of solutions. Requires a much more innovative approach to the range of issues.

Modest incremental development on the outskirts of town (north, east and south) to allow integration. Improve railway station.

Modernize access to an improved town centre. Sequential approach to development; development opportunities within town boundary first. Build on car parks.

High Tech business park at Hunters Moon.

Large buffer zone needed around sewage treatment works to south of Chippenham.

#### ATLAS observations

The proposed sequential approach (i.e. building first on sites within the town, including car parks) presents opportunities to bring forward various types of new development, providing the potential complications associated with brownfield sites can be overcome. Existing retailers may have concerns, however, about proposals that would reduce existing parking provision within the town. Opting for modest development on the outskirts of the town presents clear opportunities to rely on existing road and public transport infrastructure. Prioritizing the development of a high technology business park at Hunter's Moon presents clear opportunities to create more jobs. The options illustrated also present some opportunities to advance the other Workshop 1 aspirations; e.g. meeting demand for up-market housing within the town.



## Figure 10 - Concept plan from Group 8 (Growth scenario 3,000)

Below is a photograph of the concept plan produced during Workshop 2 by the participants in Group 8. That is not to say that the participants endorsed the development options illustrated on that concept plan. Instead the Group 8 participants merely sketched potential options in response to the growth scenario they were given by the Council and the Vision Board. They did so in the full expectation that any options selected by the Council and the Vision Board for further investigation would be subjected to proper technical scrutiny and further public consultation before being progressed as development options.



### Summary of key characteristics highlighted by the group

7 options considered. No option responds to vision without need to overcome significant constraints. A and B - Growth (approximately 1400) at Showell Farm and Patterdown Farm, South of Chippenham. Pros: Good road connection (A350), schools and hospital nearby. Cons: Isolated from town; proximity to conservation area.

C - Urban Character growth (approximately 1800) at Hardens Farm, east of Chippenham. Pros: closer links to town centre, railway station; easy access to the countryside; close to school and sports facilities; and sustainable transport links including cycleway. Cons: Visual impact on the ridgeline; need for another road connection; and overhead power cables.

D - Suburban character growth (approximately 2000+) west of A350 between A420 and A4. Pros: Good access (A350) and close to existing employment. Cons: Dislocation due to A350; urban creep; and overhead pylons.

E - Suburban character growth (approx 600) at Rawlings Farm. Pros: Access to station and roads; close to college; and easy access to countryside. Cons: Pylons; change to the character of Monkton Park; high visual impact; and rail noise?

F - Suburban character growth (approx 1500) west of A350 between A4 and railway line. Pros: Good access to A350; close to existing employment. Cons: Impact on Capability Brown landscape.

Town centre needs to change and improve to respond to and deliver the potential of new residential areas. All new build should have good access to existing or new facilities. New development to the east needs bypass but landscape impact high.

### ATLAS observations

This group highlighted some of the advantages and disadvantages of the options they examined. The options identified present clear opportunities to deliver new and/or enhanced leisure facilities. They also present clear opportunities to meet all housing needs. Mixed use development to the southwest of the town presents clear opportunities to provide new employment floor space. Some of the options present opportunities to utilize existing transport infrastructure. The various options examined also present opportunities to advance the other Workshop 1 aspirations; e.g. development at Patterdown Farm could utilize the river corridor as an asset.





## Advisory Team for Large Applications - ATLAS

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