

Appendix 1: Full Survey Results

Chippenham HIF Bid Public Engagement, Nov-Dec 2019

Location	Date	Q1 - Which do you think is most important for Chippenham?								Comments	Q2 - What do you like most about Chippenham?	Q3 - What do you like least about Chippenham?	Q4 - If you were the Ruler of Chippenham for a day, what changes would you make?	Q5 - Do you have any other comments?
		Easing traffic congestion	More parking	More diverse living options	Enhanced arts programme/facilities	Better use of green spaces	Better leisure facilities	Other						
Enchanted Christmas	23/11/2019		1				3	2		(Learn to drive). Parking - cost/not enough More transport	Friends, family. Discount shops. J.C Park	Cleaner Chippenham	Ban school/J.C Park. Better more stuff. Skate park	
Enchanted Christmas	23/11/2019					2	1							
Enchanted Christmas	23/11/2019	1	2				3				Parks J.C. Community. Connections - train/bus Trains/bus - connected	Improve the river area. Needs more independent Too many mobile phone shops/hairdressers/diversity of shops	Stop all new building. Build on brown sites High street traffic from 3.30 (during accidents)	Pidgeon and seagull reduction
Enchanted Christmas	23/11/2019	2	1					3			It's home	More diversity of shops	River - more attractive!!!	More farms?!
Enchanted Christmas	23/11/2019	3					1	2			High street + summer walks	Day drinkers/rough sleepers	CCTV on crossings, pedestrian/speeding issues	Parking more
Enchanted Christmas	23/11/2019	3	1	6		5	4	2			Easy to get around. Park in retail park - 3hrs. Close together	Parking	Traffic free	Lovely, accessible - more manageable than Swindon
Enchanted Christmas	23/11/2019	1	2	3		5	4	6			Small market town - wouldn't live anywhere else (since 1964). Community	Parking		Park Lane traffic lights - made traffic worse
Enchanted Christmas	23/11/2019	2	4	1		5	6	3		More for older kids	Quaintness, small, community	Facilities - shops, don't want more shopping centres. Want more shops on high street	Big annual [illegible] for kids in park	Bring back shops. Nothing for under 18. John Coles Park - great. Area spaces better when council takes over. Bandstand
Enchanted Christmas	23/11/2019					1	3	2			Community feel/markets/events		More weekend events!	
Enchanted Christmas	23/11/2019	1									Shopping centre pedestrianised. River walks are nice. Love the cinema (old building). Like quite a few. EV charging points which are free	Air pollution in the summer is bad with increased traffic. Not as much community feel as used to be. Getting better. Xmas lights but as a big town expect to be better. Carnival not well supported. Folk festival but not well attended	Improve the roads esp thru' town centre and roundabout by Pewsham. Better access for people who live in Monkton Pk	Pedestrian/cycle access on any road put in. Specifically new relief road for running club, dog walkers, school/commute and public access. Don't care where road is just need it
Enchanted Christmas	23/11/2019	2	3	1							Schools provision. Market. Connected - trains. Friendly. Trouble-free, Folk fest	More diversity. Independent shops. Better buses. Later train. Parking @ hospital	Free for an hour parking - affordable housing. Free parking @ leisure centre users.	Feels like relief road is needed. Feel need for housing. House parking allocations - enough - by house for electric
Enchanted Christmas	23/11/2019	5	6	3		4	1	2			John Coles Park. Schools. Nice, small town	Cost of housing - hard to get on market. Olympiad disappointing	Olympiad - leisure centre of childhood. Varied activities	More things to do with families. Cafes near river
Enchanted Christmas	23/11/2019	1									It's my town, I was born here + I love it!	Congestion is really bad + every time look to put in eastern bypass it was turned down. Happy for relief road proposals	Traffic more than anything. Live by A4 + can be dreadful	Relief road is needed + should have been done years ago
Enchanted Christmas	23/11/2019	1					3	2			Location/connections	Traffic/diversity of shops. Ladies fashion	Clean it up!	Charity, coffee, phone shops too many. Parking fees [arrow pointing to unhappy face]
Enchanted Christmas	23/11/2019		2	1			3			Kids facilities	Friends & family, home	Anti-social behaviour	Build more kids facilities/play parks etc	
Enchanted Christmas	23/11/2019	1	2	6		5	3	4			Summer flowers	Drains not being cleaned i.e. New Road, not sorted for at least 11 years!	Ring road	Puddles at every road crossing. Road from Reardon Hills, drs surgery to [rest illegible]

Enchanted Christmas	23/11/2019						1			Easy transport links	There's nothing to do in Chippenham for people between 16-30, lack of entertainment options	Maintain stricter policies on environmental issues, promote awareness of the impact our daily decisions and behaviours on our environment and health. Build an entertainment complex powered by green energy	It'd be nice if councils/governments came to chat with my age demographic and find out how to improve things for all, as opposed to the two ends of age spectrum (very young/very old) so that talented, intelligent people don't just leave Chippenham for better prospects	
Enchanted Christmas	23/11/2019										Pop into town (live on outskirts)	Queueing & concerned about traffic movement onto and across motorway	More undercover shopping, as weather impacts on outdoor events i.e. football. Walks and cafes. Developing river for parkland to link up to West Mead development	Don't build more primary schools when there are existing primary schools with capacity which could be invested in (remove asbestos classrooms) - can't put kids pictures on walls because of asbestos
Enchanted Christmas	23/11/2019	5	3	6	4	2	1			Parking - not pay Sunday. Use of green spaces - better maintenance - more for older kids	Rural, convenience, balance. Don't feel like urban but near M4. Market town	Mucky, worn, old. Olympiad good example	Parks & leisure centre - want to do stuff locally	
Enchanted Christmas	23/11/2019	5	3	2	6	1	4			Parking - make it free. Leisure facilities - Swimming lessons. Olympiad - badminton. Green spaces - look nicer, more inviting - not more play park - improve existing play areas. Safe cycle routes, walkway	Rural, small. Location - close to routes - [illegible] school - Queens Crescent. Live near centre, friends, [illegible] - accessibility. Take dog on small paths - but not everywhere	Paths often end on roads/car parks - no pavements. Tacky, dirty (looks rundown)	Shops to stay - high turnover. Why don't they stay. More restaurants	Open space behind hospital - do more of this? Shop in Bath - go on train
Enchanted Christmas	23/11/2019	1	2	4	6	3	5			Free parking - Sat/Sun	Town centre and shops - not much else around. Got to keep shops open. Keep events going. Keep shops going	Traffic - new lights made worse. Not enough thought and into cemetery - pollution worse with congestion	No more charity shops in main high st. Primark	Why knock down court
Enchanted Christmas	23/11/2019	4	2	5	6	1	3			Bigger play parks	Size - diverse shops - not too big. Feels safe. Swindon too big	Parking	Better toilet	
Chippenham Library	25/11/2019									N/A	Live in Malmesbury - came to Chippenham for shops like Specsavers, library, physio. Like Chippenham nice size, got enough additional shops	Charity shops, empty shops, more diverse shops	More local produce	
Chippenham Library	25/11/2019	2	5	6	3	1	4			I think the green spaces need to be preserved not developed on. The new traffic light junction by Hathaway needs reviewing - congestion by now allowing R lane from Park Row to go ahead and left	Smallness and new M&S development of useful shops	Too many coffee shops and loss of diversity of shops in 14 years I have lived here. Newer incomes don't ever go into the centre	Cancel expansion of housing and development of business areas on periphery	It's a lovely place - be careful it doesn't lose its soul
Chippenham Library	25/11/2019	1	2	3	4	6	5				Walks, river, town centre very interesting. Good shops	Traffic	None	Lovely town

Chippenham Library	25/11/2019							I believe at this current time it is wrong to develop three parts of Chippenham with a road and housing. To ignore all the facts of the climate crisis is inexcusable. We should look to improve public transport, cycling and walking opportunities		Active group of people working to improve the town as a sustainable place to be. Having local country within walking distance of my home	An inactive town council who have no imagination and creativity	Chippenham and Wiltshire should stand up for the climate emergency. Radical policies need to be put in place and not just spoken about	Engagement should not be based on set questions on a questionnaire but through discussion. How were these questions decided, what was the process?
Chippenham Library	25/11/2019							For CTC & WCC to learn about the climate crisis and tell the people of Chippenham how bad it is and to act to mitigate it as a community		Excellent communications and public transport via rail and coach. Most of Chippenham is accessible on foot	It's fairly lethal trying to cycle due to potholes, drains and zero planning for cycling across ALL of the major junctions	There are 1000s of things to do with respect to the climate crisis. Set up a Citizens' Assembly and more power for action to that to get started!	Climate emergency. Carbon neutral housing - Wtts says all HIF development. Moving top soil - [illegible] carbon. Carbon budget? Ecological budget?
Chippenham Library	25/11/2019	3	6	4	5	1	2	Sustainable transport; more cycleways, cycle lanes, safe routes for walking. Develop open spaces to improve carbon sequestration. Rewilding to provide better green spaces. Community renewable energy systems. Improve local employment reduce commuting and increase community involvement		Rural location. Would also like to keep it that way!	Better community spirit and local people involved in local projects, groups, etc focusing on sustainability	1. Rewilding, tree planting, and appropriate management of grassy areas and "wildflower meadows" 2. Improve sustainable transport network. 3. Community renewable energy schemes	Sustainability (genuine -live within our planetary means) needs to be the top priority for EVERYTHING. This is not about what is popular or politically possible, but what is existentially necessary for the survival of all complex life on our planet. There is no Planet B!!
Chippenham Library	25/11/2019	2	3	1	5	4	6	Arts and leisure facilities - important too, but less priority	If other issues like congestion and a thriving high street are prioritised, there will be better economic support for arts/leisure	John Coles Park. Wilkos. Library. Cinema. Transport links to London/Bath	Homelessness, choice of High street shops	Ensure affordable/social housing on all new developments - housing is too expensive. More social housing estates	Important to keep the high street thriving through reasonable parking/incentives. Important to attract business - grow economy

Chippenham Library	26/11/2019			3	1	2	4		Green spaces - available for community use	Transport network. Good community groups. Church - does outreach. Singing for dementia	Small town thing. Wouldn't want to grow up here. Not enough for young people to do.	More facilities - as above. Families, young, older	
Chippenham Library	26/11/2019	1	2						Rank from 1-6 (least important). Reasonably new to area and so difficult to assess the rest	Like pedestrianised high street. Good range of shops and arts activities. Beautiful old buildings - though not really promoted/celebrated. Library! Dreary exterior but good size. Monkton Park & river beautiful			
Chippenham Library	26/11/2019					1				Quiet market town, river is a nice asset	The shops, too many coffee shops, charity shops, mobile phone shops, etc.	Improve bus services, more frequent	Need more infrastructure for the houses. Will cause more congestion & cars, making roads difficult to cross. Don't want the green space being ploughed over
Chippenham Library	26/11/2019	1	1							Parks are ok. The library	Town centre - far too many coffee shops & mobile phone shops. Have to go to Bristol/Swindon/Bath for any sensible shopping. Houses being built left, right and centre and no real infrastructure to support. Getting too big	Change all the shops! (see Q3). Remove parking charges	When I moved here 25 years ago Chippenham was a small market town. Don't really like what it has become. Very "chavvy"
Chippenham Library	26/11/2019	1	1			1		Mature and agreed Neighbourhood Plan	Small, reasonably attractive Wiltshire town set in (and in close proximity to) an essentially rural setting	Rapid uncontrolled change both within Chippenham and the surrounding area. It's not just about Chippenham (see 5 below)	Development of the Chippenham Neighbourhood Plan (CNP) appears 'out of synch' with other major planning activities and proposals - i.e. CNP should lead. Else how can a coherent approach be established and agreed		Cannot consider Chippenham in isolation - relationship to outlying communities and villages really matter. For example, what would the impact be of a big increase in population been small villages/already overloaded routes etc in the local area. Many of the se cannot be improved
Chippenham Library	26/11/2019				1			Vastly increased amount of public transport, the climate emergency demands we stop building more roads - we should be reducing car use		The green spaces around it	Non-stop development of poor quality housing	I would talk to residents to make them aware of the climate emergency	More road building, more cars, more pollution, destruction of wildlife habitat. I despair
Chippenham Library	26/11/2019		1	3		2			Green spaces - access. More single places for elderly - smaller options	Countryside comes into town - along river. Always close to countryside because of natural geography	Lack of independent shops/choice. Compared to Devizes or Frome or Stroud - they have more diverse shops.	More cycle routes	Rights of way - affected by roads. More roads means more cars. No basis for constructing the road. Lots of developments don't link into town. More walking and cycle routes better. Old fashioned solution. Cities are about flyovers. Need a 21st century solution. Why - dev. concentrated in North Wilts?
Chippenham Library	26/11/2019	1	5	6	4	2	3			Relatively small community feel	Development without infrastructure	Better infrastructure (as is!)	If plan goes ahead we may look to move out of area
Chippenham Library	26/11/2019							Better town centre		I live here - not a lot - it's a a sad run down town. That needs a lot of love	The centre	Develop the centre	Why are you not developing alongside the EXISTING road to West? We do not want another Swindon dormitory town. Why don't you drop the road down from Devizes and town left to 350

Chippenham Library	26/11/2019			4	3	1	2		Maintaining existing access to countryside	Size of town and access to countryside	The proposal for new road		This road proposal has been presented to the community as a fait accompli and great news - many of us do not agree
Chippenham Library	26/11/2019	3		2	1					Good communications for travel	High street - condition of the road near Wilko's. Market stalls should be in the Market Place. River bank in town centre needs cleaning up	Help the homeless. Reduce business rates. Make sure pavements are clear of rotting leaves + other slip hazards	Community events in Monkton Park over the past year show that people will come out to support the town
Chippenham Library	26/11/2019	1				1			More open spaces to be added, in any residential builds	Chippenham has some rural bits, but not too sure how long this will last. Chippenham goes back along in history, this is now a new era, let's not spoil it for everyone	The new traffic signals at top of New Road, since they have been installed, it completely blocks all ways in and out of town	Reduce the Council Tax! [smiley face]	With extra homes, all public services need to be extended greatly. It would be good if people who are here today answering questions actually live here!
Chippenham Library	26/11/2019	1	2			3	4		No petrol, shops - on Pewsham side of town. Green spaces - more money, better maintenance	Close to other routes - Bath, Swindon. Transport networks. Added more to keep people in Chippenham	Traffic, getting from one side of town to other. No petrol nearby	Petrol station near Pewsham! Family friendly events. Better use of good, existing spaces	
Chippenham Library	26/11/2019	1				1			Ease traffic congestion on A350 North South which sends traffic through Chippenham, A350 junction with A420 and A350/A4	Environment and the fact that it has not been turned into a sprawling town similar to others in Wiltshire	The traffic [illegible], the A350 from the M4 south to Melksham and Warminster and further south	Build to the East to keep any water run off well away from the River Avon. I would any building adjacent to the river because would/could present difficulties and flooding in Melksham and Bradford on Avon	The council should be more open with its plans because the perception is that they could be seen as "in the pockets of the developers". As can be seen when using the 2020 basis which was submitted by developers
Chippenham Station	28/11/2019	1		2						Mainline station. John Coles Bath takes too long, and not enough services from outlying estates (North + Pewsham)	The public transport - bus to Bath takes too long, and not enough services from outlying estates (North + Pewsham)	Road into Monkton Park Estate - only one + too narrow. Desperately need access to motorway without having to go through town	Love the civic pride. A real shame Chipp Connected is going
Chippenham Station	28/11/2019	1		5	3	2	4			Friendly. Safe. Open spaces + river. Public transport (trains + buses). Market Place	Traffic. Very few independent shops	Ban traffic [smiley face]	The river beyond the Black Bridge is unspoilt and beautiful. A river crossing would spoil it, but I do understand the need for the road. Will there be a study as to the impact of traffic in the town centre? Will it actually help?
Chippenham Station	28/11/2019	1	2				3			More shops. Better road around the town	Traffic between 8am till 9.30am - and 3pm till 4.30pm	Stop traffic coming through the town. Better bus services and more shops	
Chippenham Station	28/11/2019					1				Very close access to countryside; railway station for work	Poor retail offer	Re-imagine how the town centre is used e.g. more residential, encourage retail, invest in quality of shops, signs etc.	Quite support of Pewsham-Lackham and Pew Hill - A350 sections, but the middle section around Monkton Park will ruin very attractive, popular countryside and sever the cycle path, at least temporarily
Morrisons	02/12/2019												Relief road should be dual carriageway to cope with the amount of traffic
Morrisons	02/12/2019	1	1		1					Rural feel of the area. Like location in terms of travelling to East of M4, Bath, Midlands & south coast	Shopping facilities - too many phone shops, charity shops, etc. More independent retailers needed	Relief road will help improve traffic flow. Improve shopping offer	
Morrisons	02/12/2019	2	1	4	5	6	3		Parking - better payment facilities, payment on exit	Easiest place to get out of!	State of the high street. People need to move away from high street as retail places. Now need to be community hubs, social hubs, training hubs	Traffic light system in Malmesbury Road - changed!	Proper traffic planning needed. Malmesbury Road lights = disaster - must have been better solutions. All for the new road as long as traffic management in place

Morrisons	02/12/2019	1	3	5	6	4	2		Green spaces - skate park welcomed. Traffic huge issue in Pewsham	Close to transport networks	Not enough investment into leisure - look to Trowbridge - they've invested in town centre. Need more independent shops. More investment in TC needed. Too many charity shops	Put boat launch in the river by Monkton Park. SUP - pontoon boats	100% support new road - want more facilities. Need to ease congestion. Ivy Lane R/A very busy. More dental practices needed. No NHS spaces
Morrisons	02/12/2019				3	2	1	Commerce - more employment needed	Green spaces - make promised facilities happen now. Park & ride? [Illegible] gymnastics need permanent. Swimming pool improvements. Badminton courts needed	Access to countryside. Walkability, cycleability	Provision for youths - not much to do for teenagers	Sizeable government department in Chippenham - i.e. MoD or similar	Modern transport solutions needed. Intermodal with trains (interact with other public transport)
Morrisons	02/12/2019									Countryside	The way it's expanding	Stop all extra houses! & roads	Shops can't take more houses/people/ Don't want to lose green fields/ Don't want it by our house. Don't want traffic noise
Morrisons	02/12/2019	1	2	3	4	3	2	Secondary schools		Proximity to train station, M4 and countryside	Traffic, poor town centre	More leisure facilities, better night time economy. Make better use of the riverside	Need to actually deliver the programmes in a reasonable timescale
Morrisons	02/12/2019							Making walking and cycling the easiest option for Chippenham residents and visitors		Easy access to unspoilt countryside	Never-ending development	More pedestrianised areas	Please see attached. This should benefit people, not business.
Morrisons	02/12/2019	1	1							Good transport links	Poor selection of shopping - awful to travel through the town	Free parking	Proposed east bypass - make dual carriageway for speed of commute. This will ensure it's easy to use + time saving. Make use of local rat runs + small lanes in the rural area redundant. I rarely used the west bypass when it was single carriageway due to congestion since it has become dual carriageway. I now no longer divert through Biddestone and then onto dual carriageway to M4 (just above traffic lights. Access to Kington Langley)
Morrisons	02/12/2019	2	4	1	6	5	3	Cycle routes		Friendly town. Tend to go to Swindon for major purchases. Fine for day-to-day	Difficult to get anywhere safely on a bike. Not enough employment	All cars off the road and everyone have to cycle	Better transport to the train station would be good
Sainsbury's	02/12/2019												Only need southern part of road from Lackham to Pewsham - that will relieve traffic that goes around Pewsham from [illegible] traffic lights at Whitehall - only 60mph dual carriageway. Lots of accidents
Sainsbury's	02/12/2019								Keeping the eastern side as it is for everyone to enjoy cycle and walking routes + canal	Easy access to countryside on east side		Don't extend to the east. Don't build "relief" road. Extend Trowbridge instead. Chippenham should not become bigger than Trowbridge	How did Bid team 'consult' + who? Single road? How will it alleviate traffic + [illegible] with new housing traffic

Sainsbury's	02/12/2019	4	5	3	7		6	1 - Public transport/buses. 2 - more shops - less charity + cafes		Quiet, crime rate ok but needs to improve. New LED lighting v good - behind Sainsbury's (Warwick Close)	Charity shops, cafes	Better/more diverse shops, men's clothes	Tram systems would be v. nice. Read would be brilliant. Buses can't get into town - old people won't need to come into town
Sainsbury's	02/12/2019							None of the above. I am happy with Chippenham as is	The size + community, easy access to green spaces		Traffic congestion is a problem. However, this is a small price to pay for retaining Chippenham as it is now	Remove planning permission for the extension of Chippenham + only allow for infill within current boundaries	I will be opposing the proposed eastern/southern bypass
Sainsbury's	02/12/2019	1				1	1		Still a market town, but traffic congestoin already bad without taking into consideration future development		Traffic hold ups	A link toad from east to west to ease traffic	
Sainsbury's	02/12/2019	1						Encourage return of independent traders to town centre. It's all charity shops, phone shops, cafes & not much else	Been my home 73 years		Traffic & road congestion. Lost its 'market town' feeling	Look at the wider picture of why so much traffic has to drive through the town especially the Bridge Centre	You need to look at where 'through' traffic is coming from. Huge house building in Corsham & Melksham & traffic to [illegible], Devizes, etc. has to go via the Bridge Centre. Look at the bigger picture. With new development at Hunters Moon & proposed development at Patterdown we need the SOUTHERN bypass built now (Lackham to Ave La Fleche) to prevent traffic going into town. At busy times there is far more traffic congestion on WEST of Chippenham. Solve that first & then look at how an Eastern bypass/ring road may be needed. Please look at the bigger picture
Sainsbury's	02/12/2019	1				1		Homes for new families - small accommodation. Frees up bigger houses. Keep our green spaces don't build on flood plains	Countryside access		Scattered facilities	Sort rail connection etc. out. Public tranpsort to rural areas. Better health, school supplies	Living in Tytherton Lucas. What are you doing about access to services. Flooding closes roads etc - Stanley Lane is our access to town - what is happening
Sainsbury's	02/12/2019	1	1		1	1	1	Another road for the biggest cul-de-sac in Europe	Museum, library		Not many independent shops	Knock down a lot and start againi	New road should be limit to new development. Very little [illegible] in new homes. Smallest in Europe. Should build low rise flats as on continent. Only good new houses I know are in Poundbury. Don't let Persimmon build any