



FUTURE CHIPPENHAM

Stakeholder and Community
Engagement Strategy

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1. Introduction

In November 2019, following the submission of a bid to the Housing Infrastructure Forward Fund (HIF), Wiltshire Council was successful in being awarded £75 million grant from the Ministry of Housing and Local Government (MHCLG). The grant will provide forward funding to build a distributor road which will unlock land to support the delivery of up to 7,500 homes up to 2046 and beyond, known as Future Chippenham. In addition, the grant enables the project to be infrastructure led, which will in turn reduce traffic congestion in the town and ensure that any development has the appropriate infrastructure in place at the right time and sufficient for its needs.

The process set out below focuses on Future Chippenham and does not replace Wiltshire Council's statutory process, and therefore consultation requirements, to allocate such sites in the Local Plan and for any planning application to be determined against the Local Plan.

The overall aim of the Future Chippenham programme is to deliver 7,500 new homes and 1 million square feet of employment space by 2046 and beyond, with funds to support the delivery of a distributor road for Future Chippenham and improvements to Junction 17 of the M4 by March 2026.

Future Chippenham aims to create a new model of development, groundbreaking in its approach to providing residents and visitors with a place to live and to work, reflective and understanding of the history and beauty of the surrounding built and natural environment. It will be a place that meets existing and future challenges by being environmentally sustainable; resilient and adaptable to climate change; where health and wellbeing are part of the fabric; with a vibrant and diverse community with easy access to first class recreation and social facilities; and an economically prosperous community with an enduring sense of belonging.

The proposed benefits of the programme are far reaching for both the existing and proposed new community of Chippenham and surrounding areas. These include, but are not limited to:

Distinctive – Future Chippenham will have a distinct character and sense of place influenced by local history, heritage, natural features and the wider landscape.

Inclusive and Prosperous Economy – An inclusive development that enables access to key economic opportunities including employment, education and training.

A development contributing to a prosperous local economy and providing increased potential for Chippenham's economic self-containment. By delivering high quality new homes and commercial employment locations served by excellent transport connectivity, Chippenham's status as a Principal Settlement will be reinforced and enhanced in coming years and in the long term.

Healthy – Healthy lifestyles will be encouraged through a green infrastructure network that provides opportunities for leisure, active recreation, access to nature and community food growing.

A development that promotes more sustainable and active transport choices, that reduce the need to travel.

Environmentally Sustainable – An environment and biodiversity positive development with measurable improvement resulting in net environmental gain and measurable net gain in biodiversity.

Resilient and Adaptable – A climate resilient and adaptable development that can adapt to climate change.

Connected – COVID-19 will push communities to become increasingly resilient and self-sufficient, demonstrating the importance of easily accessible community facilities. This shift towards self-sufficient communities reflects the '10 Minute Neighbourhood' concept which advocates the provision of key facilities within walking distance of all residents.

A dedicated team has been established within Wiltshire Council's Housing and Commercial directorate within the Major Projects team to manage the Future Chippenham programme to achieving its objectives and represents the council as landowner / promoter in this context. The team operates separately from the council as Local Planning Authority.

1.1 The purpose of this document

This Stakeholder and Community Engagement Strategy has been produced in relation to Wiltshire Council's proposal to build a new distributor road in the North East and Southern area of Chippenham and surrounding areas that will unlock land to support a new mixed-use development proposal (called Future Chippenham) and associated infrastructure providing 7,500 homes by 2046.

- 1.1.1 The Future Chippenham team are undertaking pre-application engagement and consultation ahead of submitting a Full Planning Application for the road and an Outline Planning Application for development on the council's land.
- 1.1.2 This Stakeholder and Community Engagement Strategy sets out the council's, as Landowner and Highway Authority, approach to, and potential timetable, for engaging and consulting (both informally and formally) with all those with a possible interest in Future Chippenham, as part of the development of the proposal. This includes the new distributor road and the Masterplan for the council owned proposed development. These communications / engagements / consultations will be separate from the statutory consultation required by Wiltshire Council as Local Planning Authority which are governed by requirements in the Town and Country Planning Act 1990.

1.1.3 It is recognised that engagement and consultations on Wiltshire Council's Local Plan Review have to and will take place. To avoid potential confusion, it is emphasised in this Strategy that our proposals are separate from this and the Future Chippenham team are representing the council's interest as landowner / promoter.

1.1.4 This Strategy will be reviewed as the programme progresses to ensure it remains fit for purpose and takes into account a changing landscape of national best practice/regulatory requirements, technological advances etc.

1.2 The proposed distributor road (HIF road)

1.2.1 The new distributor road will form the main corridor of movement through Future Chippenham and create the capacity to enable new homes, employment and community facilities. The distributor road will also act as a link between the M4, both Eastern Chippenham and villages, South East Chippenham and joining with the A350 at Lackham roundabout.

1.3 The site for Future Chippenham

1.3.1 Chippenham is identified as a strategically important centre for major growth in Wiltshire, to help meet the local housing and employment need and support the growth aspirations of the wider south west region.

1.3.2 The current Core Strategy, which defines the housing requirement, runs until 2026. Wiltshire Council is currently carrying out a Review which will see an increase in the overall housing delivery requirement and will extend the Plan period to 2036. The 'Local Housing Needs Assessment 2019' by Opinion Research Services indicates an overall assessed housing need across Wiltshire of up to c45,000 new homes by 2036 and some 20,000 in the Chippenham Housing Market Area (HMA).

1.3.3 Chippenham Town is designated as a principle settlement and is a large market town on the River Avon which acts as a primary focus for growth. Ref Figure 1.

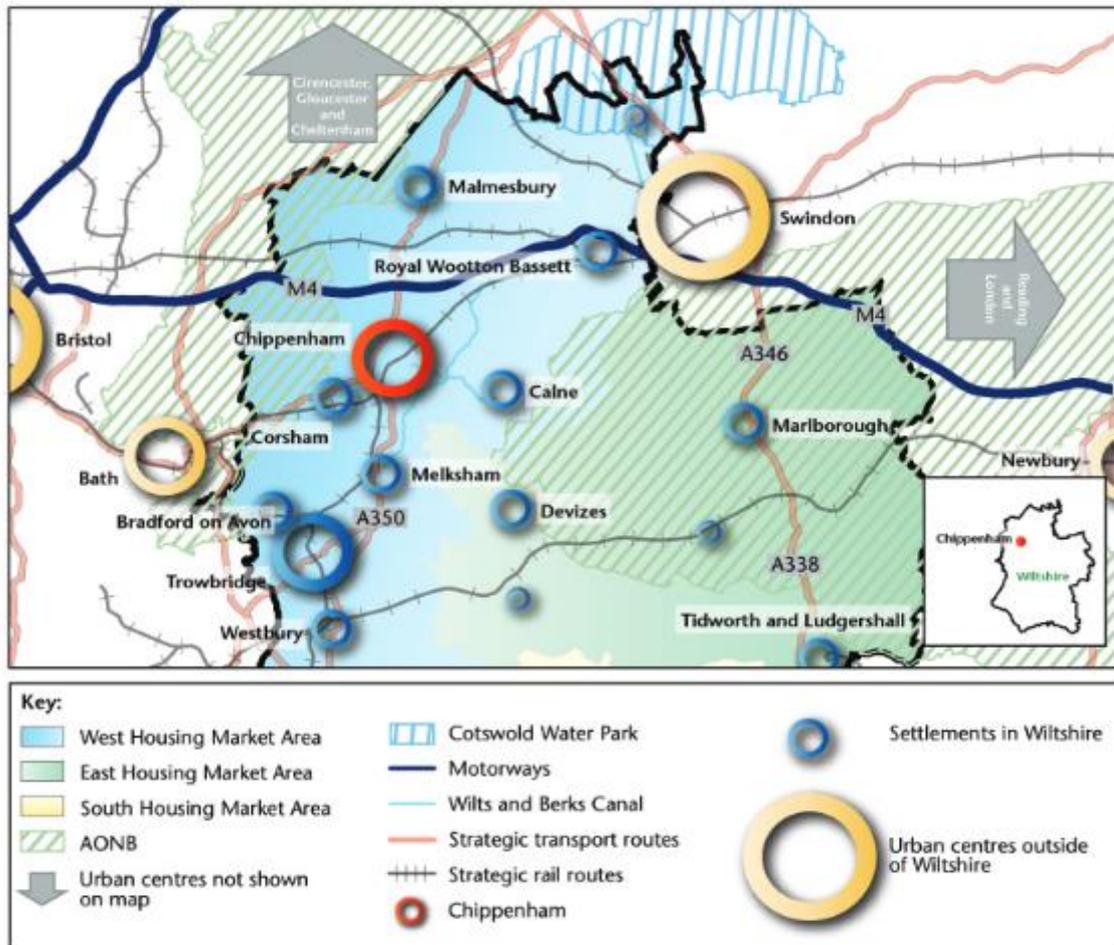


Figure 1 : Source – Chippenham Site Allocations Plan adopted May 2017

- 1.3.4 The town has excellent transport links, located near to J17 of the M4 and on the mainline Great Western Railway providing access to both the Southwest, Midlands and London areas.
- 1.3.5 In addition, Chippenham is well located strategically where both Swindon M4 Growth Zone and A350 Growth Zone overlap and is considered pivotal in the future development of the M4 and A350 economic corridors.
- 1.3.6 The site for the proposed development is made up of land owned by several parties including Wiltshire Council. Wiltshire Council, through the Future Chippenham team, will be leading the assembly of this land for the new distributor road through engagement and negotiations with the landowners / promoters to gain their support and commitment to build the road and enable the wider developments.
- 1.4 [Road route options](#)
 - 1.4.1 As part of the original HIF bid to support delivery of the road, an indicative route was identified that, in its concept phase, met the outcomes for the proposal.

- 1.4.2 This has since been refined through detailed options appraisals. This process is ongoing and continues to investigate environmental factors such as flood modelling, ecology surveys, landscape assessments and blue and green infrastructure. Community and social infrastructure also form a critical element of the appraisals. Public consultation, with those stakeholders identified as part of the stakeholder identification mapping and management process, will further inform and enhance the development of the road route options and design process.

2.0 Our approach to engagement

2.1 Introduction

- 2.1.1 Wiltshire Council and Future Chippenham recognise that since the announcement of the HIF bid's success in November 2019, engagement with stakeholders identified through the stakeholder identification mapping and management process has been limited.
- 2.1.2 Six public engagement events were held in November and December 2019 to discuss the new distributor road in general terms and to seek residents' views on the future of the town.
- 2.1.3 Following an analysis of the comments received, a public engagement feedback report was produced. This report has been published on Wiltshire Council's website.
- 2.1.4 Engagement is an on-going process and as such engagement activities will be carried out throughout the Future Chippenham programme to gather input and feedback as the programme develops.
- 2.1.5 The Future Chippenham team is committed to keeping everybody informed of progress with this project which will include formal consultation as required at appropriate stages within the process.

2.2 Engagement Strategy and Objectives

- 2.2.1 We will consider relevant national policy and guidance including:
- LGA, 10 Commitments for Effective Pre-Applications Engagement (January 2014)
- 2.2.2 Wherever possible, our engagement will be managed in line with the principles outlined in 3.2.3.
- 2.2.3 Our overall engagement objectives are, but not limited to:
- Raise awareness of what is proposed to help local people, local town and parish councils, businesses and other stakeholders have a greater understanding of the Future Chippenham programme
 - Provide clear and concise information so stakeholders can provide informed comments

- Provide a range of different opportunities for members of the local community, relevant local town and parish councils, businesses and other stakeholders to engage with the Future Chippenham programme and comment on the proposals
- Invite feedback and ensure that Future Chippenham understands the views of stakeholders so that they can be considered during the development process

2.3 When we will engage

- 2.3.1 We will engage on aspects of the programme and proposals that will have a material impact on Chippenham and surrounding communities.
- 2.3.2 Wherever possible, we will try to accommodate invitations from stakeholders to attend online meetings, presentations, briefings and events to give an update on the proposals.
- 2.3.3 This is a long-term project and there will be periods when the Future Chippenham team can only provide minimal new information. We will endeavour to maintain a flow of information through our corporate communication channels and thereby minimise disinformation or misinformation.
- 2.3.4 We will however undertake a programme of targeted communication and engagement to raise awareness of the proposed development prior to any anticipated public consultation.

2.4 What will we engage on

- 2.4.1 We will engage with a wide range of people, community groups, relevant town and parish councils, businesses and other relevant stakeholders who will, or who may be affected by the Future Chippenham programme.
- 2.4.2 It is likely that engagement activities throughout the project may be focused around, but not limited to:
- Principles of Development for Future Chippenham and road alignment options
 - Sustainability measures such as carbon neutrality, biodiversity offsetting
 - Environmental / biodiversity requirements
 - New public open space
 - Walking and cycling opportunities
 - Access to the River Avon
 - New schools, shops and community facilities
 - Traffic modelling
 - Housing
 - Employment space
- 2.4.3 Where appropriate, internal or external specialists/experts in particular fields will be invited to participate in relevant engagement events to ensure the topics/themes can be fully considered.

2.5 Who will we engage with

- 2.5.1 We will engage with stakeholders identified through the stakeholder identification mapping and management process. This will be regularly reviewed as the Future Chippenham programme progresses and amended to reflect the changing nature of stakeholders at that time.
- 2.5.2 An indication of the stakeholder groups identified is given at 3.5.2.

2.6 How we will engage

- 2.6.1 A Communications and Engagement Plan will be developed and will identify the most appropriate communication methods and channels such as those outlined at 3.6.3.
- 2.6.2 Where possible and subject to COVID-19 safety guidance, Future Chippenham engagement activities will include some face-to-face events. If this is not possible, alternative digital and virtual solutions will be used.
- 2.6.3 Where there is a focus on digital and virtual platforms, consideration will be given to the impact this may have on those less technically aware or hard to reach members of the community and further action will be taken as appropriate.
- 2.6.4 We will be engaging stakeholders in two-way dialogue and comments received will be considered as the proposals are developed.
- 2.6.5 Focus groups may be used to develop some aspects of the Future Chippenham programme before engaging with wider stakeholders on the proposals.
- 2.6.6 Where tensions occur between the aspirations of third-party groups and the Future Chippenham programme, every effort will be made to carry out meaningful engagement and dialogue to address these concerns where possible.
- 2.6.7 Stakeholders will be given adequate notice of relevant engagement activities to ensure they can take part.

Website, web contact form, email address and telephone number

- 2.6.8 The aim is for Future Chippenham to have its own micro website, subject to funding. This will provide information on the Future Chippenham programme, dates / times / locations of the public exhibitions / drop-in events, web contact us form and downloadable versions of the project and consultation documents etc. In the meantime, dedicated webpages providing this information will be available on Wiltshire Council's corporate website.
- 2.6.9 A Future Chippenham email address will be set up to provide an additional way in which people can contact the Future Chippenham team and access information on the proposal.

Consideration will also be given to having a dedicated telephone number, subject to resources.

Responding to information requests

- 2.6.10 We will aim to provide a detailed response in a timely manner to all questions or requests for further information received via the website contact us form, email address or written correspondence.
- 2.6.11 We will also aim to respond to any verbal requests (particularly at public events) but will generally ask for comments to be made in writing (through any method identified above). Unless we are able to explicitly confirm (in writing) that we are able to respond to a verbal request, we would ask that respondents contact us via the website contact us form, email address or written correspondence.

Petitions

- 2.6.12 Petitions received in relation to the Future Chippenham proposals will be logged and processed by Wiltshire Council's Democratic Services team in line with council policy.

FOI or EIR requests

- 2.6.13 FOI or EIR requests received in relation to the Future Chippenham proposals will be logged and processed by Wiltshire Council's Information Governance team in line with council policy.

2.7 How feedback will be acknowledged

- 2.7.1 We will aim to acknowledge and respond to all individual written responses (whether by the online feedback form, letter or email) within 10 working days, provided that a clear address to respond to is given.
- 2.7.2 Where possible, we will aim to provide a response to (non-rhetorical) questions raised. We will state whether any questions require detailed input and therefore more time to respond to.
- 2.7.3 Respondents can request to be included in our stakeholder management process to be kept informed of the Future Chippenham proposals as they develop. Respondents will need to provide their personal contact details and permission for us to use them for this purpose only in accordance with GDPR processes. Respondents can request to be removed from the stakeholder management process at which point their personal contact details will be deleted.
- 2.7.4 A Frequently Asked Questions section will be available on Wiltshire Council's website outlining generic questions asked and their responses.

2.7.5 Queries from stakeholders about the Local Plan Review will not be dealt with by the Future Chippenham team and will automatically be referred to the Spatial Planning team.

2.8 Capture, analysis and reporting stakeholders' comments

2.8.1 We are committed to recording, analysing, properly considering and providing feedback on the comments received during engagement activities.

2.8.2 All stakeholders will have the opportunity to respond to our proposals in several ways, specifically:

- online feedback form
- written representation either via letter or the printed feedback forms available at engagement events
- emailing the project email address

2.8.3 For specific engagement activities, consideration may be given to having an artist present at engagement events to capture feedback in a pictorial form. Alternative options may also be considered.

2.8.4 We will analyse all comments received and consider these as we develop our proposals.

2.8.5 All feedback will be properly considered by the Future Chippenham team. Depending on the type of engagement, a schedule of responses or an engagement feedback report will be produced. Appropriate consideration will be given as to whether this feedback is anonymised.

2.8.6 Where appropriate, any engagement feedback reports completed will be made public.

3.0 Our approach to consultation

3.1 Introduction

3.1.1 Wiltshire Council and Future Chippenham recognises that pre-application consultation by the developer is a key requirement for applications for major infrastructure projects.

Effective pre-application consultation will lead to applications that are better developed and better understood by the public, and in which the important issues have been articulated and considered as far as possible in advance of submission of the application.

3.1.2 As a landowner / promoter of the site, the Future Chippenham team will ensure that the approach to pre-application consultation is approved by the relevant parties in the council, in accordance with the process for any other developer. A flexible approach to pre-application consultation will be important so that issues identified throughout the process can be considered and any changes can be made prior to the planning application being finalised.

- 3.1.3 COVID-19 has delayed planned consultation events. The impact and implications of COVID-19 are still ongoing, and this situation is likely to continue for the foreseeable future. All Future Chippenham consultations will therefore adhere to COVID-19 safety guidance, as appropriate.
- 3.1.4 Wiltshire Council and Future Chippenham remain committed to ensuring that every effort is made to gain input from as many consultees as possible throughout the consultation process.
- 3.1.5 For all stakeholder and community engagement activities and consultations, we will carefully consider whether it is safe, feasible and appropriate to carry this out, during the COVID-19 pandemic, in a way that does not prejudice the ability of people to be engaged in terms of fairness and equality.
- 3.1.6 Face-to-face consultations will be managed safely and in line with government guidance relating to social distancing and safety measures at that time, to ensure the process is safe for all those wishing to take part.
- 3.1.7 Where it is considered unsafe to hold face-to-face events, alternative methods of virtual and digital consultation will be followed where we can demonstrate that this meets Wiltshire Council's and Government's guidance.
- 3.1.8 Those who are self-isolating due to COVID-19, or required to shield due to a second peak, will be able to input into the pre-application consultation process either online, by post, or where these cannot be offered, the opportunity to utilise other channels as appropriate.

3.2 Consultation Strategy and Objectives

- 3.2.1 We aim to be clear, open and honest in our consultation with stakeholders and the community.
- 3.2.2 We will take into account relevant local and national policy and guidance including:
- The Gunning Principles (four principles offering a legal precedent)
 - New conversations 2 : LGA Guide to Engagement
 - Broader Guidelines for Good Consultation and Engagement which is regularly updated by the government (whilst these guidelines are geared to central government it is important to keep them in mind)
 - The Consultation Institute's charter (outlines seven elements of best practice)
 - Wiltshire Council's Statement of Community Involvement July 2020 including the Temporary Arrangements to enable consultation to take place during the COVID-19 period
- 3.2.3 Our consultations will be managed in line with the following principles:
- Our consultations will have a purpose
 - Our consultations will be clear and concise

- Our consultations will be informative
- Our consultations will be targeted
- Our consultations will last for a proportionate amount of time
- Our consultations will take account of the groups being consulted (and the time of year)
- Our consultations will be agreed before publication
- Our consultation results will be considered in a transparent and timely manner

3.2.4 Our overall consultation objectives are, but not limited to:

- Raise awareness of what is proposed and to give local people, local town and parish councils, businesses and other statutory consultees an opportunity to comment and influence the proposals
- Provide clear and concise information so consultees can make informed comments
- Provide a range of different opportunities for members of the local community, relevant local town and parish councils, businesses and other statutory consultees to engage with the Future Chippenham programme and comment on the proposals
- Invite feedback and ensure that Future Chippenham understands the views of consultees so that they can be considered during the development process
- Show how the consultation has influenced the proposals

3.2.5 To deliver these objectives we will be undertaking the following consultation process:

- Formal public consultation on the road route options involving those stakeholders identified as part of the stakeholder identification mapping and management process. This will be accompanied by the broad Framework of proposed development on council owned land
- Announcement of the preferred road route
- Formal public consultation on the detailed road alignment and Future Chippenham Masterplan for council owned land involving those stakeholders identified as part of the stakeholder identification mapping and management process

3.3 When we will consult

3.3.1 In line with the Gunning Principles, we will consult on proposals whilst they are still at a formative stage. This means a final decision has not yet been pre-determined or made.

3.3.2 The consultation period must provide sufficient time for consultees to understand the proposals and can give informed responses. Our consultation period will last for at least six weeks.

3.3.3 In line with Local Government Association guidance, we will try to avoid starting any new consultations during an election period (known as purdah). We will also try to avoid, where

possible, holding our public consultation events at the same time as similar scale proposals in the local area.

- 3.3.4 The following is an indicative timescale for consultation and may be subject to change due to progress of the Future Chippenham programme, COVID-19 etc.

Early 2021 - Formal public consultation on the road route options and broad Concept Framework proposals for Wiltshire Council land



Spring 2021 - Announcement of the Preferred Route for the Road



Late Spring / Early Summer 2021 – Formal public consultation on the road alignment and council owned land for the Future Chippenham Masterplan



Winter 2021/22 – Submission of a Full Planning Application for the road and an Outline Planning Application for the mixed-use development for Wiltshire Council land

3.4 What will we consult on

- 3.4.1 The aim of our pre-application consultation on Future Chippenham is to ensure that the local community, relevant town and parish councils, businesses and other stakeholders have an opportunity to understand and influence the proposals for the road and development on council owned land.

- 3.4.2 There are some aspects of the proposals that determine the broad approach to development for example technical and environmental factors including topography / archaeology / ground conditions etc. There is however the opportunity to influence the following aspects that impact on the road alignment and proposed development, subject to technical feasibility, economic considerations, operational requirements, proposals for the development of land in the surrounding area, health and safety considerations and the views of specialist organisations:

- Route Alignment Options
- Housing – including delivery rates, mix and tenures, affordable homes, later living and lifetime homes, self and custom build
- Education – primary and secondary school provision and location

- Social and community infrastructure – health and wellbeing centres, cultural provision, childcare and pre-school, children’s play, care and extra care, sports facilities
- Employment – location, type and key sectors. Workspace in neighbourhood centres. Links with Wiltshire College and University Centre at Lackham
- Landscape, open space and green infrastructure – including landscape mitigation, new woodland, the proposed River Avon Country Park and green corridors
- Flood risk – surface water management strategy and use of SuDS (sustainable drainage systems)
- Sustainability and climate change – environmental performance and carbon targets
- Biodiversity – habitat protection, restoration and enhancement. Net gain targets
- Archaeology – setting of listed buildings and protection of heritage assets

3.5 Who we will consult

3.5.1 We will consult with a full range of people, community groups, relevant town and parish councils, businesses and other relevant statutory consultees who will, or who may be affected by the new distributor road and the development of land for new housing and employment opportunities.

3.5.2 A comprehensive stakeholder identification mapping and management process has been carried out and the following stakeholder groups have been identified:

- Residents
- Community groups and sports clubs
- Businesses and business groups
- Landowners / developers
- Statutory consultees (includes relevant technical and regulatory organisations)
- Those with an interest in the land required for the proposed development such as council tenants
- Education establishments
- Emergency services
- Environmental groups
- Transport providers
- Healthcare providers
- Local government including town and parish councils and internal stakeholders
- Central government departments

3.5.3 The stakeholder identification mapping and management process will be regularly reviewed and updated throughout the Future Chippenham programme to ensure relevant stakeholders are identified and consulted with.

3.6 How we will consult

- 3.6.1 A Communications and Consultation Plan will be developed for each consultation undertaken by the Future Chippenham team, to ensure that the Gunning Principles and other guidance has been fully taken into account.
- 3.6.2 Stakeholders identified through the stakeholder identification mapping and management process will be given adequate notice of the consultation period and public exhibitions / drop-in events to ensure they can take part.
- 3.6.3 The Communications and Consultation Plan will include identifying the most appropriate communication methods and channels such as, but not exhaustive:
- Online information
 - Wiltshire Council's website to contain all the relevant information during the consultation period so that people can still make informed comments even if they haven't been able to attend a public exhibition / drop-in event / virtual event
 - Appropriate consultation software to view documents / information and to give comments online (although printed forms will be available, especially at public exhibitions / drop-in events)
 - Direct notification to specific stakeholders
 - Invitation to comment
 - Invitation to public exhibitions / drop-in events / virtual events
 - Postal survey, depending on time and funding available
 - Face to face consultation (if safe to do so during COVID-19 pandemic)
 - Presentations
 - Briefings
 - Public exhibitions / drop-in events
 - Bespoke meetings
 - Virtual consultation
 - Virtual exhibitions
 - Video conferencing and webinars
 - Interactive meetings
 - Document deposit points
 - copies of documents to be made available for reading in venues such as Wiltshire Council hubs and libraries etc. This may also include unstaffed exhibitions
 - consider providing copies of documents to town and parish councils affected by the proposals for display in their venues
 - Promotion of consultation and exhibitions / drop-in events
 - News releases
 - Radio
 - Newspaper publications
 - Social media channels including corporate and those managed by the Community Engagement Manager
 - Video and podcasts
 - Posters

- Newsletter including corporate and those managed by the Community Engagement Manager
- Our Community Matters blogsite
- Information leaflets / flyers informing the local community of Future Chippenham, timescales and how they can get involved as the programme develops

Public exhibitions / drop-in events

- 3.6.4 We aim to hold a series of public exhibition / drop-in events in the main communities in the vicinity of the Future Chippenham proposals. These will follow COVID-19 guidelines, but where this is not possible due to a second wave of the pandemic / local lockdown measures etc then alternative arrangements will be made using virtual/digital technology. This will incorporate, wherever possible, activities outlined in 3.6.5 to 3.6.7 below.
- 3.6.5 By taking these public events to each of the main communities, we aim to ensure they are accessible for as many people as reasonably possible. The timing of the events will be varied including evenings and at least one day over a weekend.
- 3.6.6 The public exhibition / drop-in events will be attended by members of the project team to answer questions on the proposal, assist with interpreting the project information available at the events and to encourage people to give their views.
- 3.6.7 Information boards will be displayed at each public exhibition/ drop-in event to set out details of the proposals being consulted on. Subject to available funding, consideration will be given to using digital technology such as virtual reality etc to help explain the proposals being consulted on and maximise input from consultees. Supporting technical information may also be available as appropriate. The same information will be made available on the council's website to ensure full information is available to those people who are unable to attend these public events to still make informed comments.

Community Liaison Group

- 3.6.8 If there is sufficient interest, we will set up a Community Liaison Group (CLG) to provide an ongoing link to the local community and a means via which local concerns can be presented directly to the Future Chippenham team.
- 3.6.9 We will seek to identify people potentially interested in joining a CLG during the first public consultation.
- 3.6.10 Subject to there being sufficient interest from each group, the CLG will be made up of a mix of local residents, local councillors and representatives from local community groups and associations (including local schools where interest is shown).

Consultation with statutory consultees

- 3.6.11 Informal consultation with relevant statutory consultees will take place in advance of any public consultation.
- 3.6.12 These statutory consultees will also be made aware of the formal public consultations so that we can gain their further feedback during the consultation process.
- 3.6.13 In addition, we plan to hold a series of ongoing pre-application consultation meetings with key stakeholders such as landowners / developers and tenants to ensure ongoing and constructive dialogue on the scope of the project and obtain feedback on the evolving proposal.

4.0 Capture, analysis and reporting consultees' comments

4.1 Introduction

- 4.1.1 We are committed to recording, analysing, properly considering and providing feedback on the comments received during our consultations.

4.2 How feedback can be provided

- 4.2.1 All consultees will have the opportunity to respond to our proposals in several ways, specifically:
- online feedback form
 - written representation either via letter or the printed feedback forms available at the public exhibitions / drop-in events
 - emailing the project email address

4.3 Analysis

- 4.3.1 We will analyse all comments received and take them into account as we develop our proposals.

4.4 Reporting

- 4.4.1 There must be proper consideration of the consultation responses, before a final decision is made. Our consultation feedback report will detail the feedback received and how this has shaped proposals.
- 4.4.2 Any decision-making reports or minutes of the decision itself should explain the number and the nature of the responses that have been received from consultees and how these have informed the decision. This will be achieved by way of our consultation feedback report being appended to the decision-making report.
- 4.4.3 The consultation feedback report will also be published on the council's website.

- 4.4.4 The Future Chippenham team's response to the consultation will be published within 12 weeks of the consultation closing or an explanation provided as to why this timescale is not possible.
- 4.4.5 The consultation feedback report to the pre-application consultation will accompany the planning application when it is submitted.

5.0 Next steps

- 5.1 The Future Chippenham team is aiming to submit a Full Planning Application for the road and an Outline Planning Application for the mixed-use development for Wiltshire Council land in 2022.
- 5.2 Wiltshire Council, as Local Planning Authority, will consider these in line with any other planning application. If they do not adhere to the relevant planning policies, then they can be refused.
- 5.3 As already mentioned, the Future Chippenham programme is a long-term project and further Stakeholder and Community Engagement Strategies will be developed to cover particular aspects of the programme / proposals at the relevant time.