

CHIPP321

## Chippenham Consultation Response Form

<b>Ref:</b>	<b>(For official use only)</b>
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A series of 'Planning for' documents break down the work undertaken so far for each Principal Settlement and Market Town. Within these documents, information is presented, and questions asked to help shape proposals for each place.

To view these documents please visit the Council's Local Plan Review Consultation page on its website at: <https://www.wiltshire.gov.uk/planning-policy-local-plan-review-consultation>

**Please return to Wiltshire Council, by 5pm on Monday 8<sup>th</sup> March 2021.**

**By post to:** Spatial Planning, Economic Development and Planning, Wiltshire Council, County Hall, Bythesea Road, Trowbridge, Wiltshire, BA14 8JN.

**By e-mail to:** [spatialplanningpolicy@wiltshire.gov.uk](mailto:spatialplanningpolicy@wiltshire.gov.uk)

This form has two sections:

Section One – Personal details

Section Two – Your response to the questions. Please use a separate sheet for each representation.

### Section One – Personal details

\*if an agent is appointed, please fill in your Title, Name and Organisation but the full contact details of the agent must be completed.

	1. Personal details	2. Agent's details (if applicable)*
Title		█
First name		██████
Last name		█
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**Section Two – Questions**

*Please see attached statement*

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Signature:

Date:

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**WILTSHIRE COUNCIL LOCAL PLAN CONSULTATION**  
RESPONSE ON BEHALF OF GLEESON STRATEGIC LAND  
PLANNING FOR CHIPPENHAM  
MARCH 2021



TERENCE  
O'ROURKE

## 1.0 Planning for Chippenham

### ***CP1. What do you think to this scale of growth? Should there be a brownfield target? Should they be higher or lower?***

- 1.1 We support this scale of growth at Chippenham. As the principal settlement at the centre of the housing market area it makes sense for it to be a focus for growth.
- 1.2 In respect of the brownfield target, whilst brownfield development should be supported, we are not sure a target is particularly helpful when in principle this form of development is acceptable. We wouldn't anticipate that once any target is met, further brownfield development would be refused, so it doesn't seem particularly useful. Similarly, if brownfield sites do not come forward, this should not mean that greenfield development should be refused, as housing need would still to be met.
- 1.3 If a target is set, it needs to be realistic, having regard to the SHLAA and available brownfield sites.

### ***CP2. Are these the right priorities? What priorities may be missing? How might these place shaping priorities be achieved?***

- 1.4 These priorities seem reasonable. However, criterion (i) states, '*development to provide new employment opportunities with a strong emphasis on timely delivery to redress the existing levels of net out-commuting within the town and enable to work locally*'.
- 1.5 Following the COVID-19 pandemic, an element of home working appears likely to stay, in which case net commuting will be less of an issue, and the provision of employment land will need to be led by the market.
- 1.6 We would also comment that the delivery of homes is also very important, given in the current plan period delivery of homes has stalled. We would not want a position where new homes in Chippenham were resisted as it did not 'redress the existing level of net commuting' issue.
- 1.7 As set out in our answer to question CP8, there already appears to be an excess of allocated employment land from the Council's own evidence.

### ***CP3. Do you agree these sites are the most appropriate upon which to build? If not, why not?***

- 1.8 We agree with the allocation of site 2, within which Gleeson has land under its control.

### ***CP4. What are the most important aspects to consider if these sites are going to be built on?***

- 1.9 There are a range of competing interests, but clearly the viability and deliverability of the scheme are of the utmost importance. Ensuring the burden on non-beneficial uses is shared between the different landowners and developers is crucial, otherwise this could slow development.

### **CP5. How can these concept plans be improved?**

- 1.10 Some of the proposed concept plans are not well thought out because they either fail to reflect the evidence base or because they fail to factor in economic considerations that are critical to deliverability. We comment further on this in our response to CP8. The concept masterplans need to be devised in consultation with landowners and prospective developers, not foisted upon them. The concept plans need to be made clearer, perhaps by having larger scale plans of each part of the site. Gleeson would welcome meeting with the Council's planning policy department to discuss these.

### **CP6. Do you agree with the range of uses proposed, what other uses should be considered?**

- 1.11 We agree broadly with the range of uses set out for Chippenham's expansion, but do not support the quantum and specific location of some land uses, most notably the proposed employment allocations on land at Forest Farm. However, it appears that a large amount of non-beneficial uses are proposed for the Gleeson parcel including: employment, primary school, nursery, local centre, self-build, and renewable energy site. Less of these uses have been distributed to other landowners/developers with no clear rationale behind this or any proposed mechanism to share this burden across the allocation.
- 1.12 We suggest that an understanding of each site's phasing is required so that the deliverability of the proposed developments can be assessed. Gleeson is keen to bring forward development proposals at Forest Farm quickly, and given its location adjacent to the A4, would make an ideal early phase of the development.

### **CP7. Do you agree with the location of the proposed uses? What should be located where - and why?**

- 1.13 No. We do not support the allocation of employment land at Forest Farm because (aside from the fact it is not needed) it makes little sense in commercial terms when there are much better alternative locations available adjacent to the A350, and it will have greater landscape impacts than at alternative locations (see our response to CP8).
- 1.14 We also question the need for and merits of a proposed local centre at Forest Farm when there is an existing local centre at Pewsham and a second local centre proposed on land further west. The quantum and location of local centres needs to be fully assessed as part of a retail assessment.
- 1.15 In respect of schools, there needs to be some clarification about their distribution within the masterplan. To the north of the A4 for site 1 (2,975 dwellings), two two-form primary schools are required, yet site 2 (south Chippenham) which is allocated for a lesser quantum of development (2,415 dwellings) makes provision for three two-form entry primary schools. This distribution seems illogical and should be re-assessed.
- 1.16 In respect of access arrangements, we broadly support the alignment of the link road shown on the concept plan and would welcome the opportunity to work with the council, both in relation to the alignment of the link road through the site, and the location and form of the access onto the link road from the A4 London Road.

- 1.17 We also support the provision of additional points of vehicular access onto the A4 London Road in addition to the link road along the site frontage to Forest Farm. However, we do not consider the provision of a vehicular link from Forest Farm to the A4 Pewsham Way is necessary. It is considered that connections from Forest Farm to Pewsham Way to the west should prioritise active modes.

**CP8. Do you agree with the location and amount of employment provided on Sites 1 and 2?**

- 1.18 No, for several reasons. Firstly, the quantum of employment land proposed appears to be too large. The consultation document itself states that the anticipated employment needs of Chippenham is around five hectares, yet across site 1 and 2, eight hectares of land is identified. This is contradicted by the Employment Land Review document which states:

*“Over the Local Plan period [2016-2036], there is demand for between 12 Ha and 25Ha of employment land in Chippenham, and there is a current supply of 29 Ha in the Chippenham BUA”*

- 1.19 Therefore, the council’s own evidence base indicates that there is a surplus of employment land in Chippenham of between 4 and 17 hectares suggesting no need to make further allocations of land. Furthermore, within the conclusion of the report, it is stated that:

*“it is not necessary to allocate all potential sites in Wiltshire in order to satisfy the local demand for employment land over the Local Plan period. **Significant over-allocation could affect the deliverability of some of the currently allocated sites**” (our emphasis)*

- 1.20 Whilst the report goes on to state that new allocations should be considered in Chippenham, it is not a ‘strong case’, unlike for Melksham and Corsham, and certainly there is not a strong case for the scale of employment land that is proposed. It is clear that there should not be significant further employment allocations according to the council’s own evidence.

- 1.21 Secondly, the COVID19 pandemic has forced businesses and industry to work differently. The necessity for home working has promoted the greater use of technology, it has significantly reduced the need to travel and it has led to businesses rethinking the quantum of workspace that they require. These trends have reduced the overall costs to businesses and it is highly unlikely that they will simply be abandoned post-COVID. The quantum of employment land required across Wiltshire will need to be revisited in light of the pandemic.

- 1.22 Thirdly, should the council continue to allocate employment land which is not supported by its evidence base, site 2 is neither a good site nor the most appropriate site to be allocated for such a use. Whilst the site does adjoin the A4, it is on the wrong side of Chippenham to be accessed easily from the M4 and lies away from the A350 which is the main transport corridor between the A350 and the port of Poole for HGVs.

- 1.23 The Future Chippenham consultation envisages that the proposed link roads to the north and south of the town will be roads of residential scale, with properties fronting onto it, with pavements and cycleways, and with a 20-30mph speed limit. None of these routes will be suited to HGVs in the same way that the A350 is. Therefore, vehicles travelling to the A350 and/or M4 from site 2 would need to pass unnecessarily through the proposed residential developments or through the town centre, which already suffers from congestion. Such unnecessary movements of such traffic can and should be avoided by allocating land for employment purposes closer to the A350 or M4, which has historically been the council's strategy around Chippenham and from which there is no sensible or logical reason to depart.
- 1.24 Along the A4, we consider that only small scale employment uses to be acceptable such as that found at Forest Gate.
- 1.25 Post-COVID, all town centres will need to be a focus for future employment growth, except those uses which need good access to the strategic road network, which would be best located close to the A350, for example on site 3. This is a view shared by Paul Whitmarsh of Whitmarsh Lockhart, a local firm of chartered surveyors and commercial property agents and valuers based in Wiltshire, and who very familiar with the local market. Their advice letter is appended to this representation.
- 1.26 In summary, we object to the allocation of employment land at Forest Farm as the council's own evidence indicates it is not needed, and even were it needed, large scale employment should either be located within the town centre or adjacent to the A350 and M4.

**CP9. Do you agree with the proposed locations for self build and custom build housing? Would you prefer alternative locations?**

- 1.27 We do not agree with the self and custom build land proposed at Forest Farm in site 2. This would be better suited to a separate self-contained parcel as shown in site 3.

**CP10. Do you agree with the proposed sites for renewable energy? Is there a particular type of renewable energy that should be provided?**

- 1.28 Whilst we consider that it is appropriate for the local plan to identify land for renewable energy developments, the feasibility of the site that has been allocated within site 2 has not been assessed in terms of grid connection potential or capacity, or from a viability perspective. Due to the proximity of residential properties, only solar panel installations are likely to be suitable, but the extent to which the site can make a meaningful contribution to renewable energy generation remains unknown and unevidenced.

We would suggest that stand-alone renewable energy schemes are best located in countryside locations where agricultural production can continue alongside renewable energy production. In our opinion, site 2 is best allocated for housing with a separate policy specifying the quantum of renewable energy that needs to be generated from solar panels (or other forms of domestic scale renewable energy installations) attached to the roofs of buildings.

Our ref: PAW/nd/5264ible

4 March 2021

██████████  
Terence ORourke  
23 Heddon Street  
London W1B 4BQ

Dear ██████████

### **Forest Farm, Chippenham - Employment Land Allocations**

You have asked for my considered opinion on the employment land allocations proposed on Forest Farm as part of the Wiltshire Council Local Plan review.

By way of a background on expertise, I am one of the senior partners in Whitmarsh Lockhart LLP, a Chartered Surveyor and commercial property consultant with other 33 years experience of dealing with employment land and buildings in the North Wiltshire area. Our practice is one of the principal commercial property practices active in the Chippenham area. I therefore consider I have a good working knowledge and understanding of this commercial property marketplace.

#### **1.0 Forest Farm – Employment Land Allocations**

I do not consider that the Forest Farm location is an appropriate location for a larger scale employment site in the greater context of Chippenham.

The new southern distributor road will be a relatively slow road passing through new residential areas and inappropriate for large scale commercial vehicles and transport.

The existing road infrastructure through Chippenham, via the A4, is already recognised as being poor. The creation of the southern distributor road will do little to alleviate the current access issues for commercial traffic.

An employment site of 5 hectares would attract larger commercial occupiers significantly increasing the size and number of commercial vehicle movements and this has to be considered inappropriate in this location.

Going forward in the marketplace, I anticipate that the majority of demand will come from the industrial/warehouse sector and not from the office sector.

The latest work from home rules have made most office occupiers reconsider the amount and nature of their office occupation This will mean that there will be significant amounts of existing office space put on the market place making new development of offices and business space unviable.

**Partners**James A.S. Lockhart FRICS  
Paul A.E. Whitmarsh MRICS**Associate Partners**

Chris Brooks MRICS

**Whitmarsh Lockhart LLP**

Registered in England No OC353219

## 2.0 Appropriate Site Locations

For a larger employment site of 5 hectares, I consider it would be far more appropriate for this to be allocated directly adjoining the A350 corridor west or north of Chippenham.

The A350 is the principal route way in this location and links the motorway to Chippenham, Melksham and Trowbridge. This commercial property market place orientates along this road and tends to make it interact as one entity. This is particularly true in the industrial/ warehouse sector.

This therefore means that any future employment development should be focused on the A350 West of Chippenham running north towards Junction 17 of the M4.

With future demand will come principally from the industrial/warehousing marketplace. The size and nature of these buildings and the scale of commercial traffic to a significant employment site of this nature would be much more appropriate if it was accessed directly from the A350.

As such, I would consider it as more appropriate in the circumstances of the southern distributor road, that the employment allocation was moved much closer to, or adjoining the Lackham road roundabout.

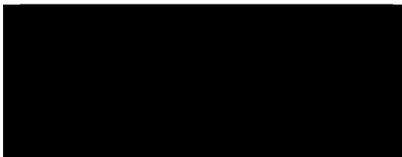
## 3.0 Conclusions and Recommendations

It is therefore my recommendation that the larger scale employment site would be more appropriately located close to the A350, allowing the site to be occupied by industrial/warehouse occupiers without the need for travelling any significant distance from this route way. This will limit the amount of commercial traffic using the new southern distributor road through new residential areas.

I do not consider that the new southern distributor roadway will provide an adequate access route for a large scale employment site.

I trust this provides all the information you require and I look forward to discussing the matter further.

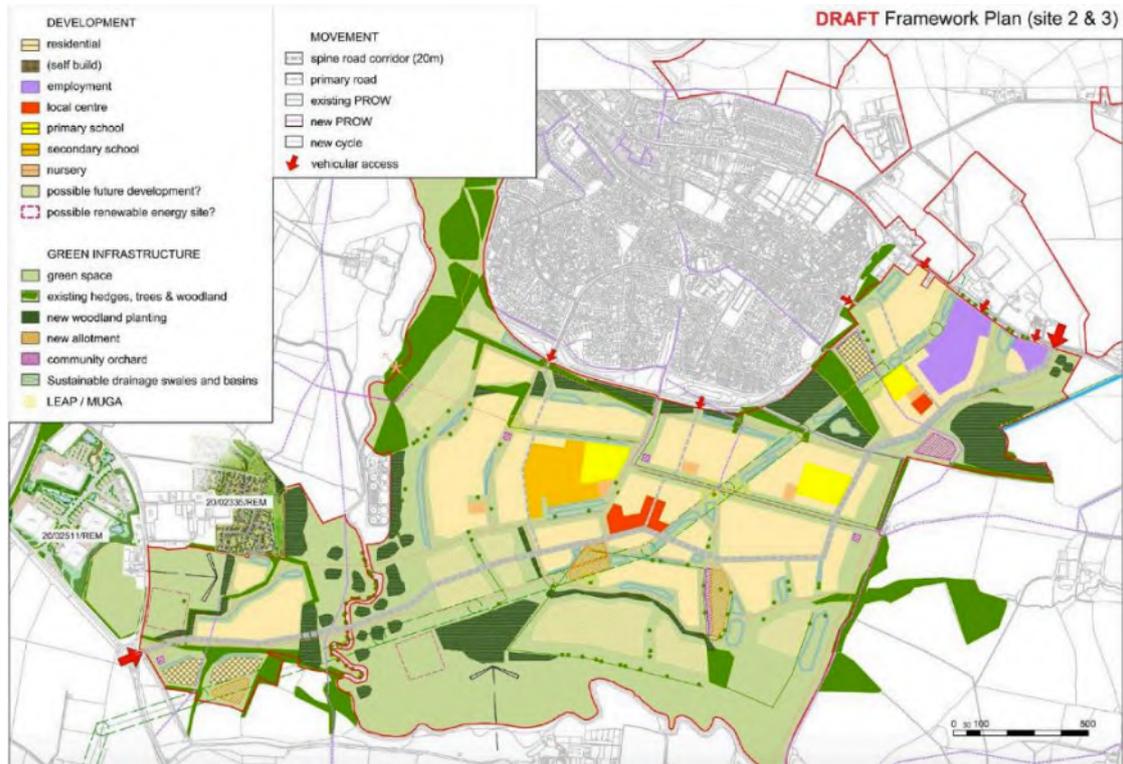
Yours sincerely



**Partner**

**Email:** 

**DDI:** 



CHIPP330A

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Abbeyfield, Chippenham  
Wiltshire Local Plan Review  
Consultation

Comments on behalf of Chippenham 2020 LLP

March 2021

The logo for ORIGIN3 features a stylized orange circle on the left, followed by the word "ORIGIN" in a grey sans-serif font and a large "3" in the same font. Below the logo, the text "Planning . Design . Development" is written in a smaller, grey sans-serif font.  
ORIGIN3  
Planning . Design . Development

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DOCUMENT	Wiltshire Local Plan Review consultation
ISSUE DATE	March 2021
DOCUMENT STATUS	
REVISION	
AUTHOR	██████████
CHECKED BY	

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# Executive Summary

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Wiltshire Council is undertaking a Local Plan Review and is consulting on an Emerging Spatial Strategy for Wiltshire, including site options for accommodating growth at the main settlements.

These comments are submitted on behalf of Chippenham 2020 LLP (C2020) the promoter of development land at East Chippenham in response to this consultation.

The emerging Plan recognises Chippenham as a Principal Settlement - one to which a significant proportion of growth is planned to be directed. A requirement has been identified in the Plan for 9,225 homes over the period of 2016-2036 – with a residual requirement of 5,100 to be accommodated at appropriate locations. Greenfield sites have been identified in the Plan in order to meet identified need.

As presented in these submissions, C2020:

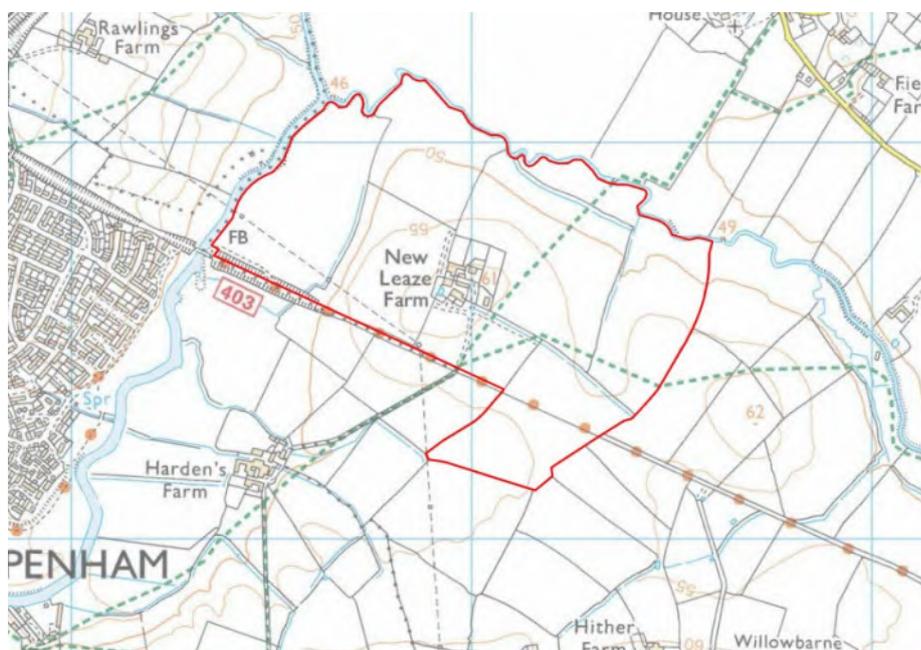
- Supports the broad strategy which identifies Chippenham as a key settlement to which immediate growth, set against a long-term strategy, is planned
- Agrees that a higher housing figure for Chippenham HMA should be applied
- Considers that to be consistent with the NPPF, the Plan needs to include a further 2 years' supply of housing to provide a minimum 15 year period from adoption
- Supports the inclusion of its land within the boundary of Preferred Site 1
- Supports an evidenced, landscape-led approach to masterplanning which will deliver high quality development that is sustainably located and benefitting from existing and proposed road infrastructure

However, C2020 does not agree with the approach presented in the Draft Framework Plan (as part of the consultation) which, against a lack of evidence, does not support significant development at the northern end of Site 1 (north of the North Wiltshire Rivers cycle way). In that regard, evidence is presented with these comments to support its inclusion and identification as land to accommodate new development.

# 1 Introduction

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- 1.1** On behalf of Chippenham 2020 LLP ('C2020'), we submit at this time the following helpful comments (alongside a Baseline Landscape And Concept Development Document prepared by Define and their cover letter of 9 March 21) to the Wiltshire Local Plan Review (WLPR). The WLPR presents, for consultation, a Spatial Strategy and site options for meeting identified growth at Wiltshire's main settlements. These comments are made to: The Emerging Spatial Strategy; Planning for Chippenham; and Supporting Documents including the Interim Sustainability Appraisal. We have also viewed the associated webinars.



- 1.2** C2020 is promoting its land holding – a strategic site situated on the eastern side of Chippenham (as identified above). Through collaborative working with other adjoining landowners, including Future Chippenham, C2020 supports the delivery of a sustainable extension. The Council will be aware that an outline planning application by C2020 (Ref 15/12363/OUT) comprising a mixed development for up to 1500 homes alongside employment land, community facilities and wider infrastructure remains undetermined - and that application extends to approximately 104 ha, with C2020's landholding (of almost 67 ha) within it at its northern end. For the purposes of this consultation, the following comments relate predominantly to C2020's landholding – noting its inclusion within a wider area presently being identified as a Preferred Site Option at Chippenham (known as 'Site 1') – but they also refer to the extent of Site 1, notably to its south eastern end.
- 1.3** In considering the scope and evidence base presented at this early stage consultation, C2020 supports:

- the broad strategy which identifies Chippenham as a key settlement to which immediate growth, set against a long-term strategy, is planned
- an identified higher housing figure for Chippenham HMA
- the identification of development to the east of Chippenham as a location for addition growth
- an evidenced, landscape-led approach to masterplanning which will deliver high quality development that is sustainably located and benefitting from existing and proposed road infrastructure
- supports the identification of development Site boundaries – notably Site 1, within which C2020 landholding is identified, to support the delivery of new homes, employment space, community uses and open space alongside new infrastructure

**1.4** However, C2020 wishes to draw to the Council's attention the following matters which require further consideration now to ensure that the WLPR is prepared soundly:

- Accepting that landscape sensitivity is of key importance and in reviewing the Draft Framework Plan for East Chippenham, it is considered that alternative options that respond to the landscape analysis, evidence and other planning policy considerations can deliver a more sustainable alternative to the concept presented in this consultation
- In defining the extent of growth at Site 1, the capacity and development potential of C2020's land has not been recognised nor presented in the WLPR Draft Framework Plan. C2020's land north of the North Wiltshire Rivers cycle way has not been identified to receive any significant amount of development and there appears to be no evidence presented to support this approach
- In questioning the suitability of development north of the cycle way through this consultation, it appears to favour a less sustainable and more sensitive approach that proposes further eastwards expansion at development blocks west of Pudding Brook and south east of an 'indicative renewable energy site' which appears to be unsubstantiated by evidence to date.

**1.5** It is of critical importance for deliverable and sustainably located land to be allocated . And creating new neighbourhoods through urban extensions is appropriate response where there's a requirement to deliver the quantum of growth identified for Chippenham - providing for homes and

complementary education, employment, community facilities all supported by essential infrastructure.

- 1.6** Enclosed is a report entitled “Chippenham East: Baseline Landscape And Concept Development”, prepared by the ‘Define’ (Landscape Consultancy). It presents a landscape-led analysis and assessment of C2020’s landholding. Through this work it identifies site development opportunities along with sensitivities and constraints and illustrates how a sustainable amount of development can be successfully accommodated at the northern end of Site 1 to the north of the cycle way. C2020 looks forward to engage with Wiltshire Council during plan preparation and in respect of delivering development promptly in this location.

## 2 The Provision of Housing

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- 2.1** The ESS identifies the long term roles of settlements against which growth will be planned for – with new sites allocated in a new Local Plan where necessary to do so. This responds to a key ESS ‘Delivery Principle’ whereby a deliverable supply of land is allocated to ensure that the County’s housing and employment needs are met.
- 2.2** Wiltshire Council has identified two calculation methods for identifying housing need for the proposed plan period of 2016-2036: a first, lower figure based upon the Standard Method of 40,840 homes, and second higher figure drawn from a Local Housing Need Assessment of figure; of 45,630 – with this higher identified housing requirement based upon the longer term migration and economic forecasts.
- 2.3** **C2020 supports the application of the upper figure of 45,630 as it is informed by the economic potential of the area (ie matches new homes with future job projections).** The lower figure is simply based on the standard method for calculating housing needs.
- 2.4** In following the standard method figure, this would give rise to the under provision of homes needed to house the additional labour force to fill future jobs and allow the economy to grow. Under provision of homes could have the effect of:
- encouraging more commuting into Wiltshire for work;
  - increasing pressure on a limited supply of housing relative to demand, hence further increasing house prices; and/or
  - creating labour market constraints which then constrain the Wiltshire economy from growing.
- 2.5** Therefore, C2020 supports the principle of an economic-led housing requirement and encourage the Council to identify the upper range figure as the housing target for the Plan. Early agreement to the adoption of this higher housing requirement will support the strategy’s development – moving the Plan forward to a Regulation 19 stage towards the end of the 2021.
- 2.6** Notwithstanding this support, C2020 notes that the Local Plan Review programme estimates the adoption of the Wiltshire Local Plan in 2023 – but the plan period only extends to 2036 (ie 13 years from adoption). The NPPF states:

*“strategic policies should look ahead over a minimum 15 year period from adoption”.*

- 2.7** Therefore, to be consistent with the NPPF, the Plan needs to include a further 2 years' supply of housing to provide a minimum 15 year period from adoption.
- 2.8** Applying the annual economic-led requirements (2,281 dpa), over the 2 additional years, takes the housing requirement to at least 50,192 dwellings 2016 - 2038. **In response: C2020 considers that Wiltshire Council should again review its supply requirement to include an additional two years' supply of housing to align with Government Guidance.**

## 3 Chippenham HMA Alternative Development Strategies

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- 3.1** The distribution of the homes within the Chippenham HMA is 17,410 – 20,400. This range has been derived from the Standard Method for the lower requirement figure and, in respect of the higher requirement figure, a Local Needs Assessment which responds to longer-term migration and the balance of workers to jobs. It is noted that the ORS Local Housing Needs Assessment 2019 (Report of Findings) recognises that to align the projected increase in resident workers with additional workers needed to fulfil forecast jobs growth without changes to commuter patterns, it is likely that housing supply above the minimum LHN would be needed. This equates to 1,020 dwellings p/a in Chippenham over the plan period.
- 3.2** In informing the ESS and drawn from the conclusions of the Local Housing Needs Assessment, Wiltshire Council has identified different spatial scenario (ie alternative development strategies) for each of the four HMAs. The approach is presented in the document 'Formulating Alternative Development Strategies – Chippenham HMA' (Jan 2021) which identifies the reasonable alternative development strategies for subsequent testing through Sustainability Appraisal to arrive at a preferred strategy.
- 3.3** We note that para 2.24 of the ESS document states that *"the sustainability appraisal assessment of the alternative development strategies concludes that there are no adverse effects of such significance that would prevent the higher [housing] figure being progressed". A higher level would be more robust when planning for the longer term and does more to meet national and local needs for more homes"*.
- 3.4** In response: C2020 supports the emerging approach for Wiltshire for the Emerging Plan to take forward the upper range of the Chippenham HMA housing requirement.

### Distribution of housing within the Chippenham HMA

- 3.5** Chapter 2 of the Wiltshire ESS looks at 3 alternative development strategies for the distribution of development across the 6 towns within the Chippenham HMA, and arrives at a preferred development strategy. Before we comment on the Council's preferred position, first we look at the Council's supporting document 'Formulating Alternative Development Strategies – Chippenham HMA' (Jan 2021) which has informed both the alternatives identified and ultimately, the preferred strategy for the Chippenham HMA.

### **Formulating Alternative Development Strategies – Chippenham HMA (Jan 2021)**

**3.6** The 'Formulating Alternative Development Strategies' report has compiled evidence on how each of the 6 main towns in the Chippenham HMA perform in relation to:

- High level environmental impacts and risks
- Infrastructure needs – constraints and opportunities
- Deliverability
- Economic aspects
- Social aspects.

**3.7** From this assessment, the Council concludes that Chippenham is one of the most sustainable locations to accommodate growth, and has the potential to accommodate higher growth than that which was directed to the settlement in the adopted Core Strategy. The Council's findings are presented below:

Principal Settlement/Market Town	Summary conclusion	Higher or Lower than rolling forward the current strategy
Chippenham	<p>Environmentally, the area is less constrained than elsewhere.</p> <p>Consultation responses point toward alternatives for a larger scale development and higher rates of growth that would involve significant infrastructure investment and a relief road connection off the A4 to A350. This might help to mitigate transport concerns. An alternative strategy that supported this approach can be tested.</p> <p>Employment growth prospects also indicate some scope to consider higher rates of growth, on the basis that business and job growth has been</p> <p>suppressed because of a lack of land available for development. It would be appropriate to include an alternative strategy with growth higher than rolling forward the current one..</p>	<p>Higher</p>

*Future role of Chippenham*

**3.8** Chippenham is one of the largest towns in Wiltshire and has excellent transport links, close to the M4 and on the main Bristol to London railway line. As such, and notwithstanding the fact that there has been a lack of land available for business development in the recent past, the town is an attractive location for employers. The town also has a strong retail offer and acts as an important service centre for its rural hinterland.

- 3.9** And in terms of future economic potential, the Chippenham HMA Alternative Development Strategies report states “*The [Employment Land] Review indicates a strong market demand due to the proximity to M4 (Junction 17)... and when this is factored into forecasts, prospects exceed levels indicated by continuing the current strategy. This supports higher rates of house building*” (para 95).
- 3.10** The town’s significant role and function is recognised in para 3.3 of the Emerging Spatial Strategy which states: “*The great majority of growth is proposed at the County’s three Principal Settlements [ie Chippenham, Salisbury and Trowbridge]. This continues the approach of the current Wiltshire Core Strategy*”.
- 3.11** Para 2.1 of the ESS also recognises the benefits for climate change of concentrating development at key sustainable locations: “*A sustainable pattern of development and how growth is distributed appropriately continues to be an important means to help address climate change. The aim is to focus growth on the main settlements and the largest of these, Chippenham, Salisbury and Trowbridge, in particular*”.
- 3.12** Therefore, the evidence continues to highlight the sustainable role of Chippenham in accommodating a significant proportion of Wiltshire’s future growth. In that regard in moving towards a spatial distribution strategy, this is supportive of directing significant growth towards Chippenham HMA – and specifically Chippenham and is supported by C2020.

### ***The alternative development strategies***

- 3.13** The ESS explores directing different levels of growth to Chippenham as follows:
- Chippenham A (CH-A) – rolling forward the core strategy % distribution for all HMA settlements and rural area applied to the higher housing requirement for the HMA (ie a requirement of 6,440 dwellings and no additional employment requirement for Chippenham 2016-36)
  - Chippenham B (CH-B) – expanded growth at Chippenham (ie a requirement of 9,800 dwellings and 7 ha of employment for Chippenham 2016-36)
  - Chippenham C (CH-C) – Melksham Focus – greater amount of housing directed to Melksham, and less to Chippenham than CH-B (ie a requirement of 6,930 dwellings and no additional employment land for Chippenham 2016-36).
- 3.14** With regards to these 3 possible development strategies, C2020 highlights para 3.30 of the ESS which recognises the significant sustainable contribution Chippenham can make to accommodating future growth in the HMA:

"Of the alternatives, the Chippenham Expanded Community performed clearly best in sustainability terms (as in CH-B). An emerging strategy therefore has a strong focus on growth at Chippenham".

## Chippenham HMA Preferred Strategy

**3.15** The Council's preferred strategy as presented on page 14 of the ESS is copied below which is a combination of CH – B (Chippenham expanded) and CH-C (Melksham Focus). This directs a total of 9,225 dwellings and 5 ha of employment to Chippenham.

			Overall Housing Requirement (Dwellings)		Overall Employment Requirement (Hectares)
	Wiltshire Core Strategy 2006-2026	Brownfield target 2021-2031	Emerging Strategy 2016-2036	Residual at 1 April 2019	
<b>Calne</b>	1440	60	<b>1610</b>	360	4
<b>Chippenham</b>	4510	240	<b>9225</b>	5100	5
<b>Corsham</b>	1220	160	<b>815</b>	120	0
<b>Devizes</b>	2010	150	<b>1330</b>	330	0
<b>Malmesbury</b>	885	70	<b>665</b>	95	0
<b>Melksham</b>	2240	130	<b>3950</b>	2585	0
<b>Rest of HMA</b>	1992		<b>2805</b>	1270	0
<b>TOTAL</b>	14297		<b>20400</b>	9860	9

**3.16** In summary, C2020 supports

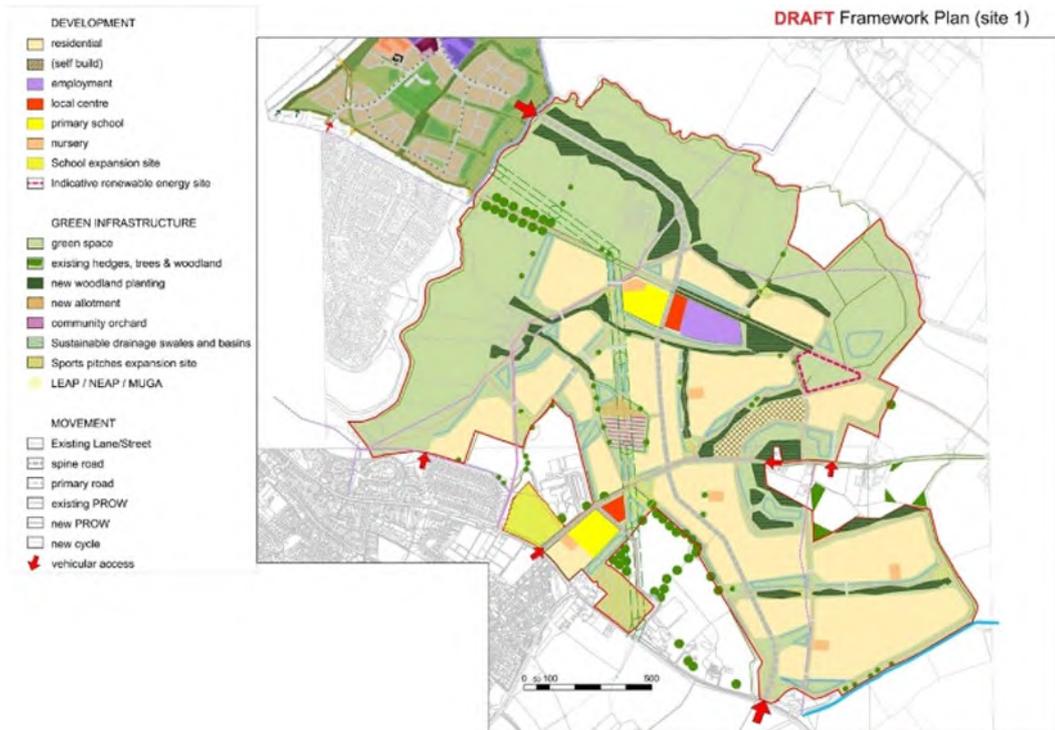
- The upper range of the housing requirement for the Chippenham HMA
- The future role of Chippenham as the principle location for growth within the HMA

**3.17** According to the Emerging Spatial Strategy, Chippenham will accommodate 20.2% (ie 9,225 homes) of the upper Wiltshire housing requirement of 45,630 dwellings. If the housing requirement were to increase to 50,192 and the percentage of growth to the HMAs/main settlements remains as per the Emerging Spatial Strategy, the housing requirement for Chippenham would rise to 10,139 dwellings 2016 – 2038.

## 4 Abbeyfield (Land East of Chippenham)

- 4.1** C2020's land extends to approximately 66.8ha within the wider 'Site 1' as identified in the Chippenham – Development Sites Site Selection Report. C2020's land comprises two area straddling the North Wiltshire Rivers cycleway. It is bounded to the north by the River Marden, to the east by defined field hedgerows and intermittent trees crossing over the cycleway (Sutrans Route 403) to include a single (southern) field parcel; to the south (for the most part) by the aforementioned cycle track leading westwards to the River Avon which defines the western edge.
- 4.2** The primary use of the land is agricultural. New Leaze Farm's buildings are sited relatively centrally within the larger (northern) land parcel and elevated against the surrounding area. The land is primarily agricultural.
- 4.3** Crossing the site or defining a boundary to it is the cycle way (a former railway line) which leads on to Lacock and Melksham further to the south. Public rights of way (BREM39 and BREM43) cross the larger northern field. Pylons, which lead south eastwards from Rawlings Farm and then generally southwards also cross the site and close to the cycleway.

### WLPR Draft Framework Plan – East Chippenham



- 4.4** The Council has produced a WLPR Draft Framework Plan (referenced in text as a Concept Plan in the Planning for Chippenham document and presented at Figure 2 as a 'Concept Map'). Its purpose

is to stimulate discussion only. It has been confirmed that it illustrates just one way that Sites could be planned and developed. The Council has invited views on how the approaches adopted and presented can be improved.

**4.5** The East Chippenham Draft Framework Plan presents a mixed use development comprising: approximately 2975 homes, approximately 3ha of employment space; a district and local centre; community use space and land for: allotments, a community orchard, open space, land for sports ground expansion, land for schools, nurseries, a renewable energy site; a distributor road and other cycling and walking links. 'Normal' and 'higher' density housing is suggested at 35dph and 45 dph respectively.

**4.6** In reviewing the Draft Framework Plan, C2020 highlights the following:

- The Draft Framework Plan presents one possible boundary extent to Site 1 edged red. To be clear this is a boundary line within which to accommodate new development and within which layout is set and uses identified. The Draft Framework Plan's layout focusses the majority of development south of the cycle way and where housing and other uses are proposed. North of the cycleway, only small pockets of residential land have been shown
- Two local centres (south of the cycle way) are identified along with an employment area, renewable energy site and schools/nurseries
- The boundary as drawn for Site 1, includes areas for green space and wider green infrastructure to the east and north at the corridors to the River Avon and River Marden and to the north east of the Framework Plan boundary
- The boundary to East Chippenham extends eastwards and, most notably along London Road to the edge of Pudding Brook
- A distributor road provides key infrastructure connecting the proposed neighbourhoods and uses.

**4.7** In response to the Draft Framework Plan, C2020 has concerns over the Draft Framework Plan. In response, work has been undertaken for C2020 by Define informing the baseline landscape position. We submit to the Council the following for consideration.

## **C2020 Baseline Landscape and Concept**

**4.8** Set against the Council's Design Principles within the WLPR document 'Planning for Chippenham', C2020's has gathered evidence to support a landscape-led scheme layout. Whilst conceptual, its

background evidence aligns well to the Planning for Chippenham Design principles in delivering development in the best location to help meet identified growth requirements in terms of landscape and sustainability.

### **Landscape**

**4.9** Work undertaken by Define and presented here had two key objectives: (i) provide up-to-date and robust baseline assessment of the landscape and visual values and sensitivities of Area 1 (with their work extending to a wider area to inform its context); and (ii) to establish a landscape-led design approach to illustrate how the amount of development, as identified in the WLPR Draft Framework Plan for Area 1, can be delivered in a way that assimilates most successfully into the local landscape, whilst promoting the most sustainable form of development.

**4.10** Define's study work identifies that there is alignment between findings of their study and that presented in the Draft Framework Plan for Site 1. However, from a landscape-led masterplanning perspective the following notable exceptions have been identified:

- First, the existing North Wiltshire Rivers cycleway is a key movement feature. It provides an important means of enabling sustainable movement to the east of Chippenham. However, it is not a landscape feature that should structure or restrict the positioning of development as it is not a feature that can be read in three dimensions
- Secondly, that development should take place to the north of the cycleway. It can connect logically to the Rawlings Farm allocation in a form that responds to the topography of the landscape, which also acts to reduce its visibility from low level views from Tytherton Lucas and footpaths to the north
- Thirdly, that the land to the south east of Site 1 is the most sensitive in wide expansive views from both Derry Hill and Bencroft Hill (which are the most notable views of Site 1 from the local landscape). They conclude that development should be restricted from this part of the site. This is due to the likely significant effect it will have from these more expansive viewpoints. It is also shown in their reporting that it also is located farthest (in walking and cycling terms) from the proposed local hubs and the existing town centre thereby being least sustainable for non-vehicular travel modes.

**4.11** An Illustrative Landscape / Green Infrastructure Concept Plan (at Figure 17 to their report) presents the findings of their work and for consideration by Wiltshire Council - as a means to deliver planned growth and respond most positively to the landscape value and sensitivities of the site and its immediate context.

## ***Sustainable Development***

- 4.12** Turning now to the wider sustainability benefits of the development, it is considered that the approach presented by C2020 aligns readily to the suggested Design Principles identified in the WLPR consultation and wider planning and design consideration that have informed the Draft Framework Plan. Having presented an approach towards landscape-led design, we set out the benefits of the concept supported by C2020:

### ***Quantum of Development and Densities***

- 4.13** The work presented by Define reflects the level of development presented at Site 1. Development land north of the cycle track is maximised in response to the landscape (as explained) and other considerations including infrastructure and connectivity. Housing densities can reflect those presented in the consultation and other non-residential uses can be appropriately located to meet identified and expected need. Appropriate densities can be readily accommodated at the site and varied where necessary where distinction is required or where features or sensitivities direct.

### ***Connectivity***

- 4.14** C2020s Concept draws heavily on the opportunity afforded to it through the cycle way as a means of connecting the East Chippenham neighbourhood to the town centre and facilitate its further use: thereby connecting other areas to Chippenham through sustainable modes of transport. The WLPR recognises that Chippenham's resilience can be improved through ensuring that a network of well-connected cycle ways is provided. Therefore, new development both north and south of the cycleway will clearly support and encourage its use – enabling people to choose alternative modes of transport to the car thereby supporting healthier lifestyles. The cycleway should be incorporated more fully within a masterplan for Site 1 as opposed to it being more a peripheral feature as presented in the WLPR. Connections from residential blocks to the cycle way can be incorporated through the design process – with habitat created and enhanced along it as part of a connected green infrastructure strategy.
- 4.15** The ability to readily access the cycle way is a key sustainable benefit of allocating development either side of it – and justifying development being sited within a reasonable distance from it. Land which is situated away from the cycle way will not be as sustainable from a connectivity perspective. It is noted that land to the south east of Site 1 towards Pudding Brook does not benefit from immediate connections to the cycle way being some distance from it. This area is therefore less connected and therefore less sustainable than that land proximate to the cycleway.
- 4.16** Connectivity across Site 1 is supported by a distributor road. The road can be delivered through development at Site 1 – connecting with the Rawlings Farm development to the west of C2020's landholding to deliver promptly new homes. C2020's landscape work has demonstrated that new

homes can be accommodated along the distributor road north of the cycle way – maximising connectivity to it and reducing the movement distances along it – notably from development sites north of the cycleway into the town. This cannot be readily achieved where development areas are sited away from the distributor road or those roads providing shorter distance movements into the town. Again, this is most notable to the south east of Site 1 which is an area furthest from the centre and also, as evidenced by C2020, is well beyond a 15 minute walking time of proposed neighbourhood hubs to support East Chippenham. This means that sustainable modes of movement are less likely from this peripheral area increasing the potential for travel by motor vehicle to hubs and elsewhere in the neighbourhood. This concern supports further the benefits of considering carefully the location of development to meet wider sustainability objectives and siting new development to the north of Site 1 (north of the cycle way).

### *Biodiversity*

- 4.17** Through detailed masterplanning and assessment, development north of the cycle way can respond to the requirements associated with supporting and enhancing biodiversity. The Marden Valley and the River Avon areas can be protected and enhanced through the provision of green and blue infrastructure associated with new development. A network of connected spaces delivering green infrastructure and responding to biodiversity can be planned for and accommodated through further assessment and a finer grain of masterplanning. These river corridors can be managed and enhanced to create attractive areas which respond to and define the edges to Site 1's boundary. Biodiversity is not a constraint to the delivery of development north of the cycle way.

### *Wider Green Infrastructure and Open Space*

- 4.18** C2020's Concept Drawing incorporates Green Infrastructure, formal and informal, in response to the development requirements but also to existing site features and those which can be provided to enhance the attractiveness of the new neighbourhood. New homes can be carefully planned alongside green infrastructure and communal green space so to ensure that they are in close proximity and respond positively to the enhancement of biodiversity as previously stated.

### *Renewable Energy and Infrastructure*

- 4.19** C2020's work still supports and encourages options to be explored relating to on-site renewable energy. C2020 proposes to explore the options in more detail with the local planning authority. As part of the development at Site 1, options for the grounding of pylons crossing Site 1 and C2020s landholding are being explored.

### *Flood Risk*

**4.20** Whilst Site 1 borders the River Avon and River Marden the developable areas presented by C2020 north of the cycle way are within Flood Zone 1 - at a low risk of flooding. Whilst it is noted that Level 2 SFRA work is proposed by Wiltshire Council, C2020, through work associated with the extant planning application which includes their landholding, is confident that at a detailed design stage means of sustainable drainage - including mitigation measures such as SUDS and on-site/plot water retention can be successfully incorporated within their scheme and not increase the risk of flooding elsewhere.

### ***Heritage***

**4.21** Due consideration has been given in this assessment to the effect of development on the setting of heritage assets. Noting that C2020's land includes designated and non-designated assets, it is considered that impacts on these assets can be successfully mitigated and where appropriate, be incorporated into the planned neighbourhood.

**4.22** In respect of the Tytherton Lucas Conservation Area to the north and the Chippenham Conservation Area – assets considered in the Council's consideration of extant planning application (Ref 15/12363/OUT) the consultation response from Historic England is of relevance: Their response stated *"As a statutory consultee, Historic England has a specific remit within the planning system; in this instance relating primarily to the impact of the proposals on the settings of highly graded historic assets, such as the Grade II\* buildings in the Tytherton Lucas Conservation Area and in the Chippenham Conservation Area. Whilst the proposal would be a significant expansion of the town, given the topography and intervening distance, we do not believe it would harm the significance of those assets"*. This response is positive in the consideration of heritage and the assessment of development land north the cycle way.

**4.23** Further development north of the cycle way can be planned so to not harm designated heritage assets. Mitigation measures can include the recording of archaeology remains at the site - and it is concluded that heritage issues do not preclude development north of the cycleway.

### ***Other Policy Considerations***

**4.24** Bremhill Parish Neighbourhood Plan (BPNP) was 'made' in February 2018. Its designated neighbourhood plan area extends across parts of Site 1 to include New Leaze Farm and also south of the cycle way to include other properties including Middle Farm and Hither Farm.

**4.25** C2020 recognises that BPNP forms part of the adopted Development Plan. It is also noted that the BPNP is now some 3 years old. The Council has subsequently undertaken a Local Housing Needs Assessment and, in recognising a need to direct a significant number of new homes to Chippenham, has accepted through its emerging spatial strategy, that development in greenfield locations and on

the edge of Chippenham is necessary to meet forecast growth. Para 11 of the NPPF advises that for plan-making, plans '*should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change*'. It is the case of Chippenham that in order to meet housing need and satisfy housing land requirements that the WLPR must identify areas for growth areas and Sites. In doing so, these Sites, informed by the spatial strategy, should be in sustainable deliverable locations to meet needs.

**4.26** Para 13 of the NPPF advises that Neighbourhood Plans should '*support the delivery of delivery of strategic policies contained in local plans or spatial strategies and should shape and direct policies that are outside of these strategic policies*'. Further, Para 29 advises that Neighbourhood Plans should not undermine strategic delivery policies by, for example, promoting less development than set out in strategic policies for the area.

**4.27** Policies 2 and 3 of the BPNP permit development under the exceptions policies of the Wiltshire Core Strategy – therefore some forms of development are permissible. Whilst Policy NP3 states that development should not be permitted in the open countryside north of the cycle way up to Tytherton Lucas Conservation Area, this area of Site 1 (Site 1 being the most sustainable location following SA) is key to delivering significant road infrastructure to unlock the growth needs of Chippenham. It is evident therefore that other development must take place north of the cycle track which itself will, through landscape and other treatments, have some effect on the views northwards from the track. It is therefore considered that the weight afforded the BCNP (which is some three years old) and its policies protecting land north of the cycleway from development should be appropriately balanced against that of a new Replacement Local Plan tasked to deliver essential infrastructure and much needed growth and new homes to Chippenham.

## **Summary Conclusions**

**4.28** C2020 supports the delivery of new development to the East of Chippenham (Abbeyfield). Whilst the quantum of development is also welcomed, it is considered that following landscape and visual analysis review against other sustainability considerations that:

- the Draft Framework Plan for East Chippenham should accommodate more development than is presently shown north of the cycle track. This area relates well to Chippenham's built form and is less sensitive in landscape and visual terms than other areas in Site 1 - most notably land at its south eastern boundary
- there are wide sustainability benefits in identifying further development north of the cycle way: by providing a high level of connectivity through the encouraging sustainable modes of transport; improved, direct connectivity to the proposed distributor road with early delivery

of new development along its road frontage; and through wider infrastructure to make attractive development in this location. In delivering development to the north of the cycle way this will ensure that development is directed to less sensitive and more sustainable locations within the boundary to Site 1.

## 5 Chippenham Site Selection

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- 5.1** The WLPR has identified a quantum of development which will require the release of greenfield sites at Chippenham to meet housing need. In identifying preferred sites, the WLPR has undergone an iterative assessment starting with SHLAA and through sifting and SA, arriving at preferred sites.
- 5.2** C2020 has reviewed the stages which have led to the identification of preferred sites and Draft Framework Plans to identify their extent, possible uses and development locations and the overall quantum development. The following presents helpful comments and observations which we trust the Council will welcome in considering further the extent and form of development required to meet planned need and in undertaking further SA work.

### **SHLAA Assessment – including C2020's landholding**

- 5.3** In identifying future development areas, the Council has started with site assessments through SHELAA. C2020's land is situated within the wider site (SHELAA, 2017 site ref 506b) extending to 157ha. The SHELAA was positive about the wider site's potential. It identified it as: Suitable (with no suitability constraints), Available, Deliverable, Achievable (for residential) and Developable in the short term. The SHELAA also identifies the site's capacity to accommodate development – suggesting that some 70% of its land was developable – but whilst not specifically identifying the development areas within it.
- 5.4** Adjoining SHELAA Site 506b is SHELAA site 3092 (Forest Gate Farm) which extends to some 68 ha. This land is situated to the south east of Site 1 to the north of London Road and bounded to its east by Pudding Brook. Whilst considered Suitable and Achievable, this site was identified as Unavailable, Undeliverable and Developable in the long term. It is reasonable to assume that its 'long term' status is by virtue of, amongst other constraints, its distance from Chippenham as compared to other land closer to or bordering the urban area.
- 5.5** Through sifting, SHELAA sites were considered against: 1. Accessibility and wider impacts; and 2. Chippenham Strategic Context (the conclusions to which are presented in the table below). Whilst SHELAA site 506b was taken forward, it is notable that, when compared to site Forest Gate Farm: that whilst only a small area of the 506b was affected by flooding (its boundary extending to neighbouring river corridors) it was acknowledged that management measures were achievable. At Forest Gate Farm, surface water flooding is noted as being widespread across the site and particularly to its south – yet it has been flagged green as opposed of amber or red (higher risk). It is considered that Forest Gate Farm should be reassessed though SA in terms of its flood risk.

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
506b	Land at East of Chippenham (Hardens Farm and New Lease Farm)						<p>This site is located east of Chippenham. It has average accessibility to local facilities.</p> <p>A small part of the site is affected by pluvial flooding associated with the River Avon and surface water flooding around Hardens Farm and further east. Management measures are achievable.</p> <p>The site would be visible from the Monkton Park housing estate and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road.</p> <p>The site contains designated and non-designated heritage assets. Development could have an impact on historic assets: setting of Grade II listed Hardens Farm, Tytherton Lucas Conservation Area and non-designated New Leaze Farmstead.</p> <p>The site, to the east of the River Avon, would represent a fresh direction for expanding the urban area.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
3092	Forest Gate Farm						<p>This site is located east of Chippenham between Stanley Lane and the A4. It has average accessibility to local facilities. The only flood risk associated with the site is surface water flooding, which is widespread across the site, but particularly toward the south of the site around Green Lane Farm. Management measures are achievable.</p> <p>Development will have some impact on Grade II listed Hither Farm and Middle Farm. Impact significantly increased in combination with Site 455.</p> <p>Southern edge adjacent to route of former canal. Possible impact on setting of the Grade II* listed Bowood Registered Park and Garden. Impact on separate character of Old Derry.</p> <p>The site would be highly visible from Stanley Lane and the various isolated farmsteads along it. There are also distant views to Derry Hill to the South East.</p> <p>There is good access to the A4. The site in combination with site 506b and 3092 provides the opportunity for a new eastern link road to link the A4 with the A350 if required.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓

## Chippenham Strategic Context and East Chippenham

- 5.6** The iterative work, identified within the 'Site Selection Report for Chippenham' presents an assessment against settlement-strategic context. For Chippenham, its strategic context has been considered assessed against: 'Long-term pattern of development'; 'Significant environmental factors'; 'Scale of growth and strategic priorities'; and 'Future growth possibilities for the urban area'.
- 5.7** The WLPR identifies the River Avon being a lesser boundary to the east of Chippenham as opposed to the A350 to the west. It recognises that development at Pewsham has set an urban context for development to its north and south. Whilst floodplain is considered an 'environmental factor' along with the land between Tytherton Lucas and North Rivers Route cycle way, it is recognised that Chippenham should grow and receive further development. The Chippenham Development Sites report recognises that land east of the River Avon '*provides ample opportunities for further housing and employment development*' notwithstanding the need for new infrastructure – which the Chippenham Site Allocations Plan accommodated.

## Sustainability Appraisal

- 5.8** A third stage of Assessment is Sustainability Appraisal – where each site is assessed and, ultimately scored, in response to likely significant social, economic and environmental effects - for the purposes of (i) comparison and (ii) subsequent selection for consultation in the WLPR.
- 5.9** Through Wiltshire Council's Interim Sustainability Appraisal, Site 1 secured an overall highest site score (the Interim Sustainability Appraisal recognising it as having the highest Sustainability Performance) when compared against a further 6 sites. This is shown below:

**Table showing summary of assessment scores listed in order of site sustainability performance (more → less)**

Site	Overall site score (+ position)	SA obj 1 (biodiversity) overall score	SA obj 2 (land + soil) overall score	SA obj 3 (water) overall score	SA obj 4 (air/poll/n) overall score	SA obj 5 (climate) overall score	SA obj 6 (energy) overall score	SA obj 7 (heritage) overall score	SA obj 8 (landscape) overall score	SA obj 9 (housing) overall score	SA obj 10 (recreation) overall score	SA obj 11 (transport) overall score	SA obj 12 (economic) overall score	Progress to Stage 4?
Site 1	-2 (1 <sup>st</sup> )	-	-	-	-	-	+	-	-	+++	+++	-	+++	Yes
Site 4	-4 (=2 <sup>nd</sup> )	-	-	-	-	-	+	-	0	++	+	-	+	Yes
Site 6	-4 (3 <sup>rd</sup> )	-	-	-	-	-	++	-	-	+++	++	-	++	Yes
Site 2	-5 (=4 <sup>th</sup> )	-	-	-	-	-	+	-	-	+++	++	-	+++	Yes
Site 3	-5 (=4 <sup>th</sup> )	-	-	-	-	-	++	-	-	+++	+	-	++	Yes
Site 7	-5 (=4 <sup>th</sup> )	-	-	-	-	-	++	-	-	+++	+++	-	++	Yes
Site 5	-6 (7 <sup>th</sup> )	-	-	-	-	-	+	-	-	+++	++	-	++	Yes

**5.10** From the above, taken from the Chippenham – Development Sites Site Selection report, we note that Site 1 which includes SHELAA Site 506b (and sites 455, 3092, 458 & 3354) had the highest overall score and position (ranking). From the Interim Sustainability Appraisal (para 5.2.5) and summary of likely significant issues, it concludes (for Site 1) that: **(Overall)** no major adverse effects (where mitigation is considered unachievable) are likely and is considered the most sustainable against 12 SA objectives when compared against all other sites; **(Housing)** is likely to have a major benefit in terms of provision of a significant amount of affordable housing and a variety of mix, type and tenure; **(Inclusion)** likely major benefits in terms of affordable housing provision alongside employment, public open space, amenity green space and other community and social facilities; **(Transport)** the scale of development would require delivery of significant road infrastructure to link to the major allocation to the north and A4 to the south - a likely significant impact; **(Economy)** major benefits through housing, employment and new services; with minor or neutral effects likely for biodiversity, water resources, climate change, energy and landscapes.

**5.11** The Interim SA Annex II presents a 'Principal Settlement Site Assessment' for Site 1. In being an Interim SA set against emerging proposals at Regulation 18, and in recognition that further SA work is required by Wiltshire Council to support plan preparation, C2020 has reviewed the 12 SA Objectives against the work and comments as follows:

***Objective 1 – Protect and enhance all biodiversity and geological features and avoid irreversible losses***

**5.12** The SA identifies the River Marden and the River Avon as providing biodiversity and geo diversity – and a wooded area at the western end of the North Wiltshire Rivers Route (cycleway). A 100m buffer between identified features and development and infrastructure is also sought. **In response: C2020 recognises that the river corridors will require further detailed assessment and sensitive treatment. The requirement for at least 100m buffers should be reconsidered to ensure that development responds more fully to specific features or characteristics of their site and maximises its capacity for development use of a fixed buffer distance of 100m should be avoided and used as a baseline guide against which to masterplan – noting that buffer distances may vary in response to features, evidence, approach and mitigation.**

**5.13** In respect of designated and non designated assets, a requirement for 10% net gain for biodiversity is presented. In response: C2020 recognises that net biodiversity gain is a matter presently being considered through the Environment Bill. Any confirmed figure in response to legislation should be applied consistently across sites. However, it is a topic issue likely to be explored through the Local Plan Review Examination. Priority habitats can be responded to positively through investigation and mitigation. Bespoke surveys will be necessary, however C2020's land is not subject to statutory/non

statutory nature conservation designations albeit the Bristol Avon River County Wildlife Site is adjacent to the boundary. Suitable buffer areas can be readily incorporated into a site masterplan.

- 5.14** We note that Local Geological Sites and the protection of such areas is referenced. In response, C2020 considers that further investigation is required regarding site geology given its implications for land take along river corridors – albeit suitable buffer areas aligned where necessary with habitats can be readily incorporated into a site masterplan.
- 5.15** To support the delivery of multifunctional green infrastructure, the SA identifies the cycle route as providing an opportunity for cycle track to be enhanced as a green corridor for wildlife. **In response: C2020 considers that the cycle track is of key importance to wider site connectivity supporting access to a choice of modes of transport. The cycle way can be enhanced as an attractive and direct means of movement into Chippenham. It can be carefully and effectively incorporated into the masterplan along with green infrastructure and ecological habitat. It is then incorporated into the eastern development rather than it being a peripheral feature the utility of which would then not be maximised. Land within Site 1 which is readily accessible to the cycle way will be considerably more connected than development areas set some distance from it.**
- 5.16** C2020 recognises the assessment outcome (on balance) of minor adverse effects are likely against this objective as set across Site 1. However, specific to C2020's land holding, it is considered that further development north of the cycle way can be accommodated successfully to meet this objective.

***Objective 2 Ensure the efficient use of land and the use of suitably located previously developed land and buildings***

- 5.17** In considering whether the development site will ensure the development maximises the efficient use of land, C2020 refers to the 'Chippenham Landscape and Concept Development' document prepared by Define. **In response: C2020 considers that a landscape-led scheme can deliver development north of the cycle track to an extent and density which responds positively to those issues of landscape and visual significance and the overarching need to deliver sustainable development. There no is reason in landscape terms as to why the development of land north of the cycle track cannot be increased to ensure that its development capacity is achieved.**
- 5.18** In considering matters of encouraging development of brownfield land, the loss of best and most versatile agricultural land and encouraging site remediation, it is acknowledged that to accommodate the growth needed for Chippenham that greenfield development will be necessary. **In response: C2020 considers that in respect of greenfield development it is appropriate for development to make the most efficient use of land in the most sustainable locations - so to check**

sprawl and deliver well connected and attractive new neighbourhoods. Land in C2020's ownership falls within the land classifications of 3a (good) and 3b (moderate).

- 5.19** Supporting sustainable waste and management facilities. **In response: C2020 considers this to be a detailed design matter best addressed through emerging policies and aligned to finalised growth figures – and one requiring further SA analysis in advance of Regulation 19.**
- 5.20** C2020 recognises the assessment outcome (on balance) that moderate (significant) adverse effects are likely against this objective as set across Site 1.

***Objective 3 Use and manage water resources in a sustainable manner***

- 5.21** With regards to protecting water quality/quantity it is noted, in particular, that consideration should be given to SUDS. **In response: C2020 considers that an appropriate drainage regime can be satisfactorily planned into the scheme to meet requirements and not compromise or adversely affect subsequent phased delivery across the site to meet the local plan's requirements. Attenuation will be required and likely to be through balancing ponds with SUDS with in plots providing harvested water and further attenuation. Bespoke FRA would ensure that development would not raise the risk of flooding elsewhere.**
- 5.22** C2020 recognises the assessment outcome (on balance) of moderate (significant) adverse effects are likely against this objective as set across Site 1. However, land north of the cycle way can accommodate SUDS and other sustainable means of managing water and flood risk. Development would be sited within Zone 1 land with residual risks managed so to not affect land elsewhere.

***Objective 4 Improve air quality and reduce all sources of environmental pollution***

- 5.23** In terms of whether the development will minimise or where possible improve on unacceptable levels of noise, light pollution, odour and vibration, C2020 notes that the SA considers that that mitigation measures at Site 1 could include locating higher density development nearer to Chippenham and lower densities near to surrounding rural areas. There are also concerns over activities associated with active rural farms which will require mitigation. **In response: C2020 considers that through further analysis supported by baseline landscape assessment and other technical work that carefully sites development, Environmental Construction Management Plans, adequately implemented can ensure that new development is delivered successfully without adverse impacts during the construction process.**
- 5.24** With regards to locating sensitive development away from areas likely to experience poorer air quality due to high levels of traffic and poor air dispersal, the SA advises upon CIL/S106 contributions towards mitigation and the availability of accessible transport options in the development to avoid significant impacts on air quality. **In response: C2020 considers that through development in Site**

1 to the north of the cycle track and indeed either side of it can help moderate the adverse effect of new development in this area. Development around the proposed distributor road will ensure that access to this infrastructure is maximised – reducing the lengths of undeveloped and therefore uneconomic and inefficient road frontage (that would be ‘open sided’ and lit) in the eastern area of Chippenham. Better be it for development to maximise the benefits of having roadside development within a shorter distance of Chippenham to the east and its centre and other established economic areas. Further, full utilisation of the benefits of the cycle track will present the opportunity for walking and cycling into Chippenham – with the wider health and environmental benefits associated with such modes of movement.

- 5.25** C2020 recognises the assessment outcome (on balance) that moderate (significant) adverse effects are likely against this objective as set across Site 1.

***Objective 5 Minimise our impacts on climate change (mitigation) and reduce our vulnerability for future climate change effects (adaptation)***

- 5.26** The SA supports mitigation through building energy efficient homes, generation renewable energy and delivering sustainable development. Low carbon community infrastructure including on-site renewable energy is suggested to be supported by developers and considers identifying suitable areas for low carbon energy sources and decentralised systems. **In response: C2020 considers that delivery of development across Site 1 could present the opportunity for low carbon renewable energy systems to be explored and incorporated. C2020 will investigate this matter further and will engage with the local planning authority to explore options in more detail.**
- 5.27** In terms of avoiding zones of high flood risk, minimising surface and other forms of flooding and delivering development that can adapt to climate change. The SA advises on Level 2 FRA and recognises that the scale of development will require sufficient land to be set aside for surface water management. **In response: C2020 has undertaken flood risk assessment work associated with the extant planning application which includes their land. Whilst further updated flood risk assessment work will be necessary to inform the delivery of development on their landholding, the development areas within their landholding are in Zone 1 at a low risk of flooding. C2020 awaits the outputs from any Level 2 SFRA undertaken to support the WLPR.**
- 5.28** C2020 recognises the assessment outcome (on balance) that minor adverse effects are likely against this objective as set across Site 1. However, it is noted that within C2020’s land holding, the Council recognises that management measures are achievable.

***Objective 6 Increase the proportion of energy generated by renewable and low carbon sources of energy***

- 5.29** In considering whether the site support renewable and low carbon sources of energy, be capable of being connected to the local grid, and create economic and employment opportunities we refer to C2020's response to the similar points raised in Objective 5 above.
- 5.30** With regards delivering high quality development that maximises the use of sustainable construction materials and development that exceeds minimum building regulation requirements, the SA considers that development at Site 1 can achieve these. **In response: C2020 considers that these are matters best commented upon in the consideration of planning policy.**
- 5.31** C2020 recognises the assessment outcome (on balance) of a minor positive effect is likely against this objective as set across Site 1.

**Objective 7 Protect, maintain and enhance the historic environment**

- 5.32** The SA identifies concerns over the development across Site 1 having the potential to impact on heritage assets including: the non-designated heritage asset of New Leaze Farmstead; Grade II listed Bridge on the River Marden; Tytherton Lucas Conservation Area; and outside of C2020's land holding the listed and non-listed heritage assets associated with Hardens Farm, Hither Farm amongst others. Mitigation could include preservation or a management strategy. The site is characterised by some field boundaries and overall not highly sensitive. **In response: C2020 refers to the Define Baseline Landscape and Concept Development illustrating how, through analysis, development can be successfully accommodated so not to adversely impact on heritage assets.**
- 5.33** Regarding the enhancement of the character and distinctiveness of settlements, the SA considers that Site 1's development could deliver housing that maintains the distinctiveness of settlements through high quality design. The SA notes that "*Development of the site would have the potential to appropriately protect and enhance designated heritage assets according to their significance. Whilst the site is located near to conservation areas and there are several listed buildings in the vicinity, it is considered that development has the potential for appropriate mitigation measures to safeguard the historic environment of the site and its immediate surroundings*". **In response: C2020 again refers the reader to the Define Baseline Landscape and Concept Development Document.**
- 5.34** C2020 recognises the assessment outcome (on balance) of moderate (significant) adverse effects being likely against this objective as set across Site 1.

**Objective 8 Conserve and enhance the character and quality or rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place**

- 5.35** The SA enquires as to whether development at Site 1 can minimise impact and where appropriate conserve and enhance nationally designated landscapes; minimise impact on and enhance locally

valued landscapes through high quality inclusive design of buildings; and protecting and enhancing rights of way, public open space and common land. **In response: C2020 again refers to the Define Baseline Landscape and Concept Development Document.**

- 5.36** C2020 recognises the assessment outcome (on balance) of a minor adverse effect being likely against this objective as set across Site 1.

***Objective 9 Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures***

- 5.37** The SA refers to providing and appropriate supply of affordable housing and supporting the provision of a range of house types drawing from a 2016 dataset and a Chippenham affordability ratio of 4.16 (being lower than the Wiltshire average); supporting affordable homes delivery noting a (30% policy compliant provision) and supporting the provision of a range of house types to meet the needs of all sectors. **In response: C2020 recognise that there is a need for new homes to deliver new homes promptly and respond to affordable housing needs aligned to the housing needs assessment.**

- 5.38** C2020 recognises the assessment outcome (on balance) of a major (significant) positive effect being likely against this objective as set across Site 1. C2020's landholding presents an early opportunity for a mixture of homes to be delivered – supporting the Council's housing requirement for the HMA and its affordable housing requirement. Locationally, their landholding is highly favourable in ensuring that homes are located close to proposed movement networks, local (planned) centres and hubs, employment land, and Chippenham's urban area.

***Objective 10 Reduce poverty and deprivation and promote more inclusive communities with better services and facilities***

- 5.39** In response to the SA querying whether Site 1 would maximise opportunities for affordable homes; be accessible to community and other facilities to meet additional demand; create public spaces and community facilities and reduce the adverse impacts associated with rural isolation it is considered that through careful masterplanning each of these matters can be satisfied. Further as part of a wider development commitment to the east of Chippenham, connectivity to the educational, health and other facilities can be readily planned into Site 1. Connectivity can be readily supported through the provision of a suitably aligned road which delivers a sustainable level of residential development north of the North Wiltshire Rivers Cycling Route supporting the creation of inclusive communities. **In response: C2020 refers to the Define Baseline Landscape and Concept Development.**

- 5.40 C2020 recognises the assessment outcome (on balance) of a major significant positive adverse effect being likely against this objective as set across Site 1.

**Objective 11 Reduce the need for travel and promote more sustainable transport choices**

- 5.41 The SA queries whether Site 1 can promote mixed-use developments in accessible locations reducing the reliance on the private car; provides suitable access; and makes efficient use of existing infrastructure. **In response: C2020 considers that maximising the development capacity of C2020's landholdings fully aligns with the objectives for promoting mixed development that reduces the need to travel by unsustainable means of transport. Cycling distances to Chippenham are reasonable as will be some walking distances from C2020's land towards Chippenham via the cycleway. A distributor road can be successfully accommodated within the site – its location indicated on the submitted Define document – to deliver new homes and improve connectivity across the eastern expansion area in connecting neighbourhoods with employment and other community facilities. This should be set against consideration of the suitability of other areas within Site 1, recognising that land to the south eastern corner is less favourably located to promote of sustainable modes of transport.**

- 5.42 C2020 recognises the assessment outcome (on balance) of a moderate significant positive adverse effect being likely against this objective as set across Site 1.

**Objective 12 Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth**

- 5.43 The SA queries whether the development at Site 1 will support the vitality and viability of town centres; provide employment; contribute to the provision of infrastructure that will promote economic growth and balance employment and residential development to help reduce travel to work distances. **In response: C2020 refers to the Define Baseline Landscape and Concept Development. Whilst the document focuses predominantly in respect of C2020's holdings and is itself deliverable as an early first phase of development, it is also shown that through a landscape-led masterplanning exercise, adjoining development areas will not be compromised and can be easily connected. It will not compromise the delivery of other development required to support East Chippenham's growth.**
- 5.44 C2020 recognises the assessment outcome (on balance) of a major significant positive adverse effect being likely against this objective as set across Site 1.
- 5.45 With the Interim SA recognising that Site 1 was considered the most sustainable site when set against the 12 SA objectives, it is considered that further sustainability benefits can be identified following this Regulation 18 consultation to inform subsequent plan preparation stages.

**5.46** In terms of Place Shaping as part of SA, again Site 1 has been seen to perform strongly – supporting the delivery of essential road infrastructure which helps tackling town centre congestion and delivering homes and employment. Whilst it is noted that the in respect of Place Shaping Priority 6 (Surrounding Villages) that results are deemed neutral, evidence presented here by C2020 in respect of development north of the cycle way addresses these concerns. It is therefore considered that this Place Shaping Priority should be reviewed in the light of this evidence.

Site	Stage 4 ranking	SA ranking of site	SP1	SP2	SP3	SP4	SP5	SP6	Change from SA ranking
1	1st	1st	✓	✓ ✗	✓	✓	✓	✓ ✗	No change
2	1st (Joint)	4th (Joint)	✓	✓ ✗	✓	✓	✓	✓ ✗	↑
3	1st (Joint)	4th (Joint)	✓ ✗	✓ ✗	✓	✓	✓	✓	↑
7	4th	4th (Joint)	✓	✓	✗	✓	✗	✗	No change
5	5th	4th (joint)	✓	✓ ✗	✗	✓	✗	✓	↓
66	6th	3rd	✓	✓ ✗	✗	✓ ✗	✗	✓ ✗	↓
4	7th	2nd	✗	✓ ✗	✗	✗	✗	✓	↓

**5.47** To conclude:

- C2020 considers that through the reassessment of Site 1 in light of new evidence regarding the suitability of development north of the cycle way that Site 1 is more sustainable than presented in the SA. In directing development to less sensitive and more accessible locations within Site 1, a more sustainable pattern of development can be achieved.

## 6 Conclusions

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- 6.1** Through the WLPR, C2020 is promoting land at Abbeyfield, East Chippenham for residential development. C2020 is supportive of significant levels of growth being directed to Chippenham. However, as evidenced in these comments, C2020 is concerned that locations of new development in Site 1 have not been informed fully by sound evidence. As a result, land within their control located north of the cycle way has not been identified to accommodate new development to meet its development capacity.

### Extension to the Plan Period and the Effect on the Housing Requirement

- 6.2** C2020 recognises that Wiltshire Council, through the WLPR must accommodate planned growth ensuring that there is a supply of land to meet strategic housing needs. The WLPR should cover an extended plan period meeting the minimum 15 year period from adoption in 2023. The plan period should therefore be extended until at least 2038, incorporating a further 2 years' supply of housing. This means that the higher housing figure identified in the WLPR of 45,630 will need to be increased further.

### The Location of Development Chippenham

- 6.3** Through the assessment of Alternative Development Strategies, Chippenham performs strongly against key assessment constraint tests: environmental, infrastructure/accessibility, deliverability, and socio/economic factors. Chippenham is identified as key settlement suited to accommodate new growth recognising that to deliver the quantum identified it is necessary to plan for urban extensions and green field development to support its role within the HMA.
- 6.4** C2020 supports:
- the upper range figure of the Chippenham HMA housing requirement
  - The future role of Chippenham as the principle location for growth within the HMA.

### Land East of Chippenham – C2020's landholding

- 6.5** A preferred site (Site 1 'East Chippenham') has been identified to deliver some 2975 homes, 3ha of employment land, schools and nurseries, community uses, a district and local centre, renewable energy site and a transport corridor linking the A350 to the A4. This area is part of a wider expansion area extending southwards connected through new road infrastructure.

**6.6** C2020 considers that the approach presented is not based upon sound landscape evidence nor the application of sustainable planning principles.

**6.7** Through bespoke landscape and visual assessment work focussed on their landholding and its wider context within Site 1, it clear that:

- First, the existing North Wiltshire Rivers cycleway provides an important means of enabling sustainable movement to the east of Chippenham. However, it is not a landscape feature that should structure or restrict the positioning of development as it is not a feature that can be read in three dimensions
- Secondly, that development should take place to the north of the cycleway. It can connect logically to the Rawlings Farm allocation in a form that responds to the topography of the landscape, which also acts to reduce its visibility from low level views from Tytherton Lucas and footpaths to the north
- Thirdly, that the land to the south east of Site 1 is the most sensitive in wide expansive views from both Derry Hill and Bencroft Hill (which are the most notable views of Site 1 from the local landscape). They conclude that development should be restricted from this part of the site. This is due to the likely significant effect it will have from these more expansive viewpoints. It is also shown in their reporting that it also is located farthest (in walking and cycling terms) from the proposed local hubs and the existing town centre thereby being least sustainable for non-vehicular travel modes.

**6.8** Further, their study also finds that the objectives of the Bremhill Neighbourhood Plan Policy 3 (to provide views out from the North Rivers Cycle Route, maintain unspoilt nature of the River Marden valley and maintain visual separation between Chippenham and Tytherton Lucas to prevent coalescence) can all be achieved through the sensitive placement of development to the north of the cycle way.

**6.9** Development north of the cycle way can also deliver development that responds positively to the character, local features and other locational benefits associated with the cycle way and planned new road infrastructure connecting it to Chippenham. And in being a suitable location for new homes and one that is not as sensitive as land elsewhere in Site 1, C2020's land north of the cycle way should be identified for new development.

**6.10** C2020 will engage further with Wiltshire Council – noting that further technical studies and assessments are planned by the Council in progressing towards a Regulation 19 consultation at the end of 2021.





# ORIGIN3

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**CHIPP330B**

9th March 2021

Wiltshire Local Plan Review  
Spatial Planning  
Economic Development and Planning  
Wiltshire Council  
County Hall  
Trowbridge  
BA14 8JQ

Appended to representations made by Origin3 on behalf of Chippenham 2020

Dear Sirs

### **SITE 1 – EAST OF CHIPPENHAM ALLOCATION**

Please find enclosed our baseline landscape and visual appraisal and concept framework for Site 1, East of Chippenham, prepared on behalf of Chippenham 2020.

This study concludes that there is a high degree of alignment between the findings of our study and the approach promoted within Area 1 in the consultation draft, with the following notable exceptions:

- i) The existing Sustrans cycle route is a key feature that provides a very important means of enabling sustainable movement, but it is not a landscape feature that should structure or restrict the positioning of development, as it is not a form that can be read in three dimension;
- ii) That development should take place to the north of the Sustrans route, that connects logically to the Rawlings Farm allocation in a form that responds to the topography of the landscape, which also acts to reduce its visibility from low level views from Tytherton Lucas and footpaths to the north;
- iii) Land to the south east of Site 1 is the most sensitive in wide expansive views from both Derry Hill and Bencroft Hill (which are the most notable views of Site 1 from the local landscape). Development should be restricted from this part of the site due to the likely significant effect it will have from these more expansive viewpoints, and it also is located farthest (in walking and cycling terms) from the proposed local hubs and the existing town centre thereby being least sustainable for non-vehicular travel modes.

Moreover, this study also finds that the objectives of the Bremhill Neighbourhood Plan Policy 3 (to provide views out from the North Rivers Cycle Route, maintain unspoilt nature of the River Marden valley and maintain visual separation between Chippenham and Tytherton Lucas to prevent coalescence) can all be achieved through the sensitive placement of development to the north of the Sustrans route.

The appended document sets out a detailed analysis that leads to, and explains these findings.

Yours sincerely

[Redacted Signature]

[Redacted Name]

**Director**

CHIPP330C



# CHIPPENHAM EAST

BASELINE LANDSCAPE AND CONCEPT DEVELOPMENT

REPRESENTATIONS TO THE WILTSHIRE LOCAL PLAN REVIEW CONSULTATION

DE464/001 March 2021

Prepared on behalf of Chippenham 2020

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# EXECUTIVE SUMMARY

1.1.1. This document forms an appendix to representations made by Chippenham 2020 to the Wiltshire Local Plan Review consultation in respect of Site 1.

1.1.2. It has two objectives:

- To provide an up to date and robust baseline assessment of the landscape and visual values and sensitivities of Site 1 (with a study area of 1 kilometre beyond this area), and;
- To establish a landscape led design approach to illustrate how the quantum of development being considered for Site 1 (2975 dwellings plus associated social, employment, education and open space uses) can be delivered in a way that assimilates most successfully into the local landscape, whilst promoting the most sustainable form of development.

1.1.3. This study concludes that there is a high degree of alignment between the findings of our study and that promoted within Site 1 by the consultation draft, with the following notable exceptions:

- The existing Sustrans cycle route is a key movement feature that provides a very important means of enabling sustainable movement, but it is not a landscape feature that should structure or restrict the positioning of development, as it is not a feature that can be read in three dimension (see photograph below);

- Development can take place to the north of the Sustrans route in a form that responds to the topography of the landscape to reduce its visibility from views experienced from Tytherton Lucas and footpaths to the north;

- Land to the south east of Site 1 is the most sensitive in wide expansive views from both Derry Hill and Bencroft Hill (which are the most notable views of Site 1 from the local landscape). Development should be restricted from this part of the site due to the likely significant effect it will have on receptors experiencing these views. Analysis of the walkability of Site 1, and connections with existing and future local centres, concludes that the south eastern section of Site 1 is also located farthest (in walking and cycling terms) from the proposed local hubs and the existing town centre thereby being least sustainable for non vehicular travel modes.



EXISTING VIEW WEST FROM THE SUSTRANS ROUTE, TOWARDS CHIPPENHAM DEMONSTRATING SIMILARITIES BETWEEN THE LANDSCAPE NORTH AND SOUTH



# 1.0 INTRODUCTION

## 1.1. Introduction

1.1.1. This report explains the landscape led approach that has been taken to production of a concept plan for the provision of new homes and employment use on land east of Chippenham.

1.1.2. 'Planning for Chippenham', a document produced as part of Wiltshire Council's Local Plan Review (2021), and the accompanying 'Chippenham Site Selection Report' both identify land to the east of Chippenham as being a preferred location for delivery of new homes and employment land.

1.1.3. Land to the east of Chippenham is defined by these studies as 'Site 1', the extent of which is shown on Figure 1. Within 'Planning for Chippenham', the proposed scale of growth for Site 1 is identified and a concept plan proposed which illustrates the way land could be developed. An extract from 'Planning for Chippenham', showing a possible framework of built form for Site 1 is shown on the adjacent image 'Wiltshire Council's Draft Framework Plan'.

1.1.4. While the concept plan proposed in 'Planning for Chippenham' is one way in which Site 1 could be developed, this report sets out an alternative approach, grounded in a robust understanding of the key characteristics of the local landscape. The approach taken is to:

- Identify the features of the local landscape which make it distinct.
- Understand the existing visual setting and context.
- Assess the landscape and visual sensitivities of the Site to the type of development proposed.
- Develops a concept plan for built form and green infrastructure, which responds to the inherent sensitivities of the Site, and the characteristics which make it distinct.

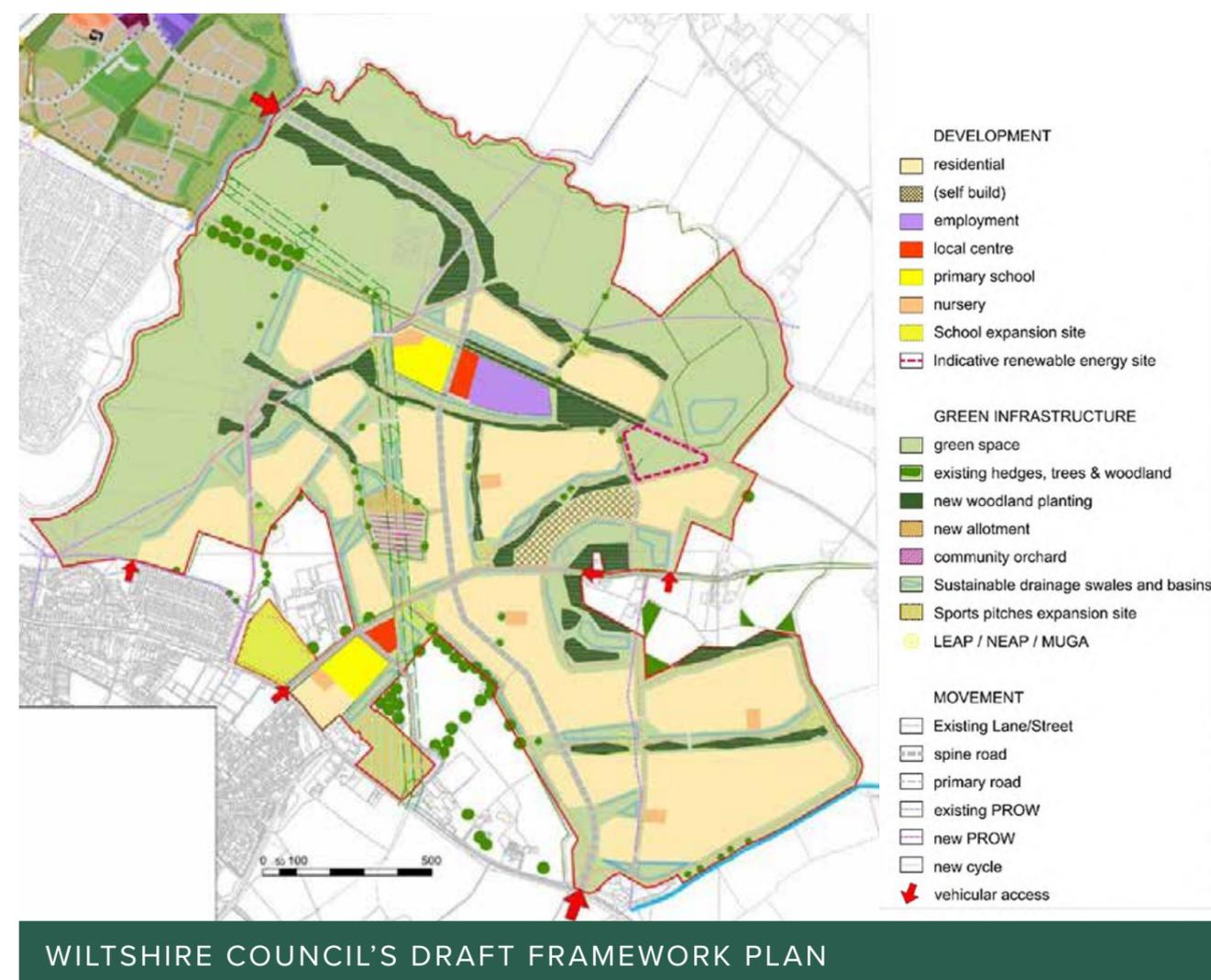
## 1.2. Methodology

1.2.1. The methodology adopted follows guidance established in the following two best practice documents:

- An approach to Landscape Sensitivity Assessment to inform spatial planning and land management' (June 2019), Natural England.
- Guidelines for Landscape and Visual Impact Assessment Third Edition (2013), Landscape Institute and Institute of Environmental Management and Assessment.

## 1.3. Study Area

1.3.1. A study area has been identified to inform this study, and is shown on Figure 1. The study area is defined to ensure the study remains focussed on landscape and visual receptors most likely to experience change as a result of the introduction of the proposed built form. Based upon an understanding of the existing landscape and visual context, the study area has been identified as an area approximately 1km offset from the boundary of Site 1.



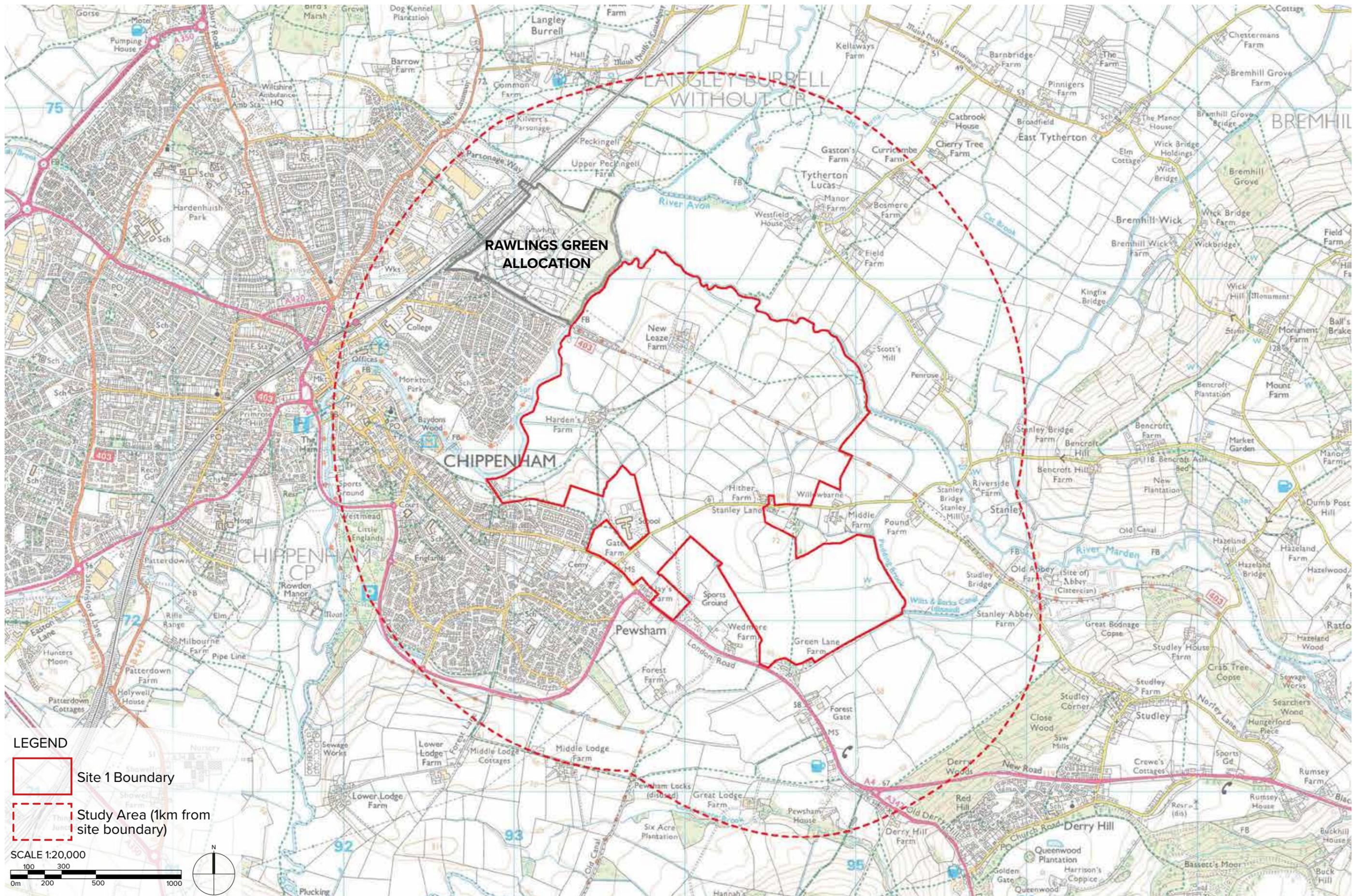
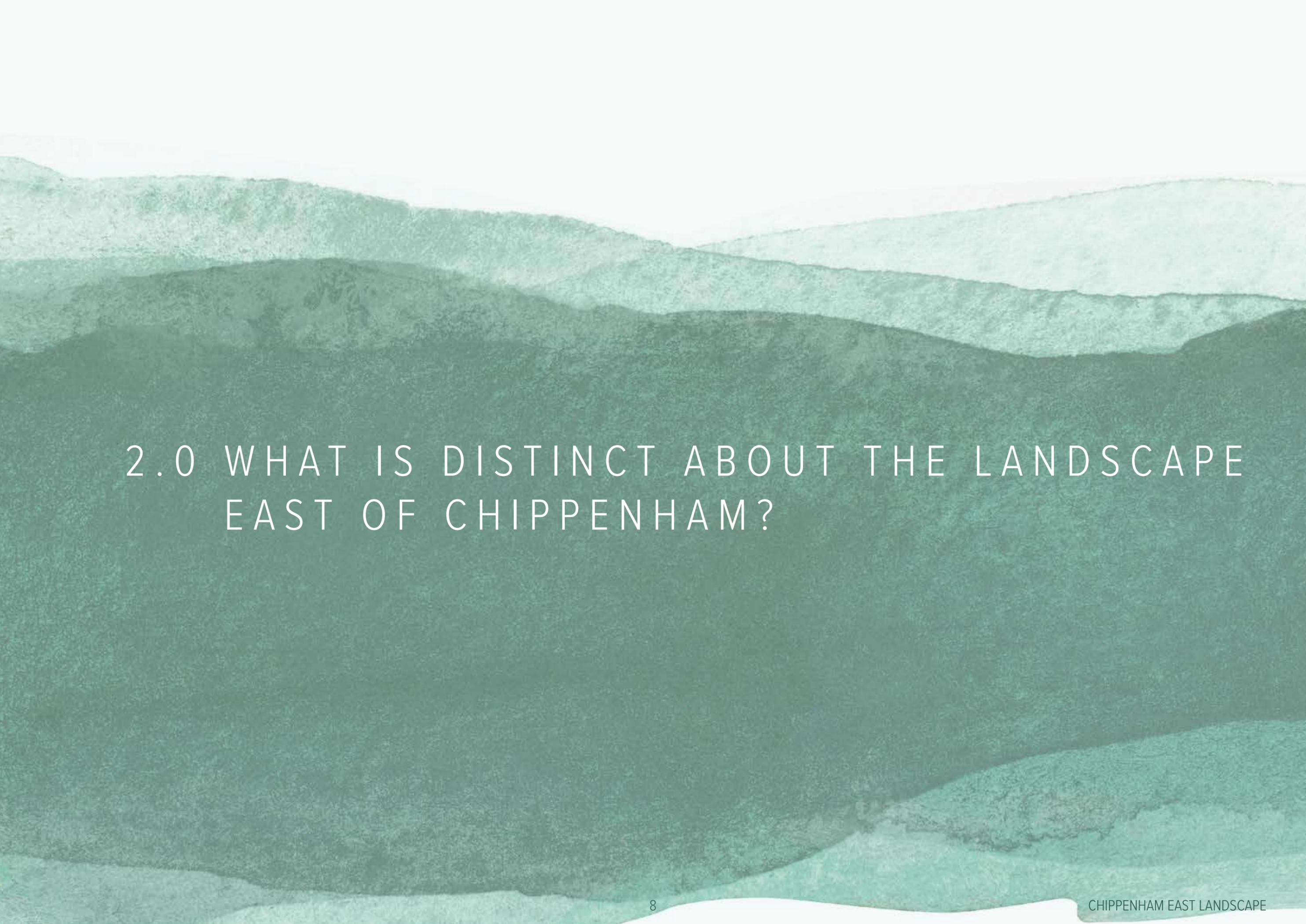


FIGURE 1: SITE BOUNDARY AND STUDY AREA



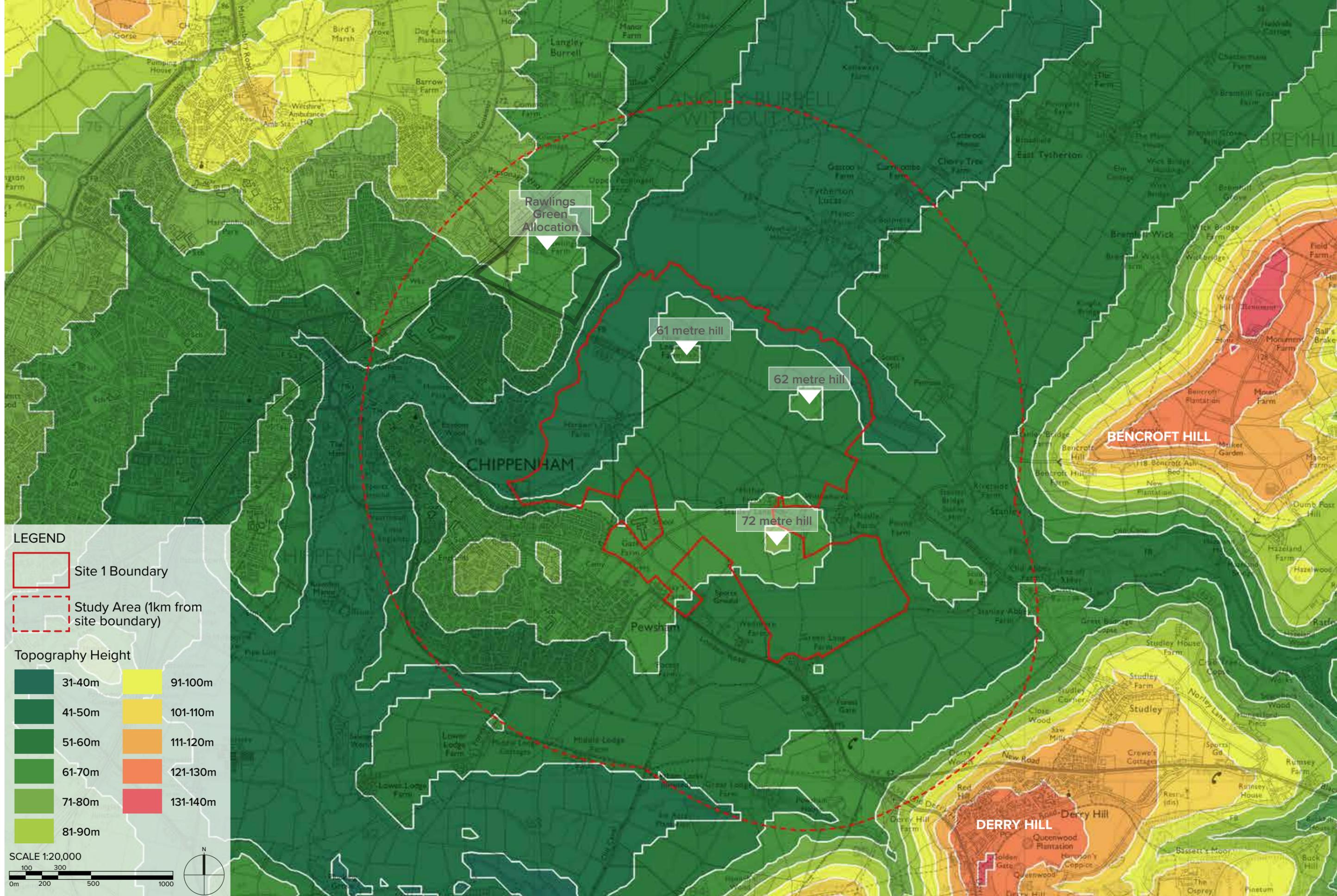
## 2.0 WHAT IS DISTINCT ABOUT THE LANDSCAPE EAST OF CHIPPENHAM?

## 2.1. Topography

- 2.1.1. The topography of the Site is shown on Figure 2 which demonstrates that much of the Site has a very gentle and consistent topography, occupying levels of between 35 and 55 metres AOD with the lowest levels being adjacent to the Rivers Avon (along the western Site boundary) and River Marden (northern Site boundary). The land is gently undulating, with a general pattern of dropping from a high point in the south west, towards the rivers.
- 2.1.2. Within the Site there are three local exceptions to the general topographical pattern. Within the lower lying northern part of the Site, within the floodplain of the River Marden and River Avon, there are three localised low hills with high points of 61 metres (New Leaze Farm), 62 metres and 72 metres, south of Stanley Lane and Hither Farm. The location of the local hills can also be seen on Figure 2. Throughout the report, these are referred to as the '61 metre hill', the '62 metre hill' and the '72 metre hill'. Photographs of the hills are shown over Photos 1, 2 and 3.
- 2.1.3. Outside the Site boundary, to the east and south of the Site, changes in the topography are much more pronounced, formed by the Limestone Ridges of Bencroft Hill and Derry Hill, where land rises steeply to a high of over 120 metres AOD.



PHOTO 1: '72 METRE HILL' AND PROPERTIES ON STANLEY LANE



**LEGEND**

- Site 1 Boundary
- Study Area (1km from site boundary)

**Topography Height**

	31-40m		91-100m
	41-50m		101-110m
	51-60m		111-120m
	61-70m		121-130m
	71-80m		131-140m
	81-90m		



**FIGURE 2: TOPOGRAPHY**



PHOTO 2: NEW LEAZE FARM ON THE '61 METRE HILL'.



PHOTO 3: '62 METRE HILL' VIEWED FROM THE SUSTRANS ROUTE

## 2.2. Rivers, Ditches and Streams

- 2.2.1. There are three main watercourses through the Site, with other associated ditches that feed into them.
- 2.2.2. The River Avon is the widest and most prominent of the watercourses, located along the eastern boundary of the Site. The River Avon continues south westwards beyond the Site boundary, through the centre of Chippenham. The eastern banks of the Avon where it adjoins the Site, has occasional tree cover, but the banks are largely un-vegetated and eroded in places. Photographs of the River Avon are shown on photo 1.
- 2.2.3. The River Marden flows along the northern Site boundary, meeting the River Avon in the north west corner of the Site. It is not as wide as the River Avon, and often the vegetation along its banks is more distinctive than the river itself.
- 2.2.4. Pudding Brook is a tributary of the River Marden. It has a narrow form, and as for the Marden, its vegetation is often more evident in the landscape than the water course itself.



- 1 River Avon
- 2 River Marden
- 3 Pudding Brook



FIGURE 3: RIVERS, DITCHES AND STREAMS

## 2.3. Land Use

2.3.1. The primary land use of the Site is agricultural, and the typical vegetation cover is therefore a combination of arable and pastoral fields, with hedgerow boundaries and occasional post and wire fencing.

2.3.2. Vegetation within the Site largely falls into four main categories:

- Large arable and pastoral fields with gappy hedgerows, occasional post and wire fencing and very few hedgerow trees. These are typically found in the south and west of the Site.
- Medium and small scale arable and pastoral fields with a typically intact hedgerow network.
- Riparian vegetation along River Avon and River Marden and associated brooks (Pudding Brook) and ditches.
- Tree planting along the far western and eastern section of the Sustrans Route as it passes through the Site. In a landscape where hedgerow trees and woodland are not a characteristic feature, the sections of the Sustrans Route that are tree lined, are notable. Within the central section of its route through the Site, the Sustrans Route is not tree lined.

2.3.3. Other land uses include electricity pylon routes connecting into the edge of Chippenham, and recreational land uses including footpaths and the Sustrans Route 403, along the route of the former railway line.



- 1 Smaller scale, hedgerow lined fields in the centre of the Site.
- 2 River Marden and bankside vegetation
- 3 Large, expansive fields with few hedgerows in the southern part of the Site.



**LEGEND**

- Site 1 Boundary
- Study Area (1km from site boundary)

SCALE 1:20,000

0m 100 200 300 500 1000

N

FIGURE 4: VEGETATION

## 2.4. Settlement and Built Form

2.4.1. Figure 5 shows settlement and individual properties within the Site and study area. Built form within the Site is very limited and the only examples are individual, isolated farmsteads e.g. New Leaze Farm, Hardens Farm and Hither Farm, on Stanley Lane. There are other farm buildings and individual properties along Stanley Lane, although these are located outside of the Site boundary.

2.4.2. Chippenham is located west of the Site boundary, on the western banks of the River Avon, with the neighbourhood of Pewsham to the south-west and Monkton Park to the north-west. These two neighbourhoods are separated by Baydon's Meadow, where the River Avon cuts through the town. Chippenham Sailing Club is located on the eastern edge of the Site, where it adjoins Baydon's Meadow. Abbeyfield School is located off London Road, close to, but slightly separate from the neighbourhood of Pewsham.

2.4.3. 'Rawlings Green' is an area of land on the northern edge of Chippenham, which is allocated for future development, see Figure 5).

2.4.4. To the north and east of the study area, there are two villages, Tytherton Lucas (approximately 500 metres north of the River Marden and the northern boundary of the Site) and Stanley. Stanley is a linear settlement, partially located on higher ground, on the south facing ridge of the Bencroft hills, approximately 1km north east of the Site.



- 1 Relationship between the edge of Chippenham and the south eastern corner of the Site.
- 2 The southern edge of Tytherton Lucas is marked by a belt of trees, which restricts views of the village church.
- 3 Isolated farm buildings - New Leaze Farm.
- 4 Isolated Farm buildings - Harden's Farm
- 5 Properties on Bencroft Hill, Stanley.



**LEGEND**

- Site 1 Boundary
- Study Area (1km from site boundary)

SCALE 1:20,000

0m 100 200 300 500 1000



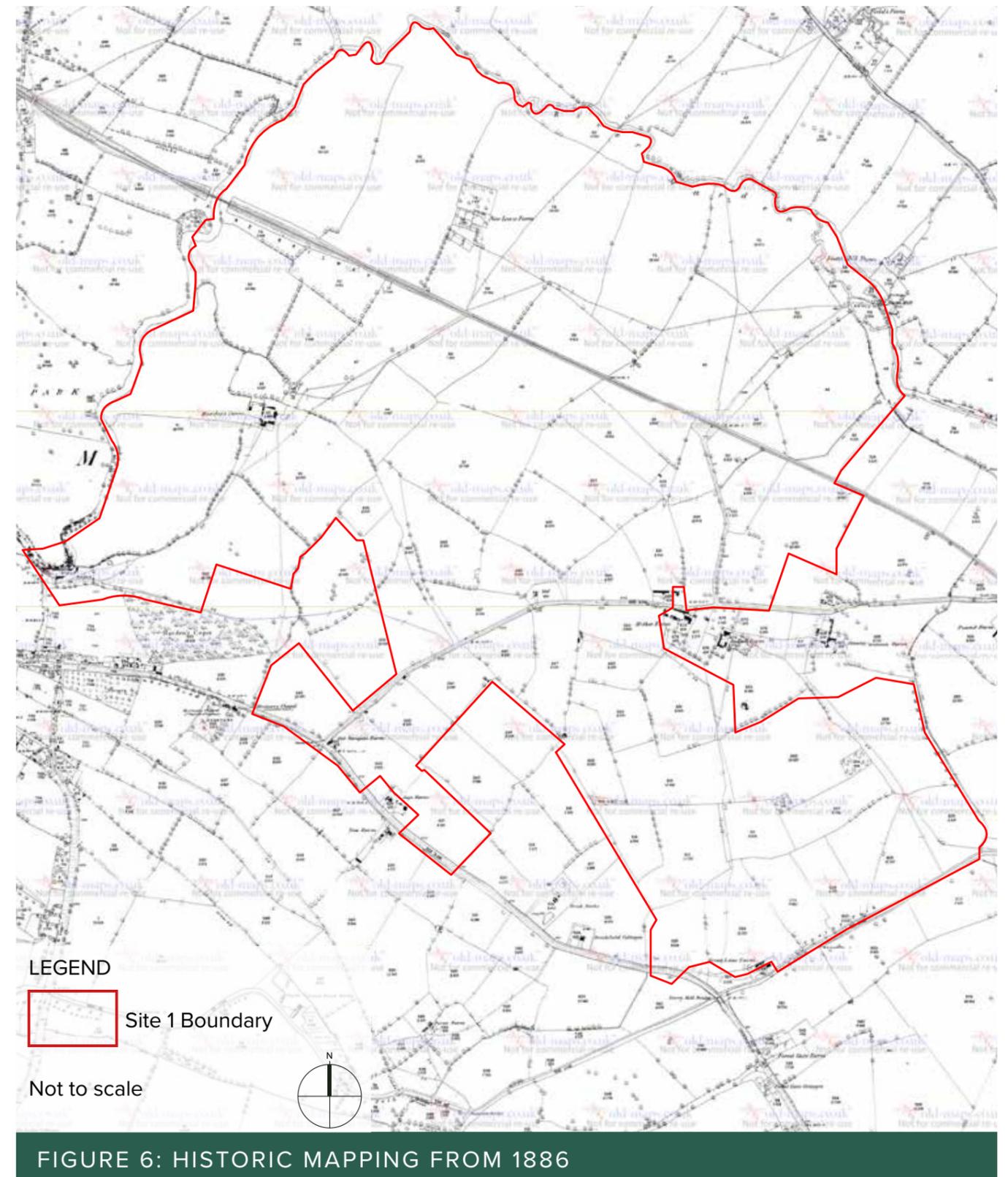
**FIGURE 5: SETTLEMENT**

## 2.5. Historic Landscape Development and Landscape Pattern

2.5.1. Review of Cassini Old Series mapping (Figure 7) from 1805 demonstrates that features of the landscape and landscape patterns evident in 1805, are still visible in the landscape today.

- The historic mapping indicates three low lying hills within the Site, which are associated with nearby farmsteads (New Leaze Farm, Scott's Mill and Stanley/Hither Farm).
- New Leaze Farm, Scott's Mill and Hither Farm are connected by farm tracks which are still partially evident today, or share similarities with the present day location of Public Rights of Way.
- Although the PRow network isn't shown on the Cassini Old Series mapping from 1805, they are shown on later mapping from 1886, and the same routes are evident in the landscape today (Figure 6).

2.5.2. Mapping from 1886 also shows the arrival of the Calne Railway to the landscape, as a linear feature, taking the most direct route from Calne to Chippenham. Mapping from 1886 demonstrates that the railway line cuts across the existing landscape pattern of small and medium sized fields, creating a series of triangular fields along the railway route. The influence of this on the landscape pattern can still be seen today. Along the eastern part of the Sustrans route through the Site, smaller, irregularly shaped field patterns are still a feature of the landscape. This coincides with the presence of a number of field ditches and Pudding Brook, both of which are marked by riparian vegetation and hedgerow. The combination of the small irregular shaped fields, and vegetation along the brooks and ditches, creates a distinct area with a slightly more complex landscape pattern and more enclosed views.



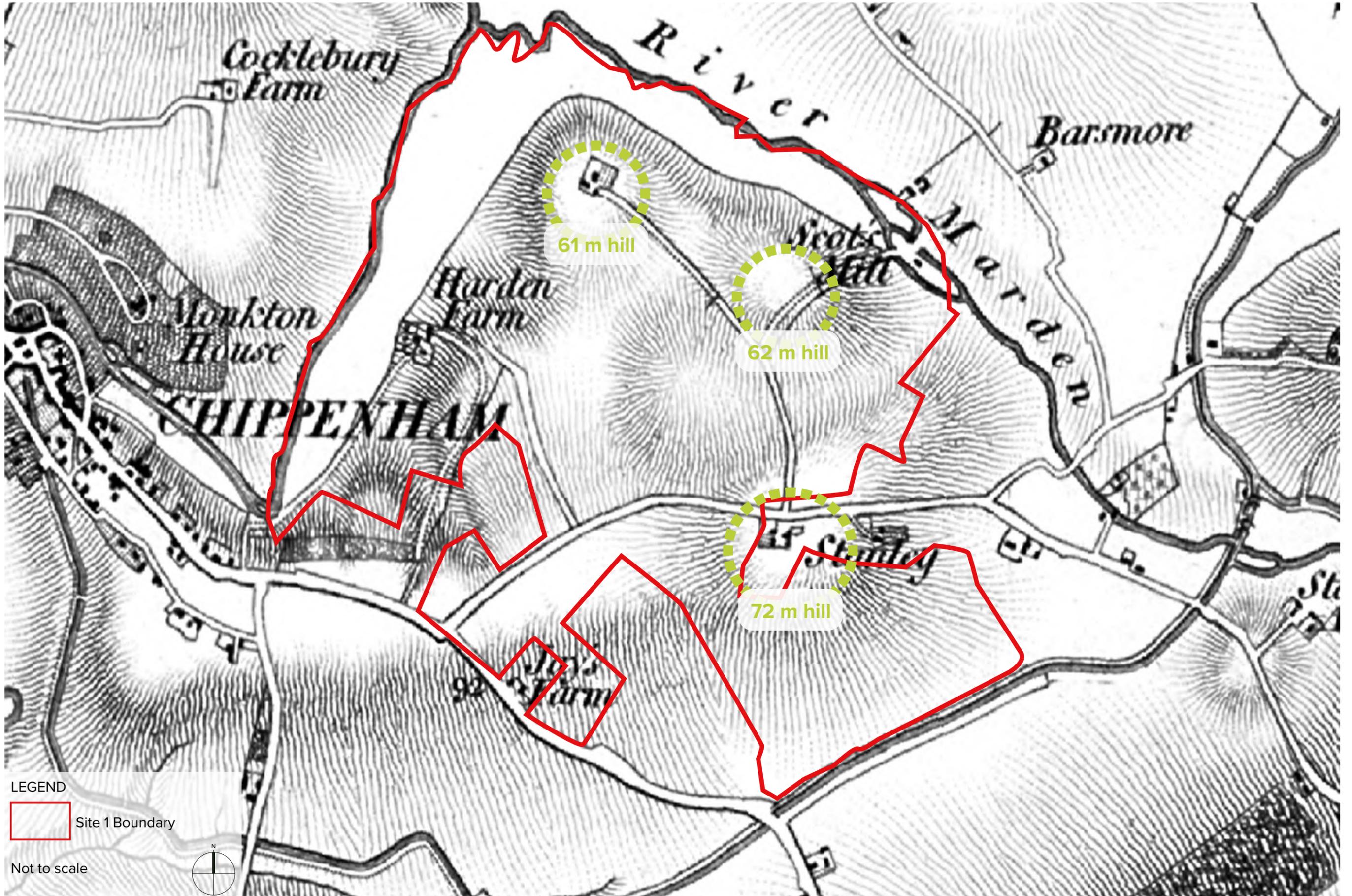


FIGURE 7: HISTORIC MAPPING ('CASSINI OLD SERIES') FROM 1805

## 2.6. PRow and Sustrans Route

- 2.6.1. Figure 8 shows the extent of the PRow network within the Site, and Sustrans Route 403, which follows the route of the now dismantled railway line.
- 2.6.2. Review of the historic mapping indicates that the PRow network within the Site typically connected various individual farmsteads throughout the landscape, and Tytherton Lucas with Chippenham. Review of the historic mapping indicates that the PRow network to the west of the Site, along the western banks of the River Avon, is a more recent addition to the landscape, used for recreational purposes.



EXISTING PATH ALONG RIVER AVON, TO THE WEST OF THE SITE

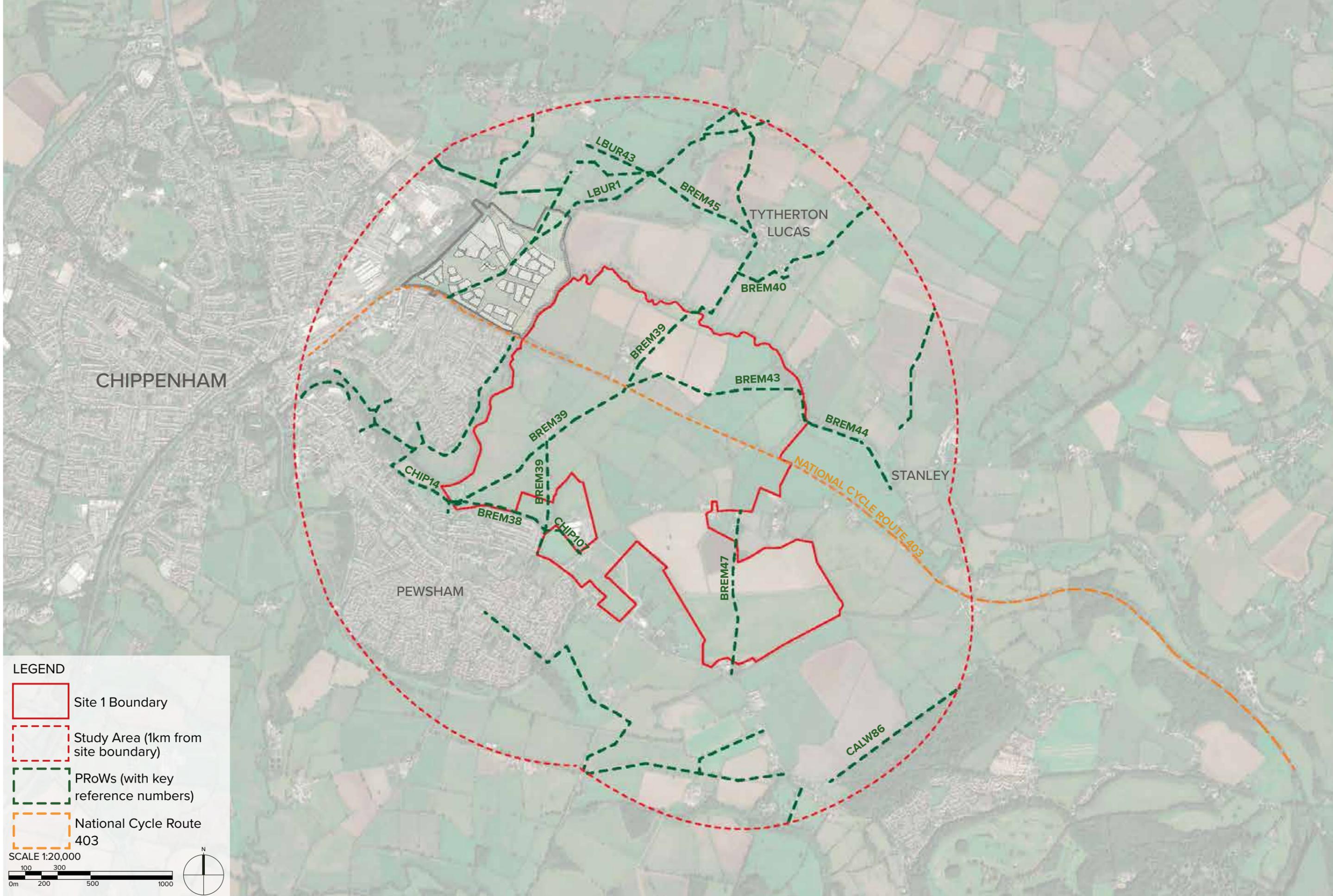


FIGURE 8: PROWS (INC. SUSTRANS ROUTE)



## 3.0 EXISTING LANDSCAPE CHARACTER AND SENSITIVITY STUDIES

### 3.1. Past Landscape Character and Sensitivity Studies

3.1.1. Land within the Site has in the past been assessed as part of a district wide landscape character assessment (North Wiltshire Landscape Character Assessment, White Associates, June 2004) and a town wide landscape sensitivity assessment (Chippenham Landscape Setting Assessment' (December 2014) TEP). Although completed for areas much larger than the Site considered in this report, the findings of both form useful baseline which has been considered as part of the baseline understanding of landscape character, to inform the more fine grained landscape character assessment completed to inform this study.

#### North Wiltshire Landscape Character Assessment

3.1.2. The site is located within the 'Avon Valley Lowland' Landscape Character Area as set out in the 'North Wiltshire Landscape Character Assessment'. The key characteristics are defined as follows, with those characteristics found to be relevant to the Site during site visits and field work, being highlighted in bold:

- **Low lying river landscape, between 70m and 30m AOD on river terrace and alluvial geology with heavy soils, interspersed with light sands.**
- **Dominant presence of water in the form of ditches, streams, and river with related riparian vegetation and structures.**
- **Damp meadow and pasture along watercourses / valley floor.**
- **Intact and predominantly well managed hedgerows frequently with hedgerow trees.**
- Areas of high quality arable agricultural land located throughout the area, on areas of Kellaways Sand.
- Shelterbelts of poplar act as significant vertical elements in the horizontal landscape.
- **Rural and somewhat isolated feel to remoter parts of character area.**
- **Scattered settlements and dwellings.**
- **Strong rural sense of place, which begins to break down around Chippenham and communication corridor.**
- Green valley floor through Chippenham.
- **Broad expansive skyline, frequently unbroken by development.**
- **Significance of electricity transmission lines.**

3.1.3. Although this character area description is recognisable within the landscape of the Site, it is a description of the wider Avon Valley Lowlands, and doesn't pick out the more localised features that make up the character of the Site. **For this reason, to inform this study, a more localised landscape character assessment has been undertaken, as described in Section 4.**

### Chippenham Landscape Setting Assessment

3.1.4. Chippenham Landscape Setting Assessment assesses the character of the landscape surrounding Chippenham, and makes an assessment of the sensitivity of the landscape to development, including an assessment of the capacity it has for development. The type of development that is being assessed is not stated.

3.1.5. Chippenham Landscape Setting Assessment identifies the landscape east of Chippenham as 'Area C'. (see Figure 10). There are similarities between the boundary of 'Area C' and the 'Site 1' boundary from the 'Planning for Chippenham Report', which is used as the Site boundary for this report, but the boundary is not exactly the same.

3.1.6. Chippenham Landscape Setting Assessment identifies key characteristics of Area C and the key sensitivities of the area which are to be safeguarded, as follows.

*'Away from the edge of Chippenham the area has a rural character small scattered settlements and individual dwellings. Around Chippenham the original settlement was along the valley bottom but more recent development has extended onto higher ground resulting in exposed wider views. Settlement expansion needs to minimise effects on landscape and visual receptors. Development should include a strong landscape structure to repair urban fringe landscapes, especially harsh urban edges. . Management strategies will need to address the loss of mature hedgerow trees, amalgamation of fields, and expansion of Chippenham. This will need to be achieved through the conservation of hedgerows and mature trees and the establishment of appropriate screening around Chippenham.'*

3.1.7. Qualities to be safeguarded within this strategic area include:

- Remote rural character of the land to the north of the North Wiltshire Rivers Route characterised by large arable fields bounded by tree lined watercourses and onward views over the expansive river floodplain flanked by the wooded limestone ridge to the east; ;
- Remote character of Tytherton Lucas with the edge of Chippenham appearing generally distant and wooded;
- Setting of listed buildings at Harden's Farm, Hither Farm and Middle Farm;
- Rural wooded valley slopes with housing at Chippenham appearing nestled in woodland and St Paul's visible on the skyline when viewed from PRoW (BREM39) and crossing point across the River Marden;
- Distant views of Chippenham with a wooded edge and appearing on rising ground from Derry Hill, Bencroft Hill and Wick Hill;
- Prominence of St Paul's Church in views of Chippenham from PRoW to the east;
- Riparian character to views along the River Avon and River Marden;
- Trees and hedgerows which combine with riparian trees along watercourses to provide a strong landscape structure and wooded setting to views across the landscape;
- Rural character to Stanley Lane interspersed with isolated properties;
- Filtered edge of Chippenham along Riverside Drive with River Avon providing a distinctive setting; and
- Rural character of small scattered settlements and with distinctive vernacular using local stone.

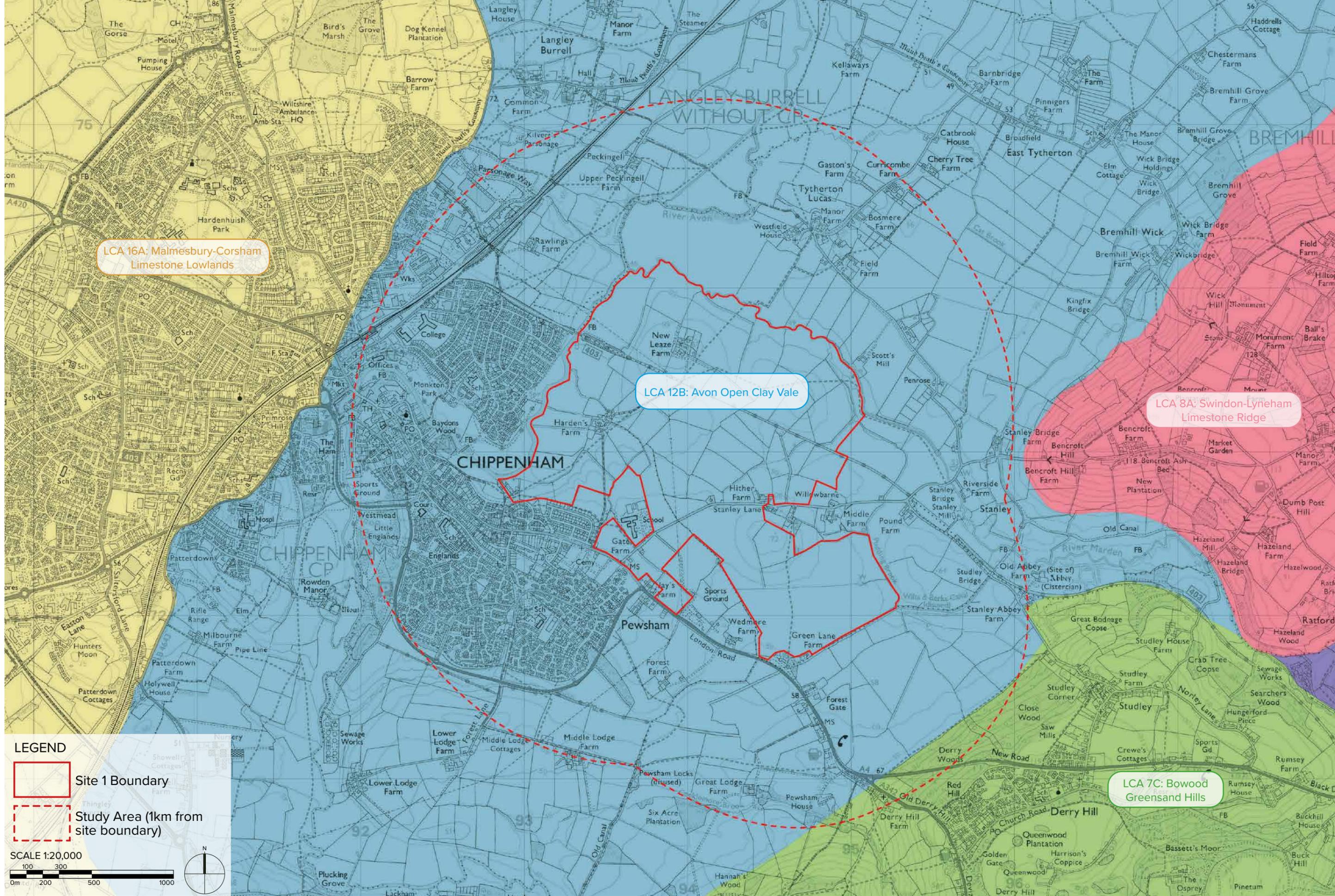


FIGURE 9: NORTH WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT (2004)

3.1.8. The Setting Assessment goes on to make an assessment of development capacity, noting the following:

*'Across much of this Strategic Area development would increase the prominence of the eastern edge of Chippenham and reduce the rural and remote character of the landscape and of Tytherton Lucas as well as being prominent in views from the limestone ridge. Any development that does take place within this landscape would need to seek to avoid the highest ground, retain the rural approach along Stanley Lane and reinforce a wooded and riparian edge to the town. Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.'*

*'Some limited residential development could be accommodated to the north of Hardens Mead provided it utilised the landform which falls to the immediate north of Hardens Mead towards the River Avon and avoided the highest Ground and provided a green edge to development through advanced planting of trees, small linear woodlands and copses.'*

3.1.9. The report attribute development capacities to different parts of Area C, with a distinction being drawn between land north of the North Wiltshire Rivers Route (Sustrans Route 403) and that to the South.

3.1.10. The Chippenham Landscape Setting Report identifies the following development capacities (shown on Figure 10):

*'The area of land in the vicinity of Harden's Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham. The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent. The area of land north of the North Wiltshire Rivers Route has been ascribed a low development capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill. The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity.'*

### Review of Chippenham Setting Assessment (2014)

3.1.11. Having reviewed the findings of the Chippenham Landscape Setting Report, it is concluded that it now needs to be updated.

3.1.12. The Setting Assessment was undertaken seven years ago, and since then the existing fabric and planning context of Chippenham has changed. There has also been a change to the published best practice guidance for assessing landscape sensitivity.

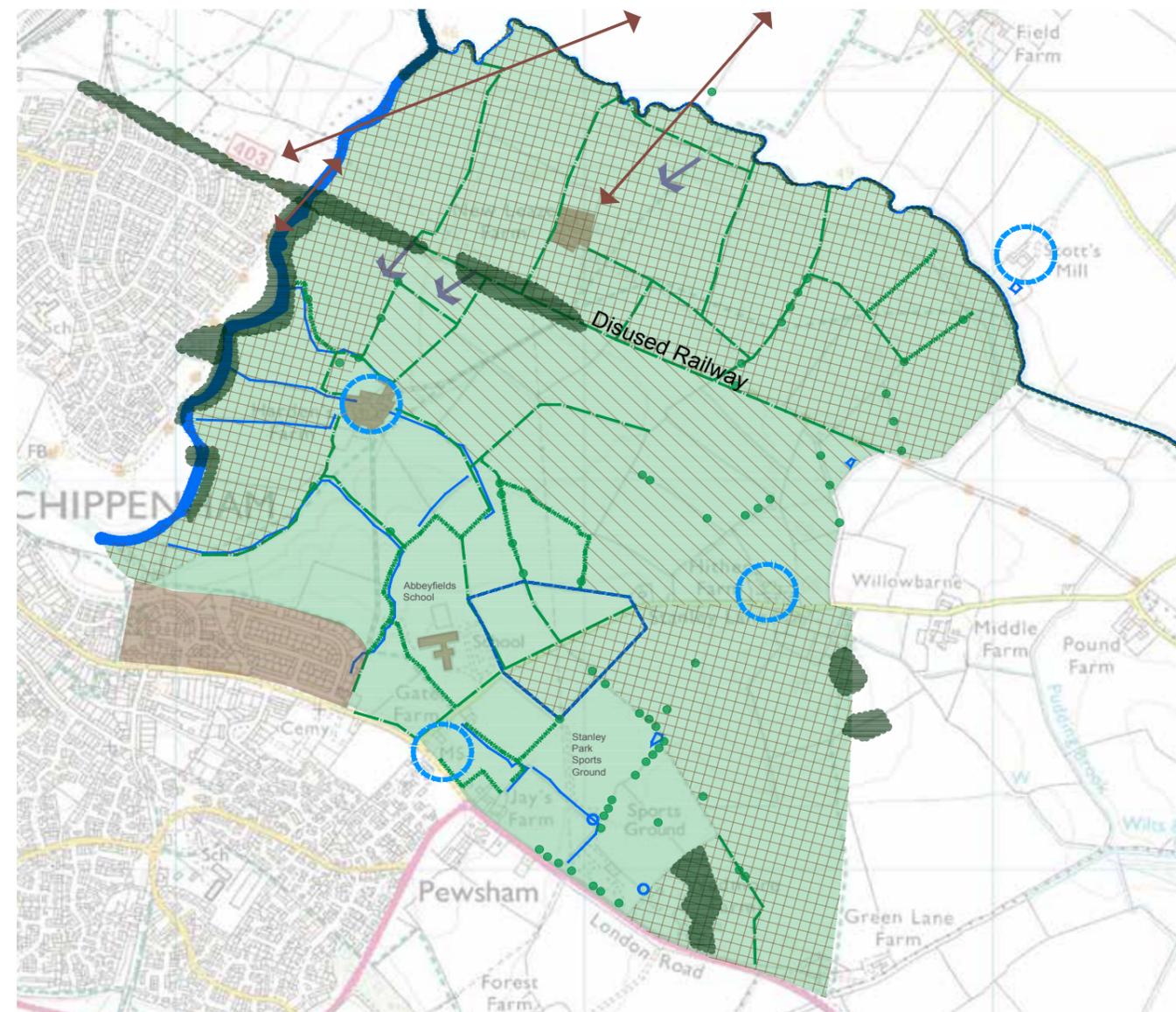


FIGURE 10: EXTRACT FROM CHIPPENHAM SETTING ASSESSMENT

#### Legend

- Areas identified as 'Areas where development can be more readily accommodated with mitigation'
- Areas identified as 'Areas where development may be able to be accommodated with mitigation'
- Areas identified as 'Areas where development would be more difficult to accommodate with mitigation.'

- The 2014 Chippenham Setting Report was produced long before publication of ‘Planning for Chippenham’ and therefore before likely housing numbers had been understood.
- Guidance published by Natural England (‘An Approach to Landscape Sensitivity, 2019’) has been published and stresses the importance of any sensitivity assessment being based on a sound understanding of the type and scale of development proposed. This wasn’t considered in the 2014 report.
- The Setting Assessment was also completed prior to the allocation of the Rawlings Green site. The allocation of land in this visually prominent position on the banks of the River Avon will change the existing landscape and visual context with resultant impacts on the sensitivity of the landscape east of Chippenham, and its capacity to accommodate built form.

3.1.13. For the purposes of this assessment a best practice approach to assessing sensitivity has been undertaken. This is detailed in chapters 4, 5 and 6. The approach taken has highlighted that there are variable sensitivities across Site 1 to the type of development proposed. Unlike the 2014 report, this assessment does not conclude that the Sustrans Route is an appropriate boundary against which to differentiate different levels of landscape sensitivity. An alternative landscape led approach to placing built form within Site 1 is proposed, based upon the findings of an updated landscape and visual sensitivity study. This landscape led approach also takes into consideration the south eastern part of the Site, judged by the 2014 assessment to have a higher sensitivity to development.

3.1.14. The 2014 Report is the latest landscape character or landscape sensitivity study produced by Wiltshire Council, and so its findings are the most up to date published evidence base. However, it is noted that the Wiltshire Council Consultation Concept Plan shown in the ‘Planning for Chippenham’ document, does propose residential development within parts of Site 1 which are considered by the 2014 report to have the highest sensitivity. A small amount of residential development is proposed north of the Sustrans route, but a much larger area of residential development is proposed in the area identified as ‘Area where development would be more difficult to accommodate with mitigation’ (see Figure 10).

3.1.15. This contradiction further emphasises the need to produce an updated landscape and visual sensitivity assessment, and for its findings to be an integral part of masterplan development.

### 3.2. Bremhill Parish Landscape Character Setting - East of Chippenham Local Knowledge Information

3.2.1. This document was prepared by Bremhill Parish Council in response to a request from Wiltshire Council for local knowledge to assist the preparation of Chippenham Landscape Setting Study. It identifies key landscape and visual features which are valued by residents of Bremhill Parish.

3.2.2. The following views are identified by Bremhill Parish as being important. Those in bold are considered relevant to this study, and inform the work undertaken in Section 5:

- **Views from the cycle track at New Leaze Farm towards Bencroft Hill (see viewpoint 4)**
- **Views out from path over the River Marden (see viewpoint 8)**
- **Views from the PRow between Tytherton Lucas and Peckingell (see viewpoint 7)**
- **Views from Bencroft Hill towards Marden’s Mouth (see viewpoint 10)**
- Views from the village towards Bencroft Hill
- Views out of the village to the north, towards Lyneham Banks

### 3.3. Bremhill Parish Neighbourhood Plan (February 2018)

3.3.1. The Bremhill Parish Neighbourhood Plan (February 2018) identifies the importance placed by the Parish on the landscape north of the North Rivers Cycle Route (Sustrans Route). Policy 3 from the Neighbourhood Plan states that there should be no development in the open countryside north of the cycle route to allow users to enjoy a clear and uninterrupted view to the north. It is also stated that this will maintain the unspoilt nature of the Marden valley and maintain visual separation between Tytherton Lucas and Chippenham.

3.3.2. Views between Tytherton Lucas and the landscape to the south are considered as part of the landscape sensitivity assessment in this document (Chapters 4, 5 and 6) and the findings have informed the landscape-led concept presented in Chapter 7.



# 4.0 LOCAL LANDSCAPE CHARACTER ASSESSMENT

## 4.1. Local Landscape Character and Sensitivity

4.1.1. Based upon the findings of field works assessments, three local landscape character areas have been identified within the Site. For each character area, a description is given of the features which make it distinct from its surroundings, using the topics of natural features, cultural features, aesthetic and perceptual qualities and visual characteristics.

4.1.2. The intention of identifying local character areas is to:

- Identify the features which make them distinct, so these features can be retained and enhanced as part of ongoing concept and masterplan development.
- Understand the sensitivity of different parts of the Site to the type of development proposed.

### Assessment of Sensitivity

4.1.3. Each local character area is attributed a sensitivity judgement. In accordance with best practice guidance, the sensitivity is determined following the application of site specific judgements of susceptibility to the type of development proposed and value of the landscape.

4.1.4. For the purposes of this report, the assessment of sensitivity is made on the basis of the type of development proposed for Site 1 within 'Planning for Chippenham' e.g.

*'Land at East Chippenham is proposed for a mixed-use development to include the following:*

- *Approximately 2975 dwellings to include self and custom build plots and specialist housing*
- *Approximately 3ha Employment Land*
- *District Centre and Local Centre*
- *Community Uses*
- *Land for allotments*
- *Land for a Community Orchard*
- *Open space provision to include an eastern extension of the Riverside Country Park*
- *Land to expand Sports Ground*
- *Land for 2 Two Form Entry Primary Schools*
- *Land for 4 100 space Nurseries*
- *Land for renewable energy site*
- *Walking and Cycling links to and from the town centre, Abbeyfield School and nearby settlements including Bremhill, Tytherton Lucas and Calne*

- *Transport corridor linking A4 with A350 northwards'*

4.1.5. The criteria used to assess susceptibility and value are provided in Appendix A. The definition of the sensitivity judgement given to each local character area is as follows:

- High – Landscape and / or visual characteristics of the local landscape character area are very susceptible to change and / or its values are high or high / medium and it is unable to accommodate the relevant type of development without significant character change or adverse effects.
- High / Medium – Landscape and /or visual characteristics of the local landscape character area are susceptible to change and / or its values are medium through to high. It may be able to accommodate the relevant type of development but only in limited situations without significant character change or adverse effects if defined in the relevant land parcel summary.
- Medium – Landscape and / or visual characteristics of the local landscape character area are susceptible to change and / or its values are medium / low through to high / medium and / or it may have some potential to accommodate the relevant type of development in some defined situations without significant character change or adverse effects.
- Medium / Low – Landscape and / or visual characteristics of the local landscape character area are low susceptibility to change and / or its values are medium / low or low and it can accommodate the relevant type of development in many situations without significant character change or adverse effects.
- Low – Landscape and / or visual characteristics of the local landscape character area are robust or degraded and are not susceptible to change and / or its values are low and it can accommodate the relevant type of development without significant character change or adverse effects.

# Local Character Area 1: Avon and Marden Corridor

## Natural Features

- Dominant presence of water in the form of ditches, streams and river with related riparian vegetation and structures.
- River Avon and River Marden and adjacent vegetation meander through the landscape
- Narrow ditches navigate around the adjacent hills. Although typically narrow features, they are evident in the landscape due to the riparian vegetation and vegetation which line them, often creating a more intricate and meandering landscape pattern than that of the typical field boundaries.
- Although there is some vegetation associated with the river banks, there are sections of exposed river bank, with no vegetation cover.

## Cultural e.g. land use, historic features

- PRow follow sections of the River Marden within the local character area e.g. around Scott's Mill. The path network has however historically developed to provide connections between the local farmsteads e.g. Scott's Mill, Harden's Farm, New Leaze Farm, rather than as a recreational routes along the river.
- More recently, to the west of the local character area paths have been provided along the River Avon for recreational use, providing green infrastructure connections between Chippenham and landscape to the east.

## Aesthetic and perceptual: scale, tranquillity

- The hills to the east and south, combined with the river side vegetation, creates views which are typically short range and small scale.
- Views along the river corridors creates a tranquil character.

## Visual characteristics: skyline, important landmarks.

- Views are typically short range and focussed on the river corridors, although views back to Chippenham are possible.
- The east facing slope of the Rawlings Green allocation land is visually prominent.

## Local Character area 1 Susceptibility:

- Based upon the criteria established in Appendix A, this character area is judged to have a High susceptibility to change.

## Local Character Area 1 Value

- Based upon the criteria established in Appendix A, the value of this local character area is judged to be **Medium**
- **Overall Sensitivity: High/Medium**

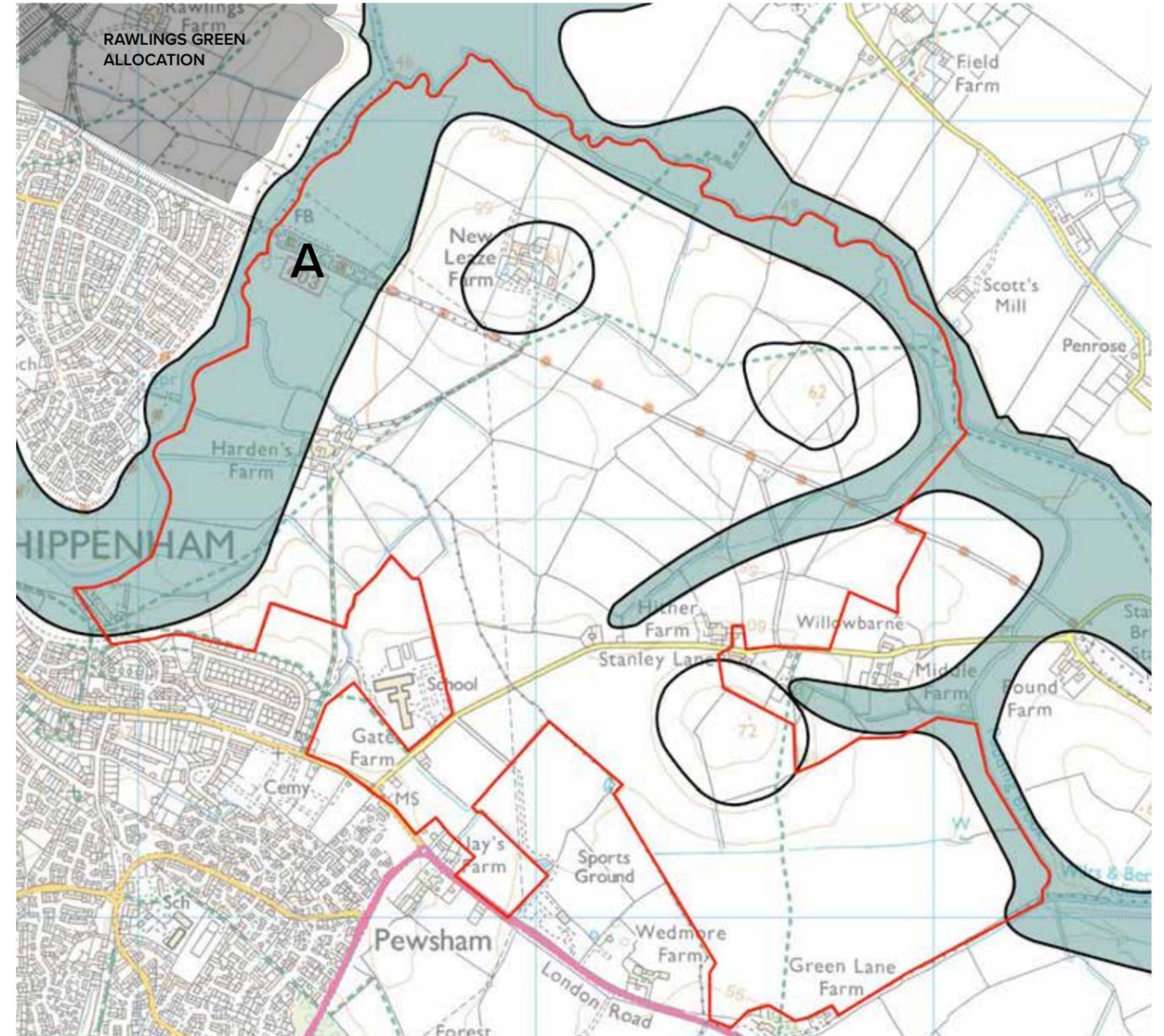


FIGURE 11: LOCAL CHARACTER AREA 1: AVON AND MARDEN CORRIDOR

### LEGEND

 Site 1 Boundary

SCALE 1:20,000



## Local Character Area 2: Hilltops

### Natural features

- Localised areas of higher ground forming low hills, on the east facing valley sides of the River Marden.
- Agricultural land use, with fields typically being small and medium sized and separated by a network of fairly intact hedgerow.
- B1 and B2 are primarily defined by the 58 metre contour, with some minor deviations from this having been made, based upon field observations of where the hills are visible and perceptible from.
- B3: This local character area boundary is defined by the 66 metre contour.

### Cultural e.g. land use, historic features

- Low incidence of built form. Built form restricted to New Leaze farm.
- Historic mapping shows a pattern of farmsteads on the hilltops, connected by tracks and paths that are still recognisable today.
- Some evidence that higher ground east of Chippenham and east of the River Avon was used as a location of retreat by the Vikings after the Battle of Ethendun.

### Aesthetic and perceptual: scale, tranquillity

- Expansive views out from the hilltops.
- There are features which detract from the tranquillity, e.g. views back to Chippenham. However, the expansive nature of the views, and views of the river corridors, creates a tranquil character.

### Visual characteristics: skyline, important landmarks

- Expansive rural outlook from hilltops.
- New Leaze Farm and the electricity pylon adjacent to it, are visually prominent and local landmarks.

### Local Character area 2 Susceptibility

- Based upon the criteria established in Appendix A, this character area is judged to have **High** susceptibility to change. It is a landscape with a distinct landform and with few man made features. Its elevated nature provides the opportunity for views out eastwards, and northwards across an expansive and tranquil landscape.

### Local Character Area 2 Value

- Based upon the criteria established in Appendix A, the value of this local character area is judged to be **medium**.

### Overall Sensitivity: High Medium

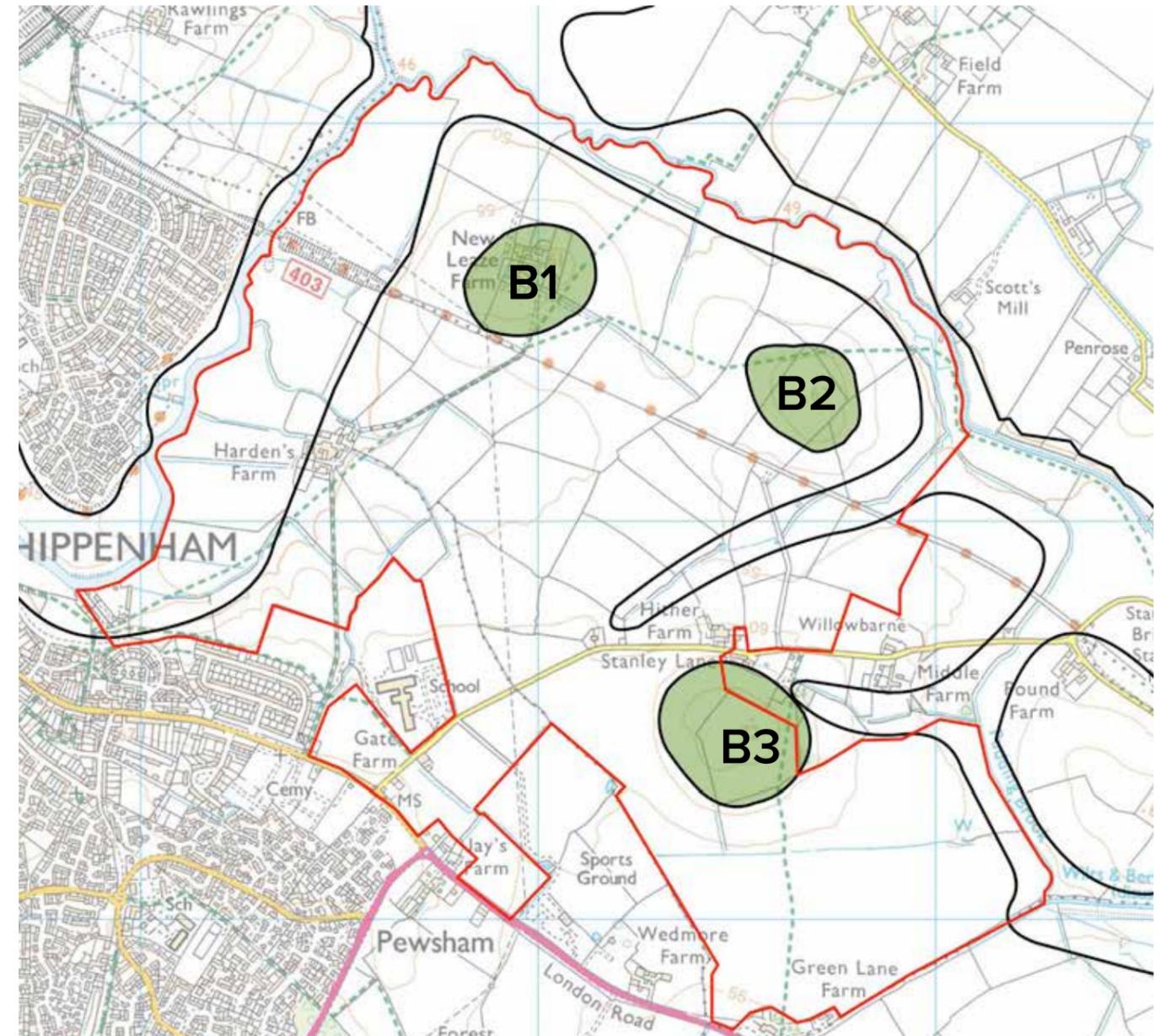
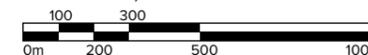


FIGURE 12: LOCAL CHARACTER AREA 2: HILLTOPS

#### LEGEND



SCALE 1:20,000



## Local Character Area 3: Avon Lowland

### Natural features

- Wide flat valley with areas of openness and vast skies.
- A mixture of arable and pastoral use. With arable land use typically being on locally higher areas of land.
- A mixture of large and medium sized fields. Larger fields are typical to the south of Haydens Mead in the far south western part of the Site and to the south of Hither Farm in the south of the Site.
- Fields typically bound by hedges which are lacking trees.
- A landscape that corridors pass through e.g. road corridors, pylon route, former Calne Railway (now Sustrans Route).

### Cultural e.g. land use, historic features

- An agricultural landscape. Historic mapping shows a pattern of farmsteads connected by tracks and paths that are still recognisable today.
- The now disused Calne Railway used as a Sustrans cycle route.

### Aesthetic and perceptual: scale, tranquillity,

- The low incidence of built form and expansive views, create an exposed character. When looking east, there is a sense of remoteness, but to the west, Chippenham is very evident in the view, and detracts from the remote character.

### Visual characteristics: skyline, important landmarks.

- The electricity pylon route is visually prominent.
- Views back to Chippenham include land marks such as St. Andrew's church.

### Local Character area 3 Susceptibility

- Based upon the criteria established in Appendix A, this character area is judged to have a **Medium-Low** susceptibility to change. It is a fairly simple and consistent landscape of agricultural fields. Although there is very limited built form within the local character area, Chippenham forms a feature of views eastwards. Views of built form in Chippenham, views of the electricity pylon routes through the local character area and people using the network of paths and Sustrans route, all detract from the sense of tranquillity and remoteness.

### Local Character Area 3 Value

- Based upon the criteria established in Appendix A, the value of this local character area is judged to be medium - low. It is a non designated landscape, fairly typical of the area. It is however a landscape which is well used for recreational purposes e.g. people using the Sustrans cycle route and the network of PRoW.

### Overall Sensitivity: Medium/Low

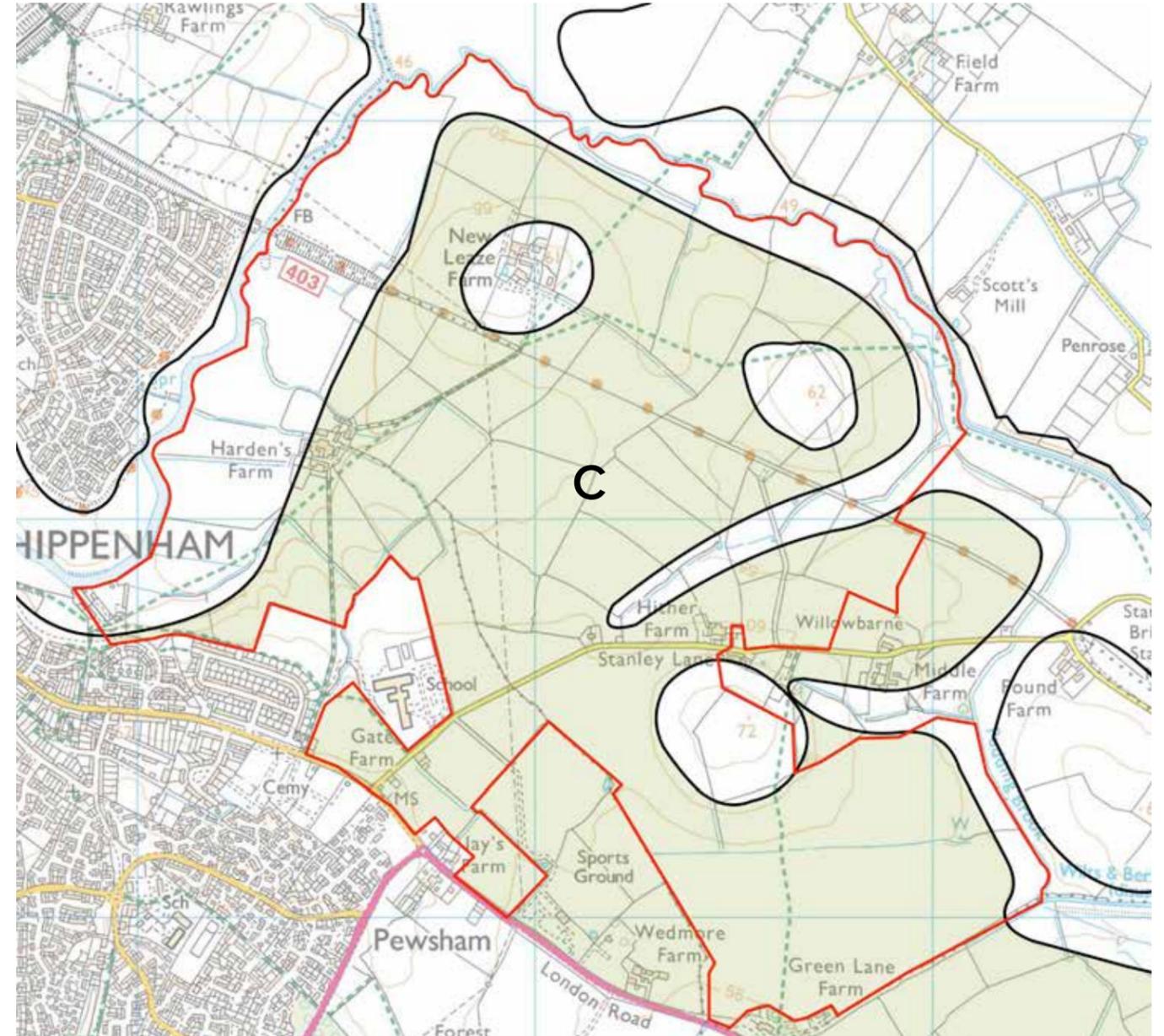


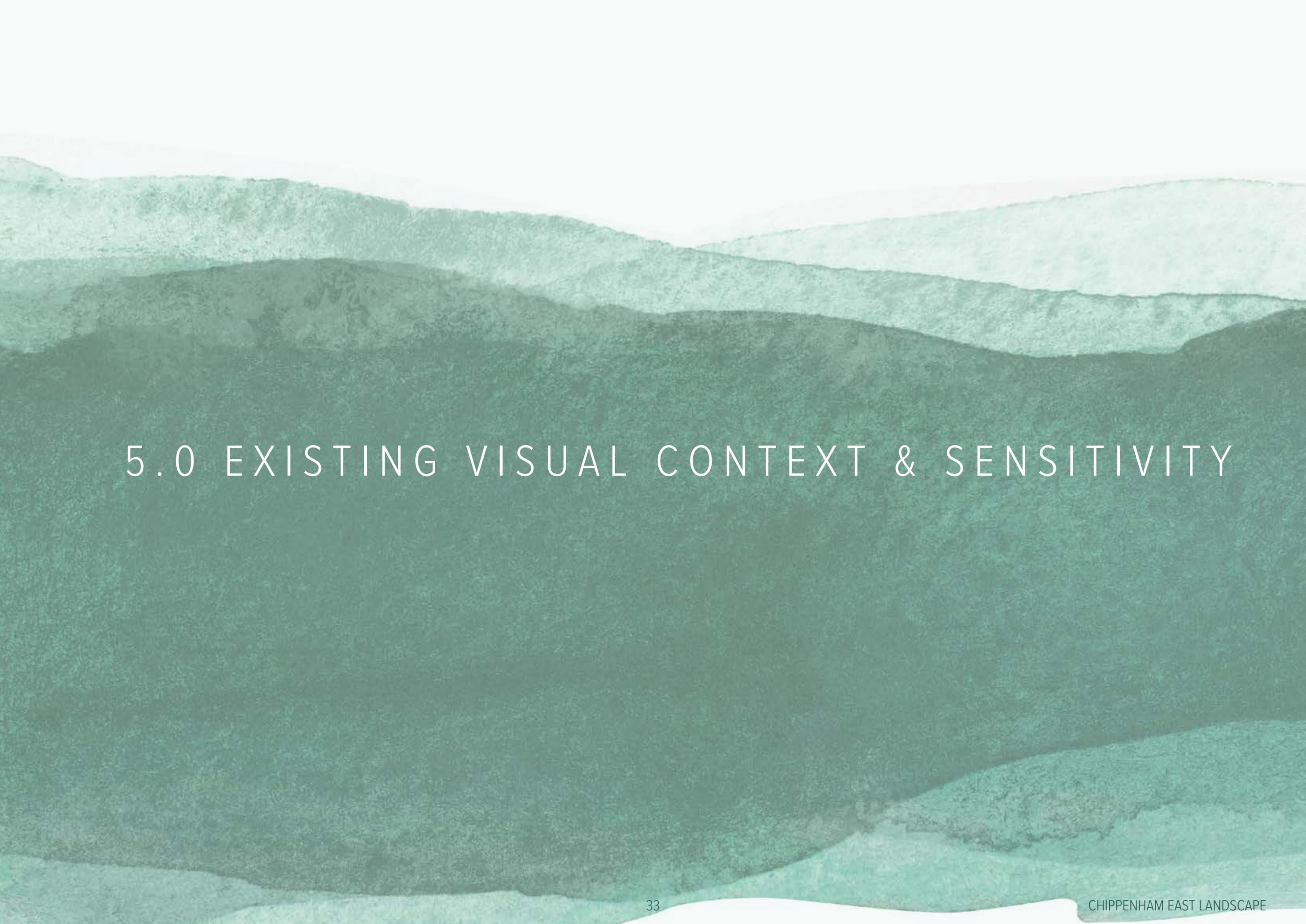
FIGURE 13: LOCAL CHARACTER AREA 3: AVON LOWLAND

#### LEGEND



SCALE 1:20,000





# 5.0 EXISTING VISUAL CONTEXT & SENSITIVITY

5.1.1. Existing views within and towards the Site have been assessed. The existing distinctive features of the view have been reviewed and the receptors experiencing the views understood. Overall judgements have been made about the susceptibility of the receptors of the views to change, the value of the views and overall sensitivity.

5.1.2. The locations of the viewpoints used to inform this assessment are shown on Figure 14. Annotated photographs of the views experienced are shown over the following pages.

## 5.1. Views within the Site

5.1.1. Views from within the Site are typically across a gently undulating, agricultural landscape, occasionally punctured by variety in the form of:

- Riparian vegetation along the banks of the River Avon and Marden.
- Low hills in the west, overlooking the River Marden and Avon.
- Individual groups of farm buildings at New Leaze Farm and Hardens Farm.
- Electricity pylon route cutting through the landscape of the Site.
- Views out to the settlement edge of Chippenham
- Distant views out to higher hills e.g. Bencroft Hill and Derry Hill.

### Expansive Views from the Site

5.1.2. The very low density of development within the Site, the gentle changes in topography and the absence of large woodland blocks or significant areas of hedgerow trees, mean that long range, fairly open views are typical. Examples of long range, expansive views across the Site are demonstrated by Viewpoint 1. The locally elevated landscape provides the opportunity for panoramic views across the Site to the landscape beyond, with visible features including Bencroft Hill, Derry Hill, and built form within Chippenham.

5.1.3. However, there are exceptions to this in localised areas of the site where views are shorter range and contained as discussed below.

### Short range views within the Site contained by Small Scale Landscape Pattern and Vegetation

5.1.4. Viewpoint 2 demonstrates a view which has the potential to be a long range view of the landscape east of Chippenham. However, tree planting along the Sustrans route limits views out. Glimpsed views of the sloping sides of the River Avon valley are visible, but only partially between the trees.

5.1.5. There are sections of the Site where a small scale field pattern, combined with a more intricate pattern of vegetation along the ditches and streams, combines to create an enclosed landscape. Viewpoint 3 is an example of this. View southwards from the Sustrans route along the farm track to a landscape of small scale fields bound by hedgerow and also vegetation along the route of a ditch that flows through the field. These features combine to provide a view which is short range with an intimate, domestic character which isn't typical of the wider landscape east of Chippenham.

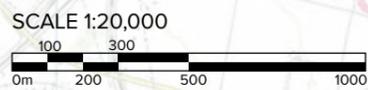
### Short range views within the Site contained by topography

5.1.6. Although there are occasions where the PRow network coincides with the localised hills, to provide elevated, panoramic views across the surrounding landscape, there are conversely areas where the sloping land form blocks views out. This is demonstrated by Viewpoints 4 and 5.

5.1.7. Both are taken from points where the Sustrans path adjoins the low hills of the Site. The hills continue to slope upwards to the north of the Sustrans path, and the topographical change restricts views out to the lower lying landscape of the River Marden, to the north. This creates short range, enclosed views.



- LEGEND**
- Site 1 Boundary
  - Study Area (1km from site boundary)
  - Viewpoint Locations: views within Site
  - Viewpoint Locations: views towards the site



**FIGURE 14: REPRESENTATIVE VIEWPOINTS**



VIEWPOINT 1: EXPANSIVE VIEWS ACROSS THE SITE FACILITATED BY TOPOGRAPHY: OUT FROM THE '72 METRE HILL' LOOKING TOWARDS DERRY HILL FROM FOOTPATH (BREM 47)

**Description of the View**

5.111. Expansive views across a gently sloping pastoral field in the foreground, to the wooded skyline of Derry Hill. Pudding Brook and riparian vegetation along its banks are visible in the middle distance.

**Typical Receptors**

5.112. Users of the PRoW

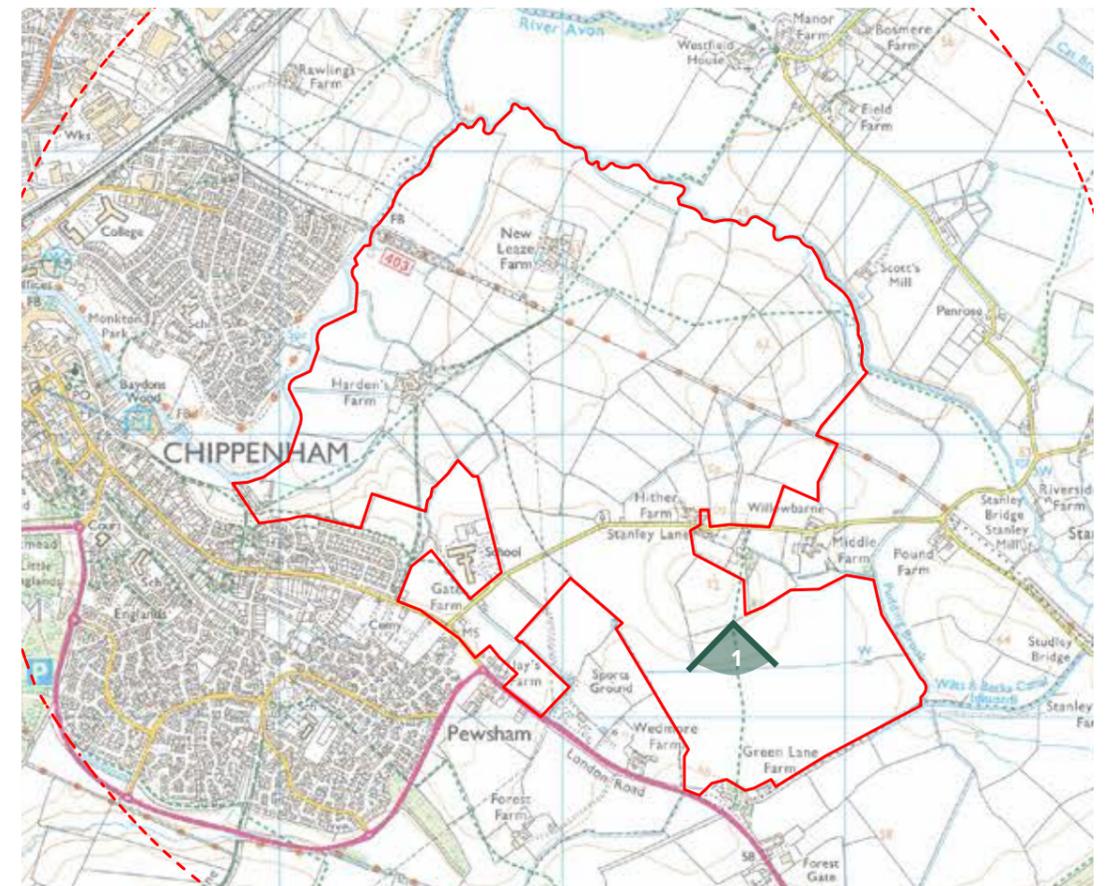
**Susceptibility of receptors to change**

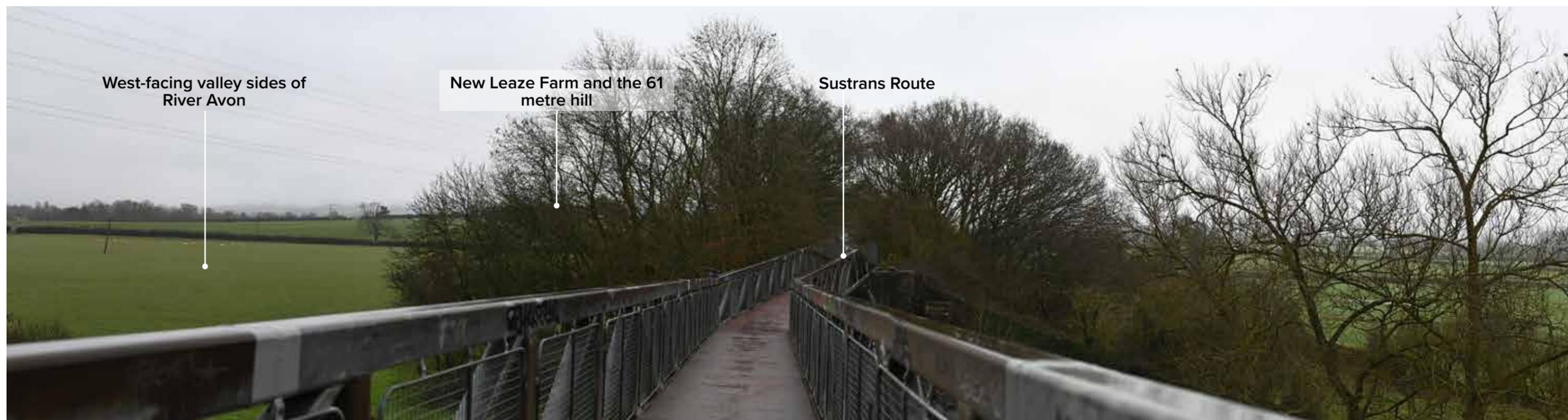
5.113. The activity of the receptor will be leisure based. Although not a designated view, or locally recognised as a valued view, the slightly elevated nature and the opportunity it provides for expansive views towards Derry Hill, does mark the view out as a location where locals may walk with the expectation of attractive views. Susceptibility to change is medium.

**Value of the View:**

5.114. Although the view doesn't contain any designated features, it is notable for the extent of its openness and the tranquillity that relates to expansive views across a minimally developed landscape. It is judged to have a medium value.

**Overall sensitivity of the view: Medium**





VIEWPOINT 2: FROM SUSTRANS ROUTE 403 LOOKING EAST

### Description of the view

5.115. From this elevated section of Sustrans route, on a footbridge over the River Avon, views are across the adjacent pastoral fields which form the west facing valley sides of the River Avon. To the north of the Sustrans route views are curtailed in the middle distance by the rising topography of the 61 metre hill. To the south, views are across a flatter landscape and are longer range, albeit filtered by vegetation in the foreground, along the Sustrans route. There are frequent examples of human activity visible, both in the form of static features introduced to the landscape, such as the electricity pylons, and views of built form on the edge of Chippenham, and kinetic movement of people walking and cycling along the path.

### 5.116. Typical receptors

5.117. Walkers and cyclists using the Sustrans route.

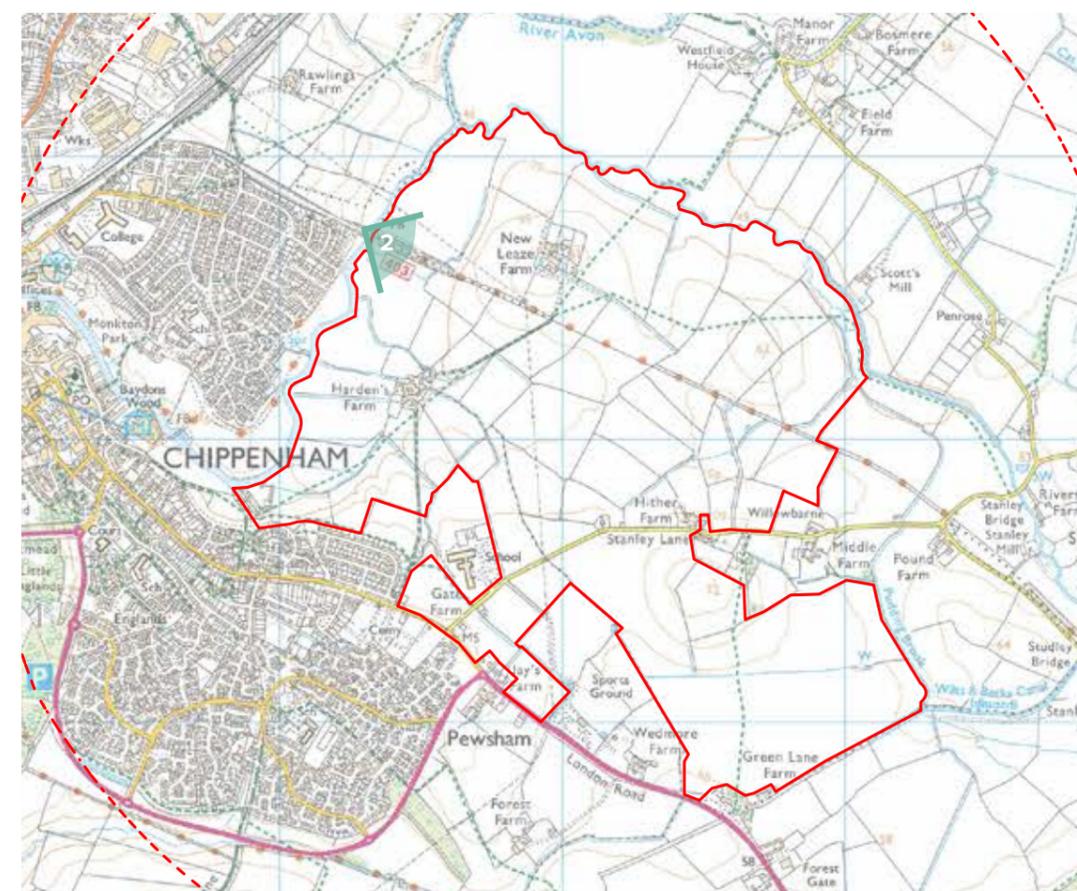
### Susceptibility of receptors to change

5.118. The activity of the receptor will be leisure based, and due to the elevation (and proximity to a viewing platform on the bridge) will have an expectation of a view. The susceptibility of the viewer is therefore **medium-high**.

### Value of the view

5.119. Views experienced from the path are variable, depending on the level of containment provided by the planting along the route and the adjacent vegetation. Views experienced are fairly typical of views experienced from the landscape east of Chippenham, and contain no land marks or cultural features of note. The value is judged to be **medium**.

### Overall sensitivity of the view: Medium/High





VIEWPOINT 3: FROM SUSTRANS ROUTE 403 LOOKING SOUTH EAST TOWARDS PROPERTIES ON STANLEY LANE AND THE 72 METRE HILL

### Description of the view

5.1.20. View southwards from the Sustrans route, where the farm track provides the opportunity for more open views across the adjacent agricultural fields, to the '72 metre hill' and occasional properties on Stanley Lane. A combination of the small field pattern, ditch side vegetation and the sloping topography of the '72 metre hill' creates views which are short range and create an intimate, domestic character which isn't typical of the wider landscape east of Chippenham.

### Typical receptors

5.1.21. Pedestrians and cyclists using the Sustrans route.

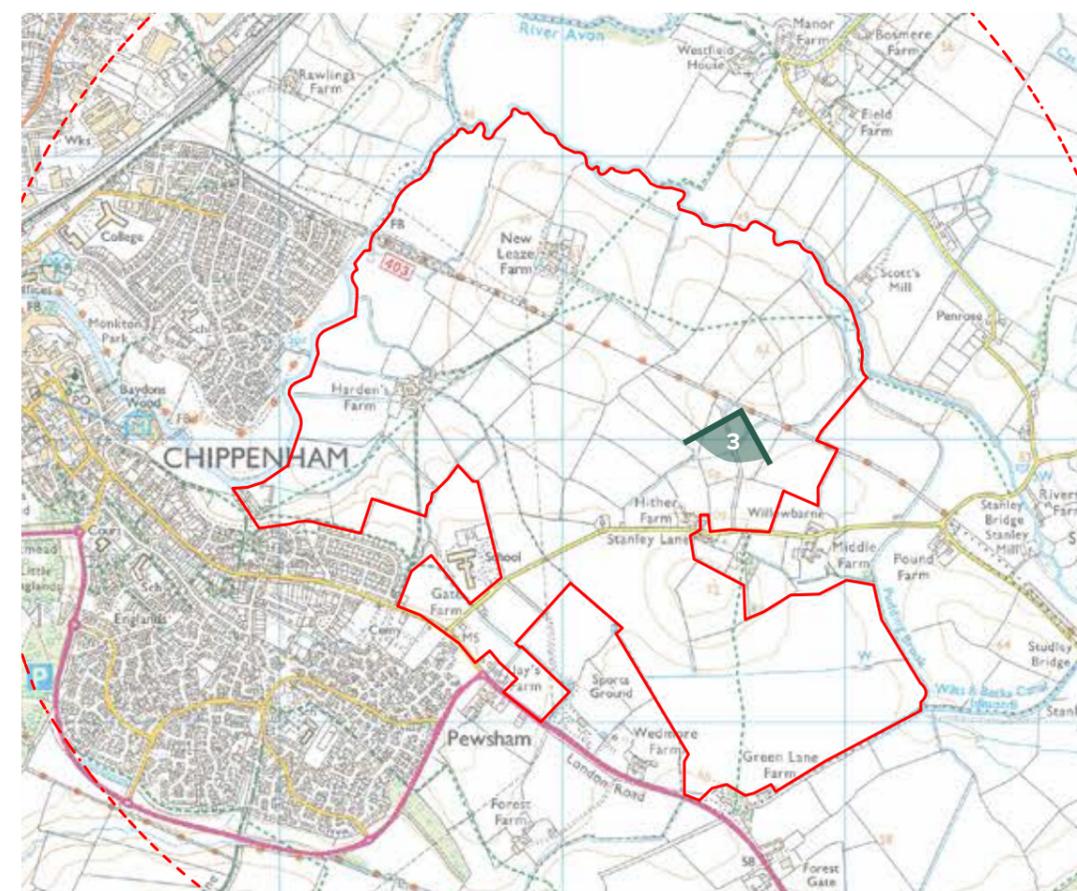
### Susceptibility of receptors to change

5.1.22. The activity of the receptor will be leisure based and is judged to be medium.

### Value of the view

5.1.23. Views experienced are fairly typical of views experienced from the landscape east of Chippenham, and contain no land marks or cultural features of note. The value is judged to be **medium**.

### Overall sensitivity of the view: Medium





### Description of the View

5.1.24. A short range view northwards, experienced from the Sustrans Route. Views are foreshortened by the sloping topography of the hill and the built form of New Leaze Farm. No views northwards towards the River Avon or River Marden are possible.

### Typical Receptors

5.1.25. Walkers and cyclists using the Sustrans Route.

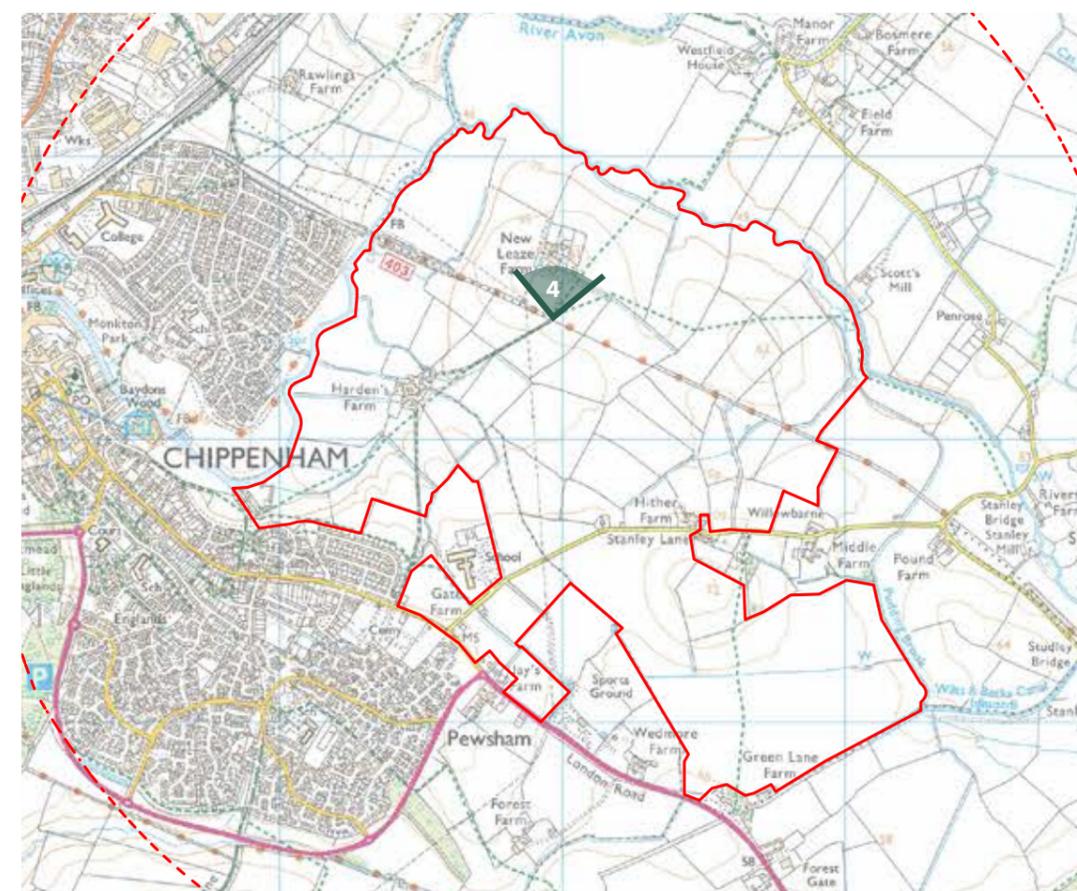
### Susceptibility of receptors to change

5.1.26. The activity of the receptor will be leisure based and is judged to be **medium**.

### Value of the view

5.1.27. Views experienced are fairly typical of views experienced from the landscape east of Chippenham, and contain no land marks or cultural features of note. The value is judged to be **medium**.

### Overall sensitivity of the view: Medium





VIEWPOINT 5: FROM SUSTRANS ROUTE 403, LOOKING NORTH TOWARDS THE 62 METRE HILL

#### Description of the view

5.1.28. Short range view northwards from the Sustrans route, across the sloping sides of the agricultural land use of the '62 metre hill'. No built form is visible, and the landform blocks longer range views northwards to the River Marden and villages such as Bremhill, Tytherton Lucas and Stanley.

#### Typical receptors

5.1.29. Pedestrians and cyclists using Sustrans Route.

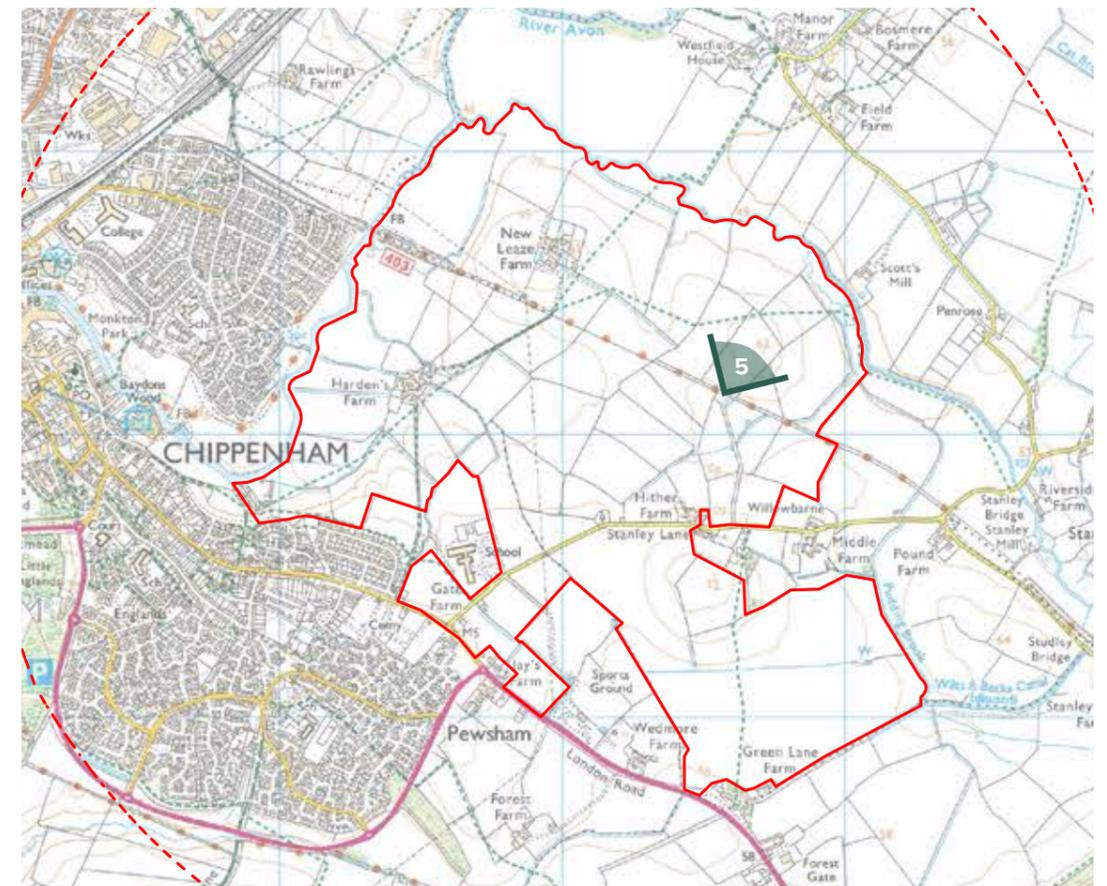
#### Susceptibility of receptors to change

5.1.30. The activity of the receptor will be leisure based and is judged to be **medium**.

#### Value of the view

5.1.31. Views experienced are fairly typical of views experienced from the landscape east of Chippenham, and contain no land marks or cultural features of note. The value is judged to be **medium**.

#### Overall sensitivity of the view: **Medium**



## **Views towards the Site**

- 5.1.8. Views from the surrounding landscape towards the Site are demonstrated on viewpoints 6 - 11. Photographs demonstrating the baseline views are shown over the next pages, along with annotations demonstrating key features
- 5.1.9. The viewpoints demonstrate that views towards the Site are typically fairly wide, expansive views across an agricultural landscape, which the Site forms part of. Views of Chippenham, and infrastructure feeding into Chippenham (electricity pylons and roads) are a typical feature of these expansive views. The proposed Site would be visible to a greater or lesser extent by visual receptors of all the viewpoints identified, and the view would change. The purpose of this study is to identify features of the view which are most distinctive, and which if altered, would have a greatest impact upon the existing view.
- 5.1.10. The findings of this viewpoint assessment have been used to inform the evolving landscape led concept, to avoid the introduction of built form to areas of greatest visual sensitivity.



VIEWPOINT 6: FROM LONG CLOSE LOOKING NORTH

### Description of the View

5.1.32. An expansive, long range view across the River Avon floodplain, to the eastern edge of Chippenham on the skyline. Although expansive views are typical of the landscape east of Chippenham, the very low level of development and the wide expanse of flat floodplain, provides notably long distance views, to the limestone ridge to the northeast, beyond Bencroft Hill. As the foreground topography is so flat, New Leaze Farm and the '61 metre hill' is visible in the middle distance.

### Typical Receptors

5.1.33. Motorists and residents of properties on Long Close

### Susceptibility of receptors to change

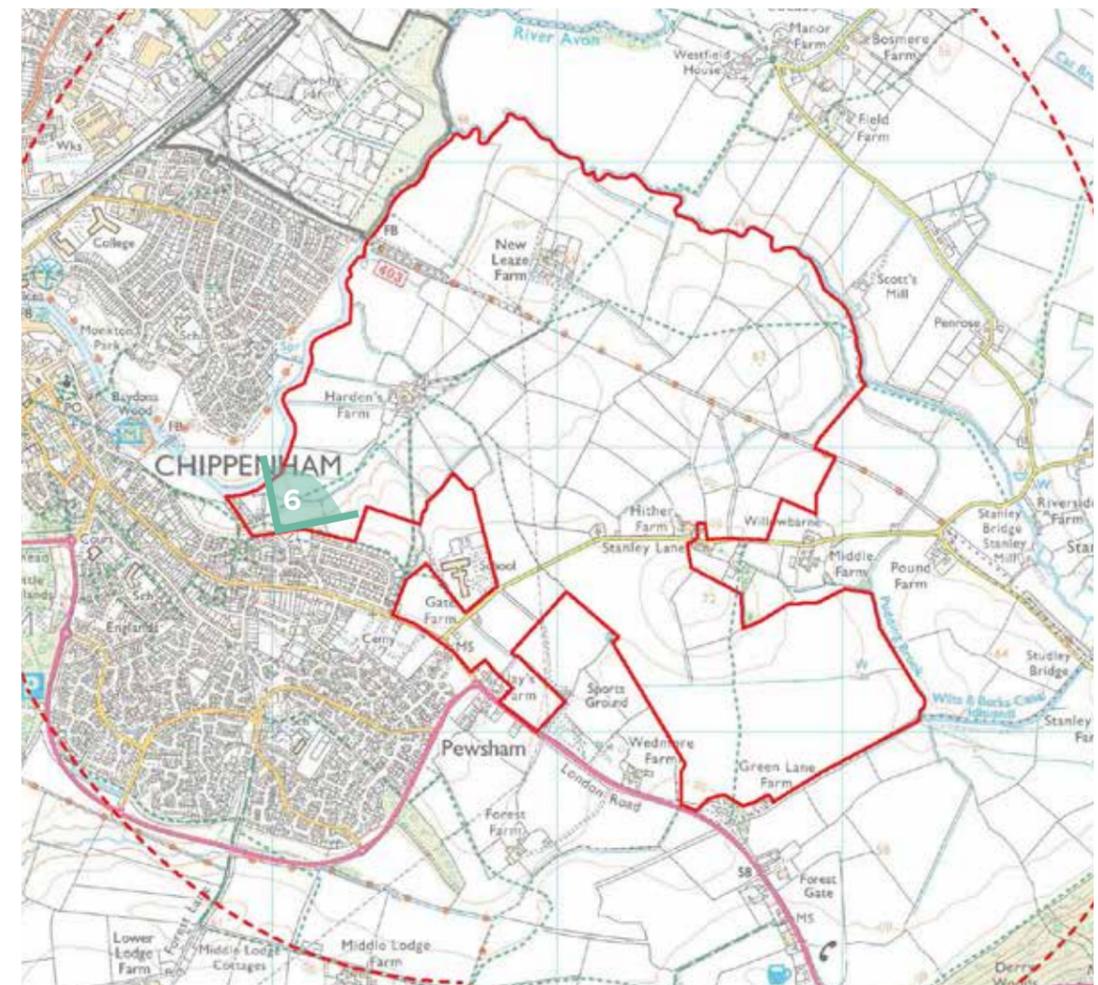
5.1.34. This view will be experienced by a range of receptors, including some residents in their home. However, the view will more typically be experienced by motorists and pedestrians walking along the road, when they will be experiencing the view at speed. The view will be experienced kinetically, and will constantly change depending on the height of intervening vegetation. Receptors are judged to have a **medium** susceptibility.

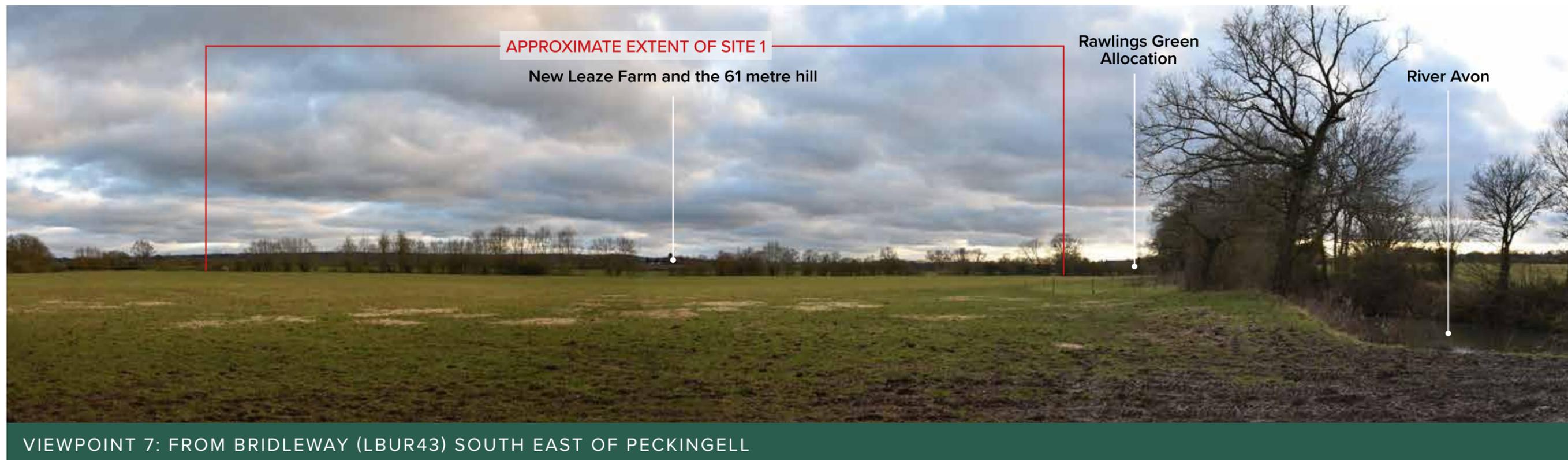
### Value of the view and overall sensitivity

5.1.35. Although the view doesn't contain any designated features, it is notable for the extent of its openness and the tranquillity that relates to expansive views across a minimally developed landscape. It is judged to have a **medium** value. The overall sensitivity is **medium**.

### Likely Change Resulting from Allocation of Site 1

5.1.36. On the basis that the eastern edge of Site 1 is retained as green infrastructure, expansive long range views across the floodplain to New Leaze Farm on the hilltop could be retained. Development would inevitably be visible, but the key qualities of the wide river valley would remain a principal visual feature.





**Description of the View**

5.1.37. View across the flat floodplain of the River Avon and River Marden, to a belt of tree planting along the River Marden, in the middle distance. Glimpsed and partial views of higher land beyond are possible, including land within the Rawlings Green allocation and the '61 metre hill' which is located within the Site, further east.

**Typical Receptors**

5.1.38. Users of the PRoW network east of Peckingell

**Susceptibility of receptors to change**

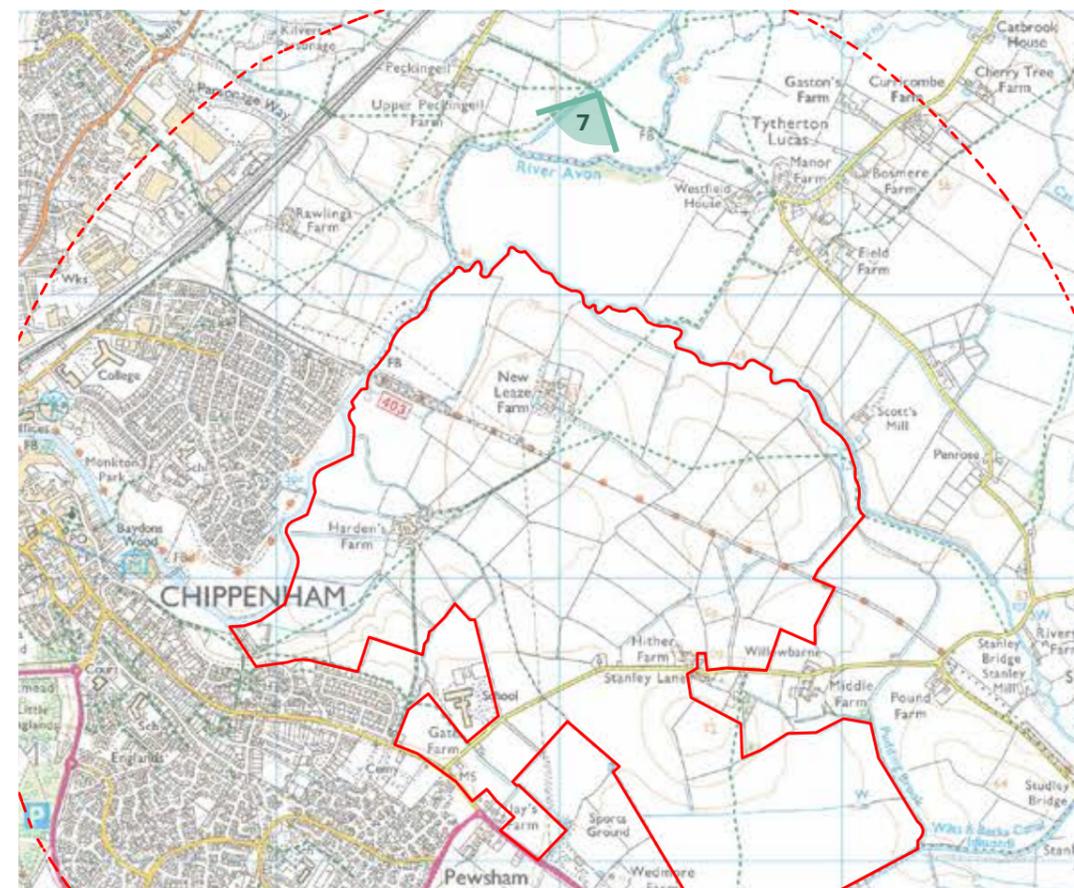
5.1.39. The activity of the receptor will be leisure based. However, it is a view from a network of paths through flat, agricultural land, with no particular focus on the view. Receptors will have a **medium** susceptibility to change.

**Value of the view and overall sensitivity**

5.1.40. The view isn't designated and contains no designated features or landmarks of note. It is fairly typical of views experienced from the landscape east of Chippenham, but the tranquil, largely undeveloped nature of the view does bring some value. It is judged to have a **medium** value.

**Likely Change Resulting from Allocation of Site 1**

5.1.41. Vegetation along the River Marden will filter and screen views of development on Site 1. On the basis that the hilltops remain undeveloped, housing development within Site 1 is unlikely to become a prominent feature of the view, and the view will remain largely unchanged.





VIEWPOINT 8: FROM FOOTPATH (BREM39), SOUTH OF TYTHERTON LUCAS

### Description of the view

5.1.42. View across a flat arable field in the foreground to a vegetated skyline formed by vegetation along the River Marden in the middle distance. Although views of the landscape beyond are filtered by the riverside vegetation, higher ground is more visible, and New Leaze Farm on 'the 61 metre hill' are visible above the tree line.

### Typical receptors

5.1.43. Users of the PRoW network south of Tytherton Lucas.

### Susceptibility of receptors to change

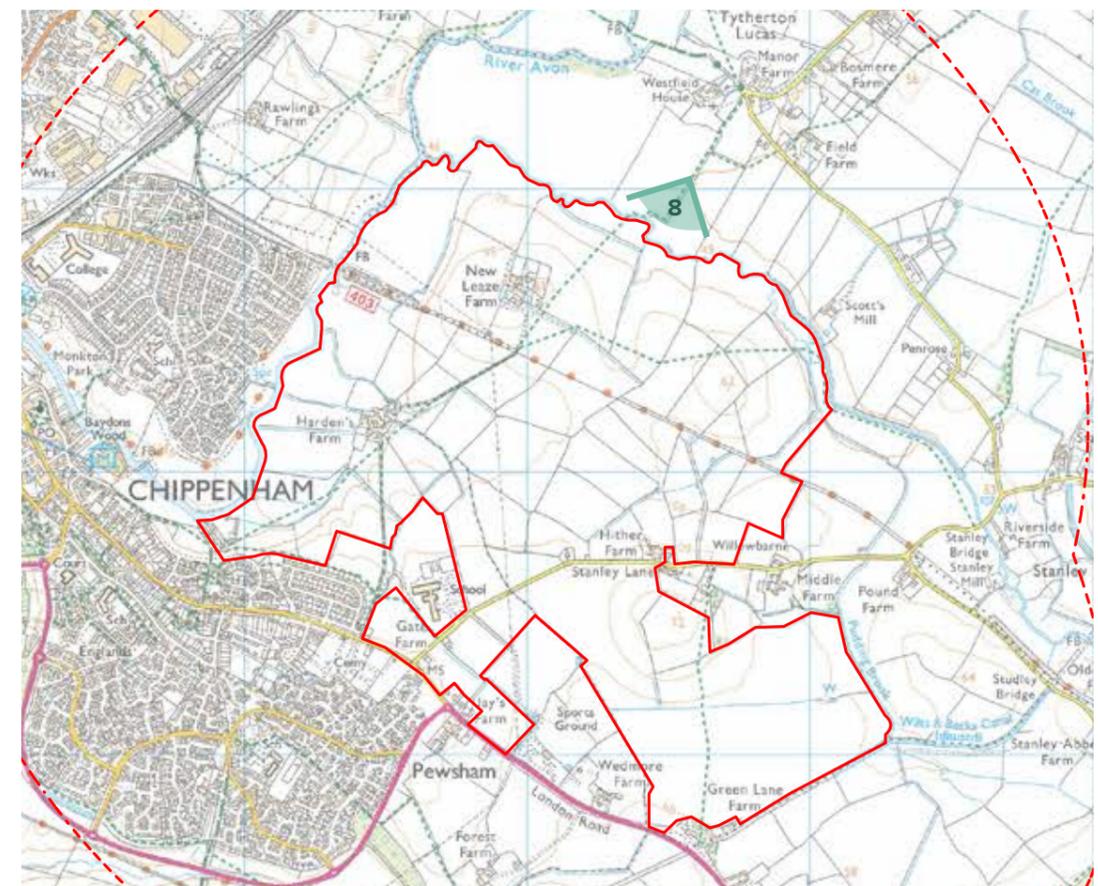
5.1.44. The activity of the receptor will be leisure based. However, it is a view from a network of paths through flat, agricultural land, with no particular focus on the view. Receptors will have a **medium** susceptibility to change.

### Value of the view and overall sensitivity

5.1.45. The view isn't designated and contains no designated features or landmarks of note. It is fairly typical of views experienced from the landscape east of Chippenham, but the tranquil, largely undeveloped nature of the view does bring some value. It is judged to have a **medium** value. Overall sensitivity is **medium**.

### Likely change resulting from Allocation of Site 1

5.1.46. Vegetation along the River Marden will filter and screen views of development on Site 1. On the basis that the hilltops remain undeveloped, New Leaze Farm will remain as a local landmark and housing on the lower lying surrounding land is unlikely to become a prominent feature of the view.





VIEWPOINT 9: FROM STANLEY BRIDGE, OVER SUSTRANS ROUTE 403, LOOKING NORTH WEST

### Description of the view

5.1.47. An elevated view westwards, from Stanley Bridge, looking along the Sustrans route. The foreground is across gently undulating pastoral fields and associated boundary hedgerows, and the route of the former railway line. Built form on the edge of Chippenham is visible on the skyline, with the electricity pylons being a particularly prominent feature.

### Typical receptors

5.1.48. Motorists and pedestrians using Stanley Bridge

### Susceptibility of receptors to change

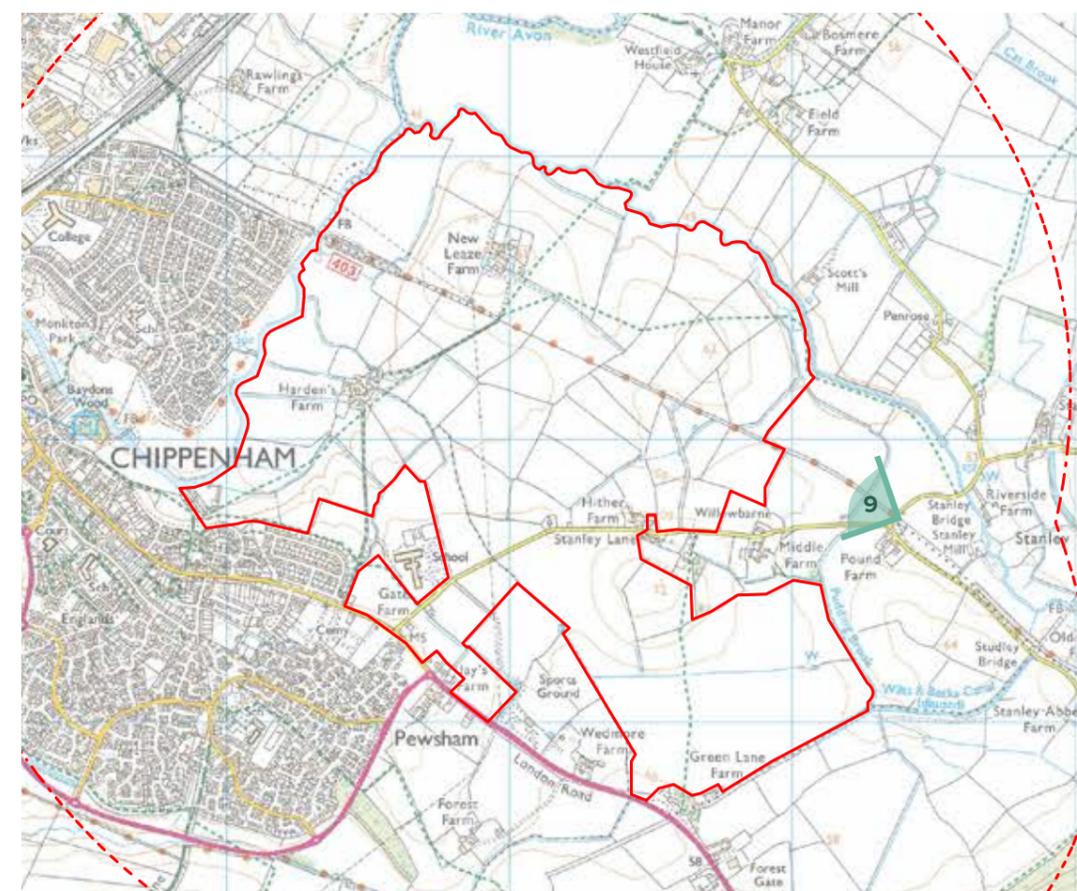
5.1.49. This view will largely be experienced by motorists and pedestrians passing through the landscape at speed. Although the bridge provides the opportunity for an elevated view out westwards, typically motorists and pedestrians don't experience this view, their view being channelled along the road at this point by vegetation lining the road. Receptors are therefore judged to have a **low** susceptibility to change.

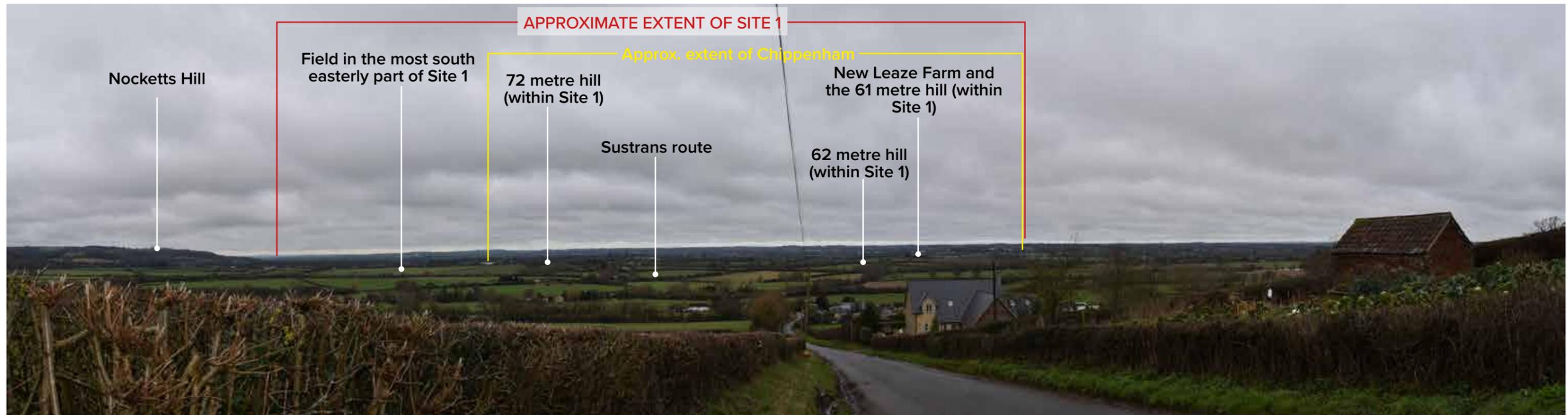
### Value of the view and overall sensitivity

5.1.50. This is not a designated or promoted view, and not a location where people are likely to experience an attractive or noteworthy view. It has a low value. Overall sensitivity is **low**.

### Likely change resulting from Allocation of Site 1

5.1.51. Partial views of development within Site 1 would be visible at a distance, and against a skyline which already contains partial views of the edge of Chippenham. Assuming a strategy of avoiding building on the highest land, views of built form would be partial, with screening provided by the intervening layers of vegetation and by the sloping topography. This view highlights the importance of retaining vegetation along the ditch east of the 62 metre hill, in filtering views of the north eastern part of Site 1.





VIEWPOINT 10: FROM BENCROFT HILL LOOKING WEST TOWARDS CHIPPENHAM

### Description of the view

5.1.52. Panoramic views across the landscape east of Chippenham. The foreground and middle ground is predominantly viewed as a patchwork of lower lying agricultural fields, separated by hedgerow but with minimal woodland cover. The road network and other linear features such as pylon routes are visible cutting across the landscape. Built form within Chippenham, including features such as church spires are visible in the background of the view, but are not prominent.

### Typical receptors

5.1.53. Motorists using the road and residents of the few properties on the west facing ridge of Bencroft Hill.

### Susceptibility of receptors to change

5.1.54. This view will be experienced by a range of receptors, including some residents in their home. However, the view will more typically be experienced by motorists and pedestrians walking along the road, when they will be experiencing the view at speed. The view will be experienced kinetically, and will constantly change depending on the height of intervening vegetation and the exact point along the road that the view is experienced. Receptors are judged to have a **medium** susceptibility.

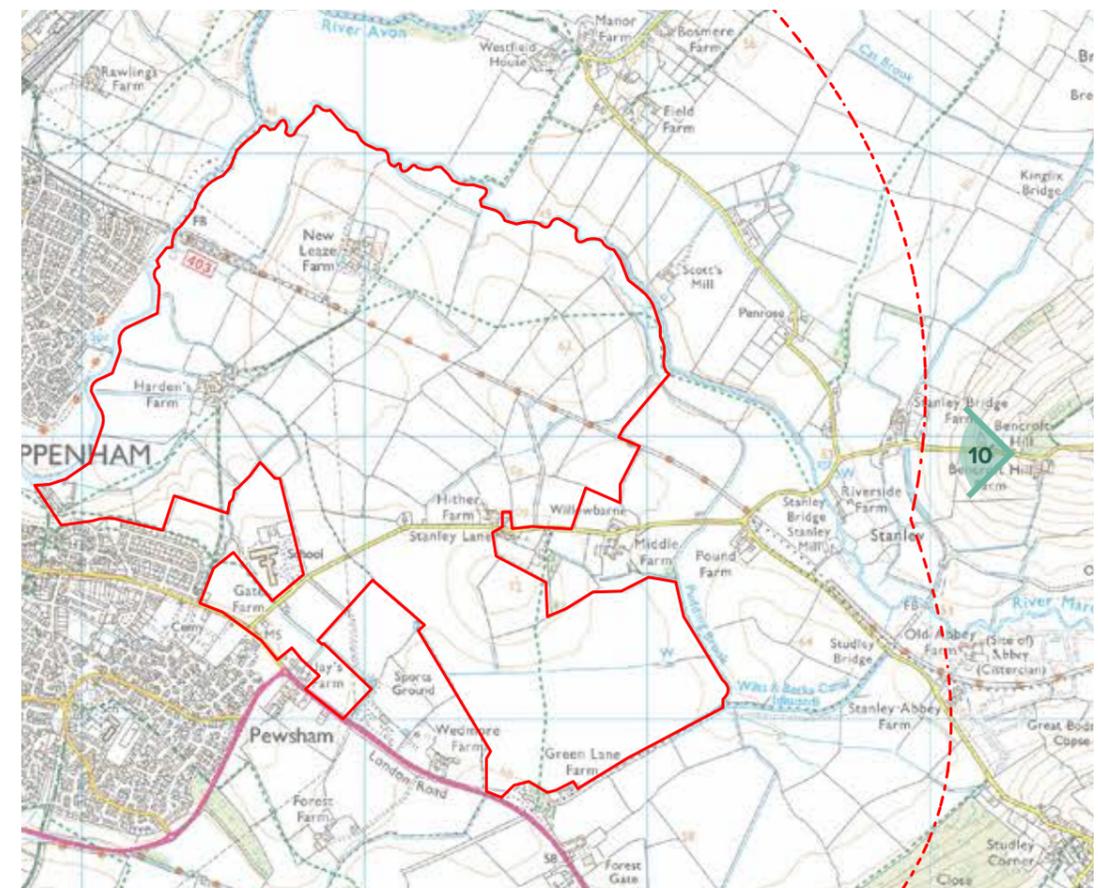
### Value of the view and overall sensitivity

5.1.55. The view is not designated and no designated features are discernible within the view. The view is however notable in its elevated and panoramic nature, and is judged to have a **medium-high** value. The overall sensitivity is **medium-high**.

### Likely change resulting from Allocation of Site 1

5.1.56. To the west, development of the central and northern section of Site 1 would be visible at a distance, and against a skyline which already contains partial views of the edge of Chippenham. Assuming a strategy of avoiding building on the highest land, views of built form would be partial, with screening provided by the intervening layers of vegetation and by the sloping topography. This view highlights the importance of retaining vegetation along the ditch east of the 62 metre hill and along Pudding Brook, in filtering views of the north eastern part of Site 1.

5.1.57. From this viewpoint, development in the far south eastern extent of Site 1 would be viewed against a skyline which is currently largely undeveloped and wooded.





VIEWPOINT 11: FROM FOOTPATH (CALW86) ON THE EDGE OF DERRY HILL, LOOKING NORTH WEST.

### Description of the view

5.1.58. Expansive view across a foreground of large, flat agricultural fields, to a skyline of more elevated land on which built form in Chippenham can be seen. To the north-east of existing built form in Chippenham, the Site is partially visible, and the 72 metres hill and 62 metres hills within the Site are discernible as slightly elevated land.

### Typical receptors

5.1.59. Users of the PRoW on the western edge of Derry Hill.

### Susceptibility of receptors to change

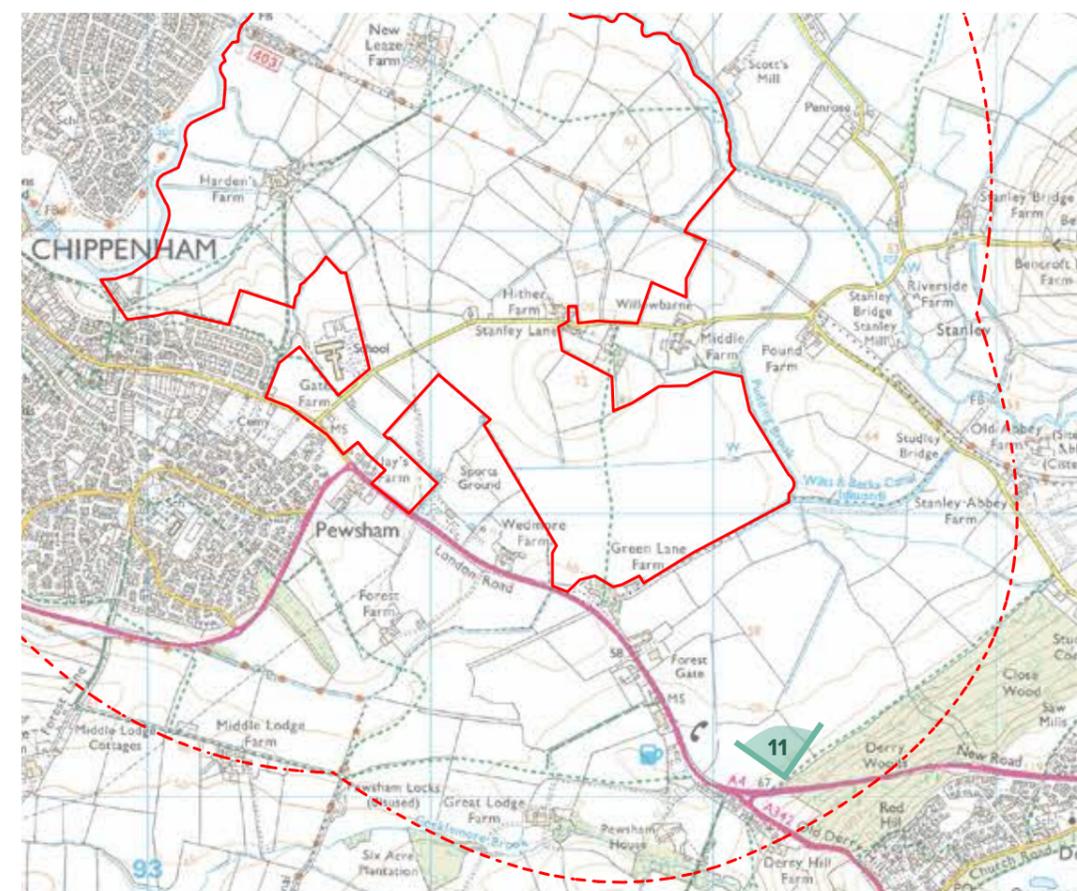
5.1.60. Receptors will experience the view when engaged in a leisure activity, but not specifically focussed on the view. They will have a **medium** susceptibility to change.

### Value of the view and overall sensitivity

5.1.61. Although the view doesn't contain any designated features, it is notable for the extent of its openness and the tranquillity that relates to expansive views across a minimally developed landscape. It is judged to have a **medium-high** value. Overall sensitivity is **medium-high**.

### Likely Change resulting from Allocation of Site 1

5.1.62. Development would be visible in the middle distance, introducing closer range views of built form to a skyline which is largely wooded, but contains occasional and partial views of built form within Chippenham. Assuming a strategy of avoiding building on the highest land, views of built form would be partial, with screening provided by the intervening layers of vegetation and by the sloping topography. This view highlights the importance of avoiding built form on the highest areas of land, and retaining existing field boundaries and riverside/ditch-side vegetation as a means of softening and filtering views.





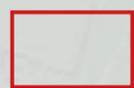
# 6.0 SUMMARY OF LANDSCAPE AND VISUAL SENSITIVITIES

### **Landscape Sensitivities Considered as Part of the Concept Masterplan Development**

- 6.1.1. The landscape sensitivity assessment undertaken to inform this study, have identified the following landscape character sensitivities within the Site. The sensitivities are shown graphically on Figure 15.
- The 'Hills' Local Landscape Character Area, particularly the open expansive views out and the undeveloped nature of the hilltops as a feature viewed from the surrounding area.
  - The Rivers and Streams Local Landscape Character Area, particularly the open, undeveloped, riparian character of the River Avon and River Marden, and the small scale, intricate character of the streams and ditches which feed into the rivers.
- 6.1.2. It is recognised that Policy 3 from the Bremhill Neighbourhood Plan attributes additional sensitivity to land north of the North Rivers Sustrans Route. In landscape terms (visual matters considered separately on page 60), they attributed this sensitivity of the basis of the remote rural character of the River Marden and the role it plays in preventing coalescence.
- 6.1.3. The sensitivity assessment completed as part of this report, recognises the landscape sensitivity of the River Marden, and identifies it as a local character area with a higher sensitivity. This local character area is defined by land use and topography and is not considered to be related to the North Rivers Sustrans Route. The conclusion of this report therefore is that the remote and rural character of the River Marden can be retained, without the use of the Sustrans Route as a defining boundary.



**LEGEND**

 Site 1 Boundary

SCALE 1:20,000  




**FIGURE 15: SUMMARY OF LANDSCAPE CHARACTER SENSITIVITIES**

## Visual Sensitivities Considered as Part of the Concept Masterplan Development

6.1.4. The assessment has identified the following visual sensitivities:

- The expansive views out from the low hills within the Site e.g. from the PRoW past New Leaze Farm (on the 61 metre hill) and from PRoW, south of the 71 metre hill.
- The enclosed views experienced along sections of PRoW that follow the River Marden and associated brooks and streams through the Site.
- The undeveloped foreground of views from Bencroft Hill, back towards Chippenham.
- The undeveloped foreground of views from the south eastern edge of Tytherton Lucas.
- Views from the PRoW network south of Tytherton Lucas.
- Views out from the Sustrans Route to the north and south.
- The open, expansive views over a riparian, flood plain landscape as viewed from the south eastern edge of Chippenham.

6.1.5. It is recognised that Policy 3 from the Bremhill Neighbourhood Plan attributed additional sensitivity to land north of the North Rivers Sustrans Route. In visual terms, they attribute this sensitivity on the basis of views out from the North Rivers Sustrans route to the north and east and views southwards and eastwards from Tytherton Lucas.

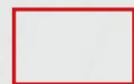
6.1.6. This assessment has used viewpoint analysis and photography to demonstrate that views of Site 1 from Tytherton Lucas are partial and filtered. The hilltops are the most visible parts of Site 1, and the landscape led concept developed, seeks to avoid built form in this location.

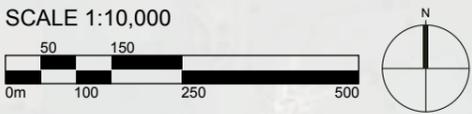
6.1.7. The viewpoint assessment also demonstrates that views out from the North Rivers Sustrans Route are variable, and often curtailed by the topography of the local low hills (61 metre hill, 62 metre hill and 72 metre hill). Although expansive views out to the south are possible from many locations, views from the Sustrans Route out to the north are often curtailed by the low hills to the north of the Sustrans Route. Where longer range views out are possible, they are characteristically to prominent features such as Bencroft Hill or Derry Hill, rather than to the lower lying features of the River Marden floodplain or Tytherton Lucas.

6.1.8. A thorough analysis of the sensitivities of the views both out from Site 1, and back to Site 1 from locations to the north and east, has allowed for the sensitivities to be designed into the landscape led masterplan presented in chapter 7.



**LEGEND**

-  Site 1 Boundary
-  Expansive views across Site 1
-  Filtered and partial views of Site 1
-  Short range views of parts of Site 1.

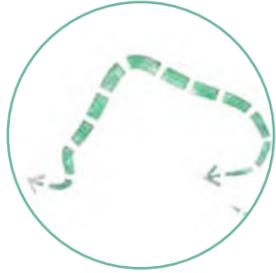


**FIGURE 16: SUMMARY OF VISUAL SENSITIVITIES**



# 7.0 LANDSCAPE LED RESPONSE TO LANDSCAPE AND VISUAL SENSITIVITIES

# LANDSCAPE CONCEPTS



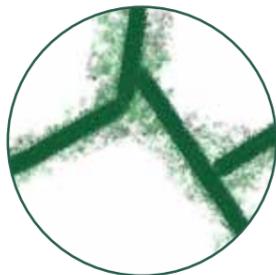
## 1. ENHANCED RIVER CORRIDORS

- Extension of the Riverside Country Park/Baydon's Meadows through the Site, providing public access within a landscape which is currently inaccessible
- Creation and enhancement of riparian and wetland habitats along the rivers and ditches, as a means of delivering habitats identified as local BAP Priority Habitats.
- Management of the river banks where they have been eroded by agricultural practices, and redesign to create profiles attractive to local wildlife and with riffles, pools and meanders (as appropriate) which make the river more attractive both for local wildlife and for public enjoyment.
- Incorporation of sensitively design opportunities for play on the banks of the river, and along the watercourses which drain into the rivers.
- Use spaces adjacent to but outside the floodplain to create multifunctional SUDS that mimic the form and character of the floodplain features



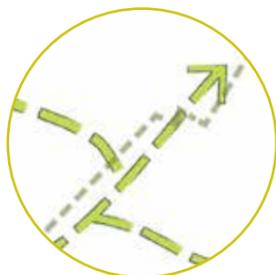
## 2. CELEBRATE THE HILLS

- Creation of open spaces on the three localised high points with various community, sporting and food growing functions
- Preservation of the green hilltops visible from the local area.
- On the New Leaze, 61 metre hill, retain appropriate farm buildings and use for community functions e.g. cafe, doctor's surgery, youth centre, visitor centre.



## 3. INTEGRATE DEVELOPMENT TO THE VIEW

- Placement of built form on lower lying ground between the low hills
- Enhancement of vegetation along Pudding Brook and River Marden as a means of softening views of proposed built form as viewed from the east e.g. Stanley and north e.g. Tytherton Lucas.
- Where feasible, retention and enhancement of the existing landscape pattern and watercourses to provide continuity of visual context
- Retention of expansive views out of the site by placement of open space on hilltops
- Retain historic paths through the site within a green link.

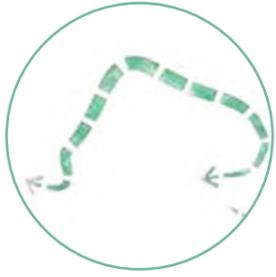


## 4. CONNECTED COMMUNITIES

- Retained Public Rights of Way, including the Sustrans Cycle Route along the disused railway
- Additional green links throughout the site, providing safe, enjoyable and practical pedestrian and cycle connections within the site, to and from Chippenham and to the wider local landscape (see Figure 18)
- Connect the hilltops to the enhanced river corridors
- Integrate the proposed new road to the masterplan as a green link connecting the different new communities

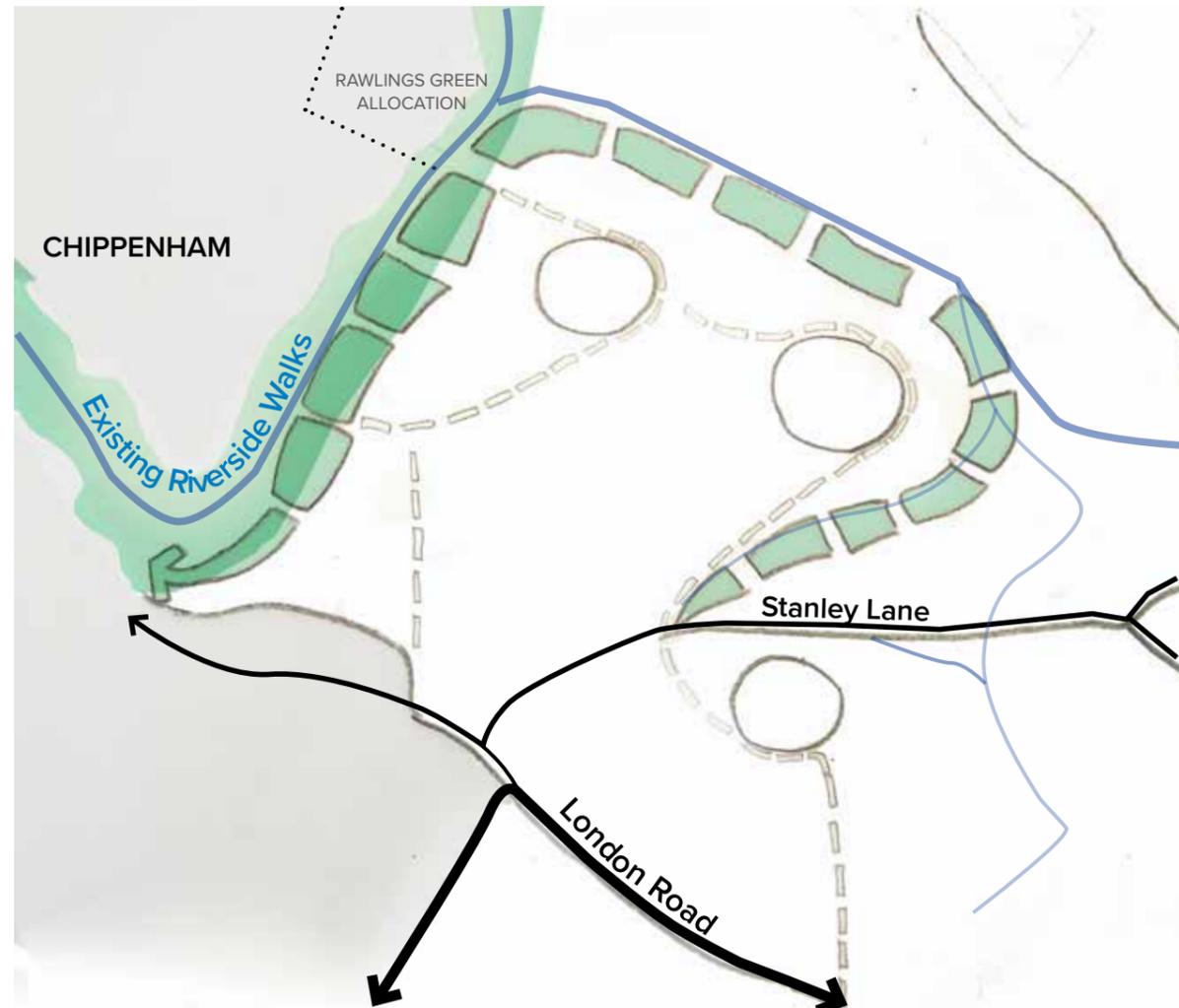


FIGURE 17: ILLUSTRATIVE LANDSCAPE / GREEN INFRASTRUCTURE CONCEPT PLAN



# 1. ENHANCED RIVER CORRIDORS

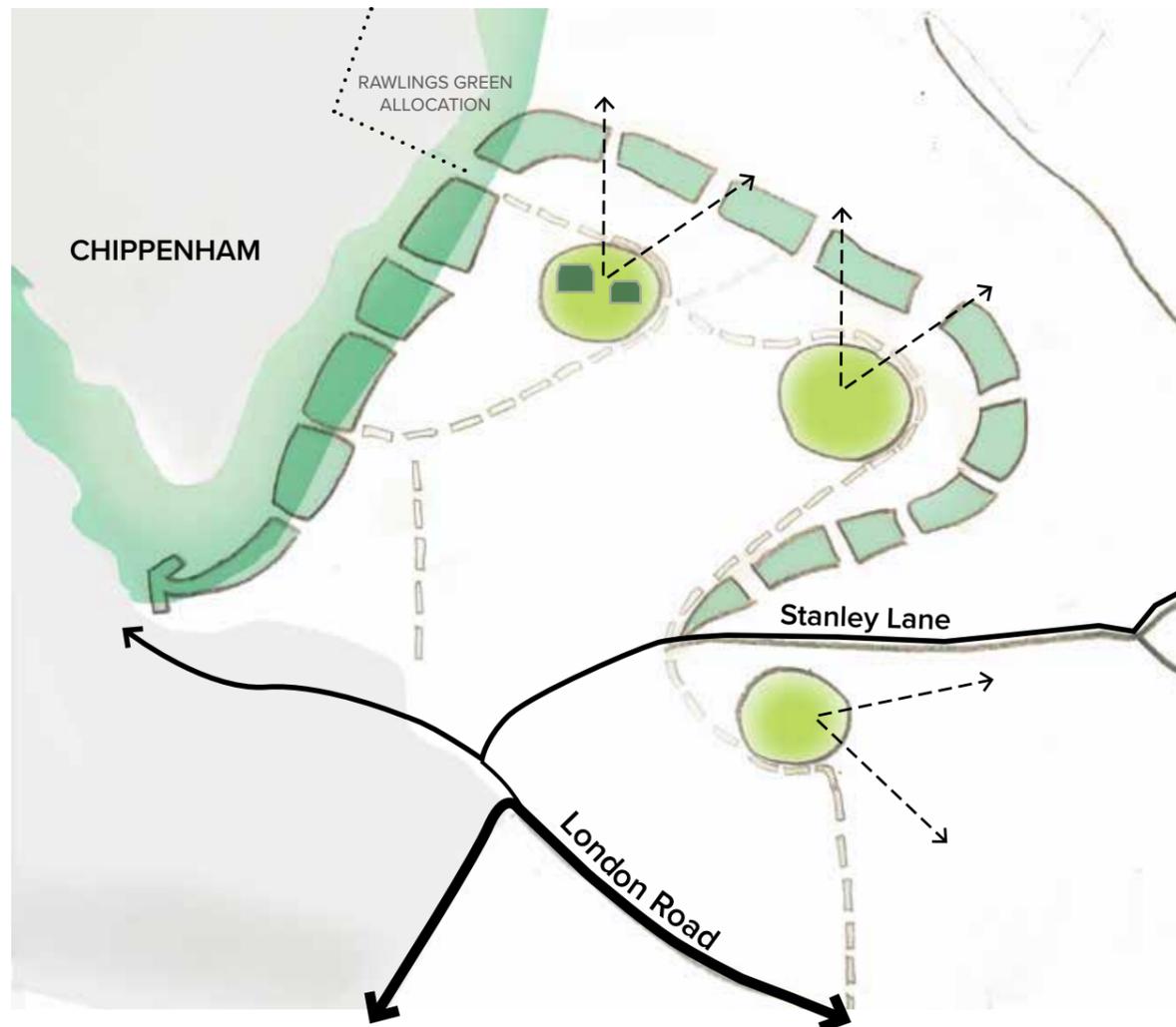
- Extension of the Riverside Country Park/Baydon's Meadows through the Site, providing public access within a landscape which is currently inaccessible
- Management of the river banks where they have been eroded by agricultural practices, and redesign to create profiles attractive to local wildlife and with riffles, pools and meanders (as appropriate) which make the river more attractive both for local wildlife and for public enjoyment
- Incorporation of sensitively design opportunities for play on the banks of the river, and along the watercourses which drain into the rivers
- Use spaces adjacent to but outside the floodplain to create multifunctional SUDS that mimic the form and character of the floodplain features

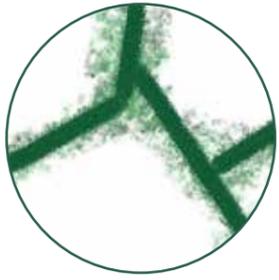




## 2. CELEBRATE THE HILLS

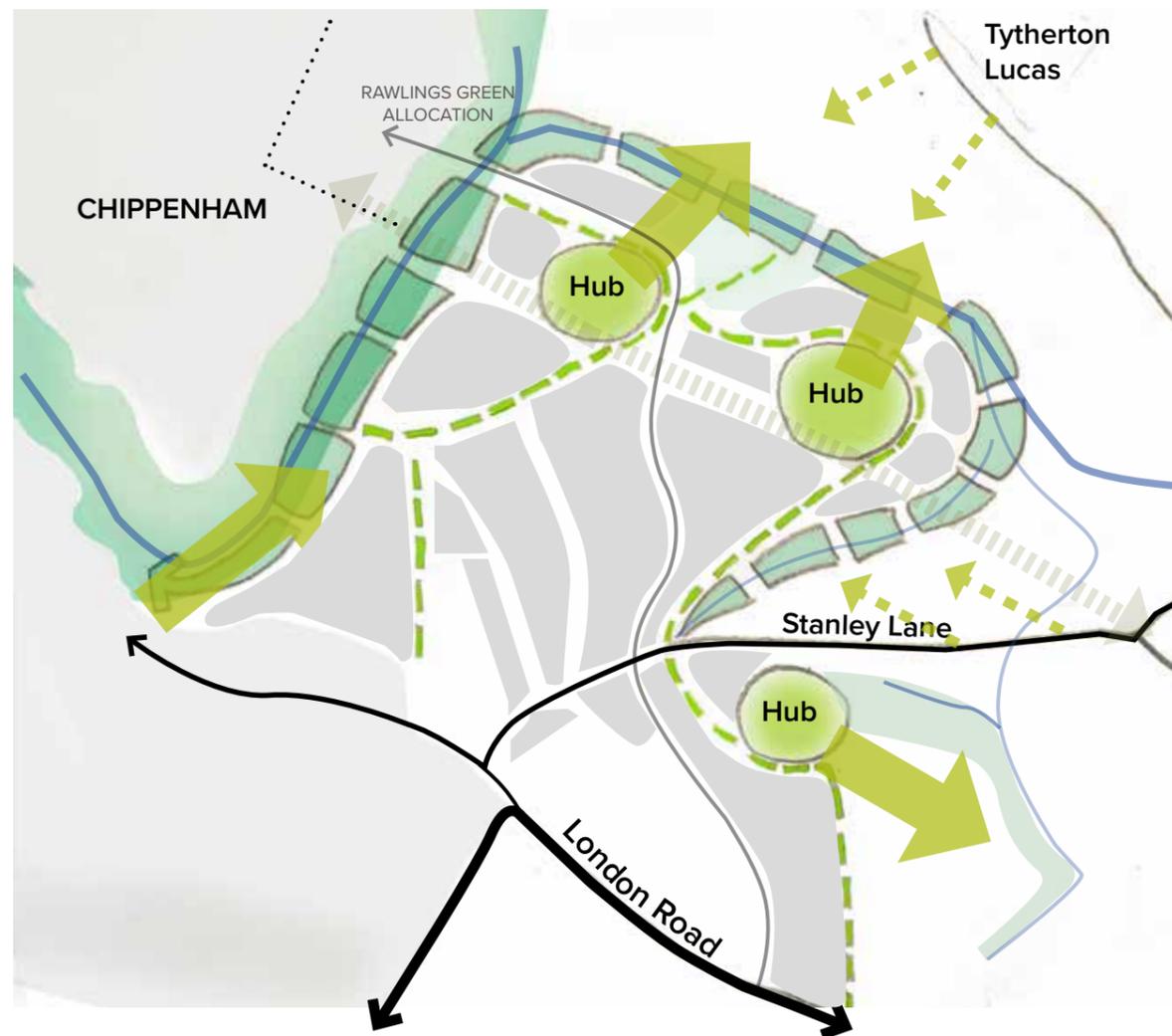
- Creation of open spaces on the three localised high points with various community, sporting and food growing functions
- Preservation of the green hilltops visible from the local area
- Orientate space and uses to retain and enhance views out to the surrounding landscape and townscape.
- On the New Leaze, 61 metre hill, retain appropriate farm buildings and use for community functions e.g. cafe, doctor's surgery, youth centre, visitor centre

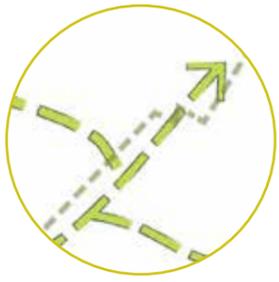




### 3. INTEGRATE DEVELOPMENT TO THE VIEW

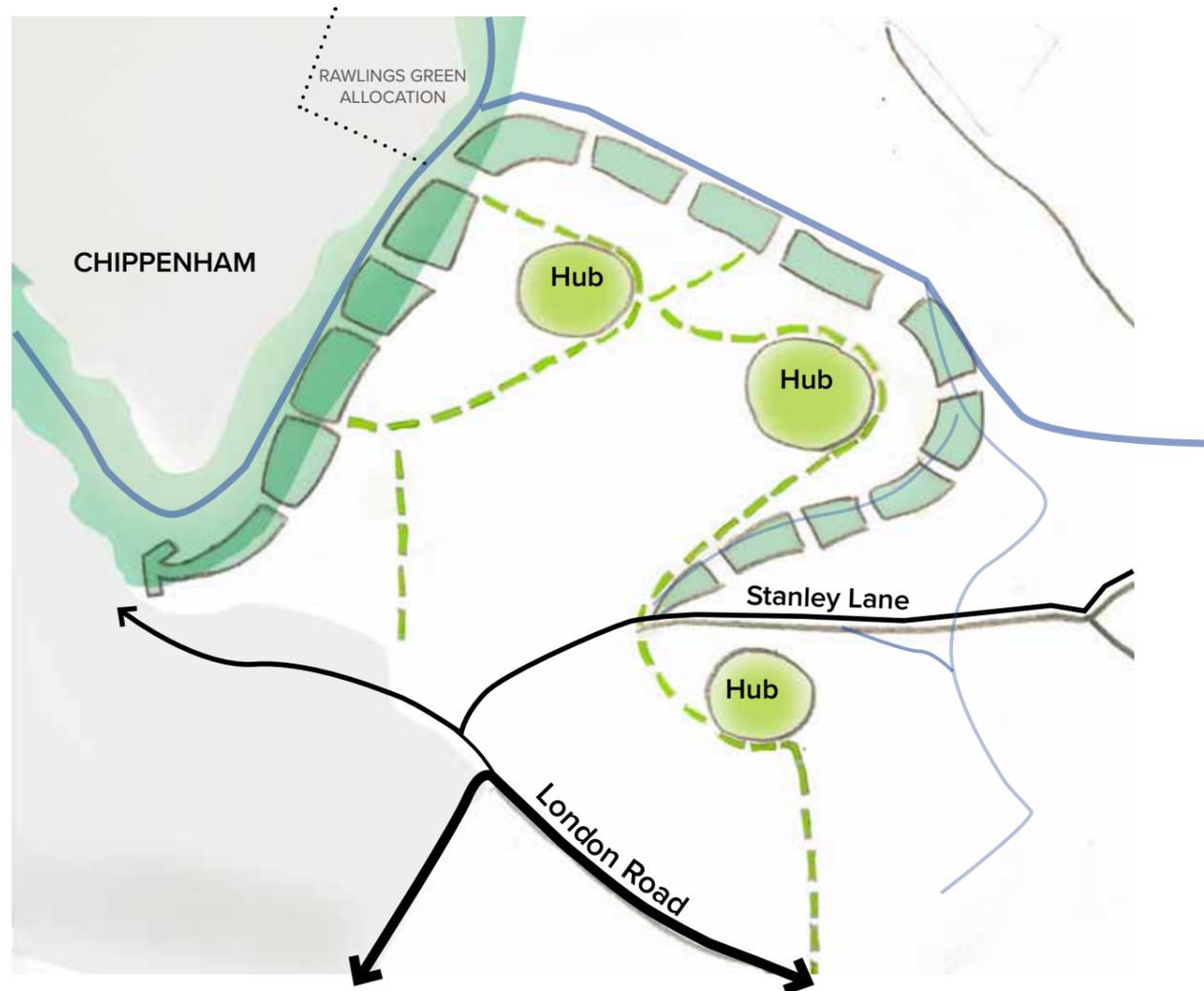
- Placement of built form on lower lying ground between the low hills
- Enhancement of vegetation along Pudding Brook and River Marden as a means of softening views of proposed built form as viewed from the east e.g. Stanley and north e.g. Tytherton Lucas
- Where feasible, retention and enhancement of the existing landscape pattern and watercourses to provide continuity of visual context
- Retention of expansive views out of the site by placement of open space on hilltops
- Retain historic paths through the site within a green link

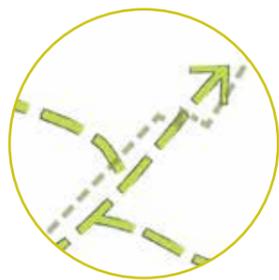




## 4. CONNECTED COMMUNITIES

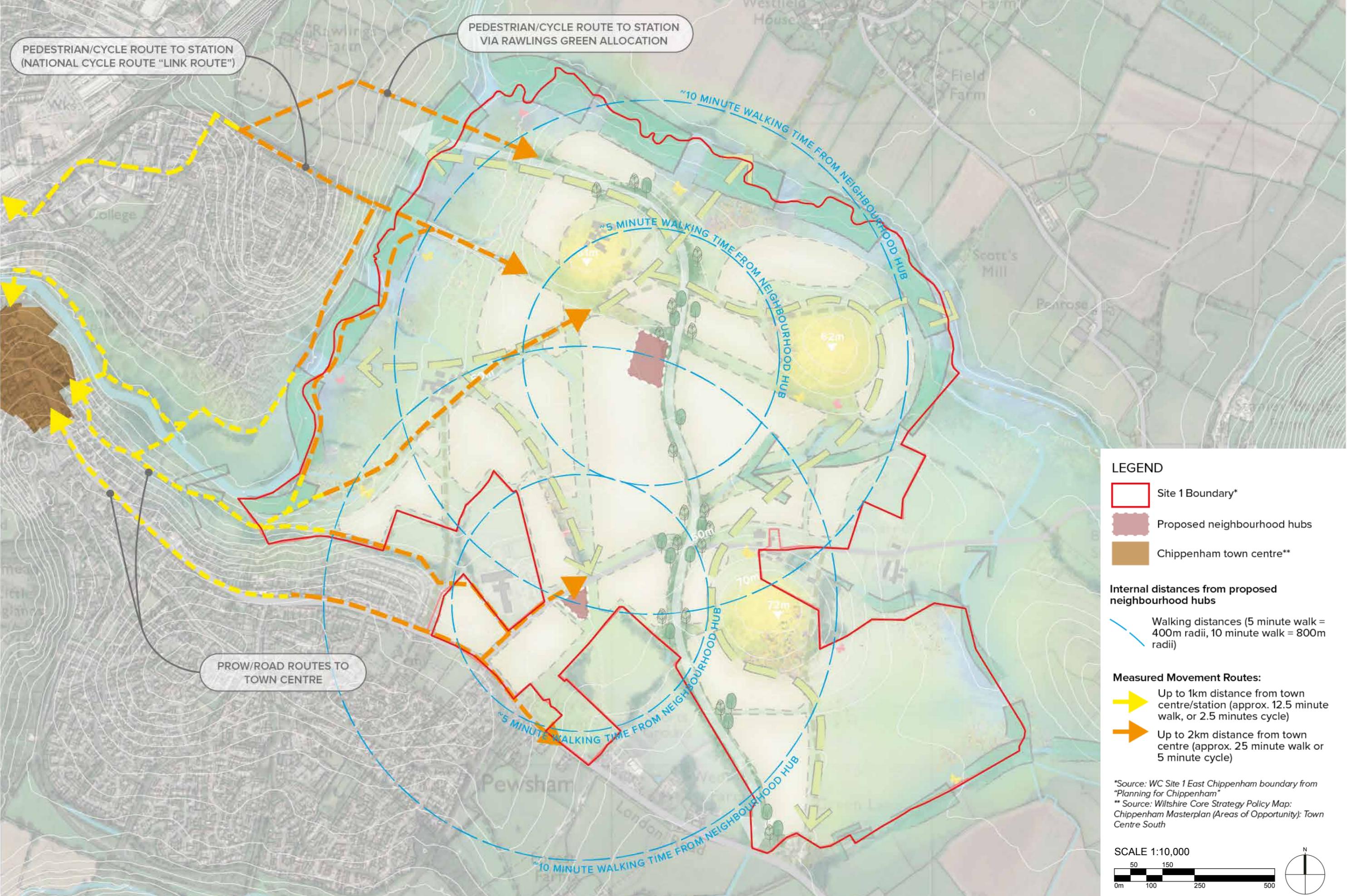
- Retained Public Rights of Way, including the Sustrans Cycle Route along the disused railway
- Provide safe walking routes through the landscape and community spaces, connecting to the proposed Local Centres and to Chippenham town centre (see further description on page 70 and Figure 18)
- Connect the hilltops to the enhanced river corridors
- Integrate the proposed new road to the masterplan as a green link connecting the different new communities





## 4. CONNECTED COMMUNITIES

- 7.1.1. To ensure the creation of a sustainable new community, it is essential to consider walkability/cycleability so that unnecessary vehicle movements are avoided. When proposing locations for built form, consideration has been given to walking distances, both to the proposed local centres and to the existing facilities in Chippenham town centre.
- 7.1.2. Figure 18 shows 5, 10 and 15 minute walking distance radius to the proposed local centres. It also shows walking routes between the proposed new communities and Chippenham town centre. These walking routes demonstrate the existing and future proposed walking routes into town, with these being split into 1km increments.
- 7.1.3. Analysis of walking distances demonstrates the value of avoiding residential development in the far south eastern corner of Site 1, which would then be extending built form outside of an easily walkable distance into Chippenham or to the proposed local centres.



**LEGEND**

- Site 1 Boundary\*
- Proposed neighbourhood hubs
- Chippenham town centre\*\*

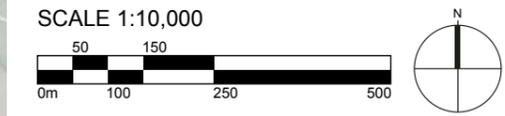
**Internal distances from proposed neighbourhood hubs**

- Walking distances (5 minute walk = 400m radii, 10 minute walk = 800m radii)

**Measured Movement Routes:**

- Up to 1km distance from town centre/station (approx. 12.5 minute walk, or 2.5 minutes cycle)
- Up to 2km distance from town centre (approx. 25 minute walk or 5 minute cycle)

\*Source: WC Site 1 East Chippenham boundary from "Planning for Chippenham"  
 \*\* Source: Wiltshire Core Strategy Policy Map: Chippenham Masterplan (Areas of Opportunity): Town Centre South



**FIGURE 18: LANDSCAPE LED CONCEPT AS THE BASIS FOR A WALKABLE, SUSTAINABLE EXTENSION TO CHIPPENHAM**



# 8.0 CONCLUSION

- 8.1.1. This study establishes an up to date assessment of the landscape east of Chippenham using a methodology aligned with that promoted by Natural England (dated 2019). It reviews the existing baseline studies, and considers the North Wilshire LCA to be useful context, but too large scale in nature to assist in site specific guidance and finds the 2014 TEP study to be out of date in not considering sensitivity relative to the scale of change being proposed (whilst guidance has been updated since this was published).
- 8.1.2. It finds that the landscape is of greatest sensitivity adjacent to the local rivers (Avon and Marden) and streams (Pudding Brook) and also the relatively low lying but notable hills (at 61, 62 and 72 metres AOD). The agricultural landscape lying between these local landscape features (Avon Lowland) is found to have a notably lower sensitivity to development (see Figure 15).
- 8.1.3. It also identifies that the area of most visual sensitivity is land to the south east of Site 1, which sits within the foreground of expansive views across this landscape from the higher vantage points of Bencroft Hill and Derry Hill, and that if development takes place to the south-east of Site 1 it would likely create substantial visual effects from these locations (viewpoints 10 and 11). It has considered a wide range of other views, including views to the north (see viewpoints 7 and 8) and also the east (viewpoint 9). However, due to their low lying position, views are less expansive resulting in these views being less sensitive to the type of change proposed (see Figure 14 for viewpoint locations and Figure 16 for visual sensitivity summary).
- 8.1.4. This study then sets out a landscape-led design approach that has emerged from this understanding of the local landscape and visual sensitivities and values. It culminates in a four layered concept for development that enhances the existing river and stream corridors (1), celebrates the existing hills (2), connects communities through retained and proposed green corridors (3) and integrates development within the view by reducing its visibility from the most prominent external locations whilst framing existing views from the site outwards. This objective is summarised in a green infrastructure concept plan (Figure 17) that also illustrates how this approach creates a highly compact and accessible form of development (Figure 18).
- 8.1.5. The key conclusion of this study is that there is a high degree of alignment between the findings of our study and that promoted within Site 1 in the consultation draft, with the following notable exceptions:
- i) The existing Sustrans cycle route is a key movement feature that provides a very important means of enabling sustainable movement, but is not a landscape feature that should structure or restrict the positioning of development, as it is not a feature that can be read in three dimension;
  - ii) That development should take place to the north of the Sustrans route, that connects logically to the Rawlings Farm allocation in a form that responds to the topography of the landscape, which also acts to reduce its visibility from low level views in Tytherton Lucas and footpaths to the north;
  - iii) Land to the far south east of Site 1 is the most sensitive in wide expansive views from both Derry Hill and Bencroft Hill (which are the most notable views of Site 1 from the local landscape). Development should be restricted from this part of the site due to the likely effect it will have on these more sensitive expansive views, and it also is located farthest (in walking and cycling terms) from the proposed local hubs and the existing town centre, thereby being least sustainable for non vehicular travel modes.
- 8.1.6. Overall, we consider that the approach advocated in Figures 17 and 18 provides an exceptional opportunity to deliver the amount of growth being promoted by the Local Plan Review while responding most positively to the landscape value and sensitivities of the site and its immediate context.



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CHIPP332A

# LOCAL PLAN REVIEW REPRESENTATIONS

Gate Farm, Chippenham

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March 2021

CSJ Reference MO.5759

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## 1. EXECUTIVE SUMMARY

- 1.1. BDW South West endorse and fully support the decision by Wiltshire Council at Regulation 18 stage to promote the development of land at Gate Farm as part of the wider strategic expansion of East Chippenham as set out within the Local Plan Review consultation.
- 1.2. BDW South West are committed to working positively with the Local Planning Authority and adjacent land owners, including Wiltshire Council within the wider planned strategic expansion of East Chippenham, to ensure the timely delivery of houses, facilities and associated infrastructure, principally in this case the planned eastern distributor road.
- 1.3. Having reviewed the evidence base accompanying the Regulation 18 consultation, BDW support the allocation of East Chippenham as the primary preferred option for development in order to deliver the Council's housing and employment requirements over the extended plan period to 2036.
- 1.4. Notwithstanding BDW's express support of the strategic objectives of the Council, there are elements of the published Concept Plans which are considered could be amended to deliver further substantial benefits.
- 1.5. To this effect, indicative site concept plans have been prepared to accompany this submission which detail alternative potential site layouts which could be taken forward as part of any masterplan accompanying the strategic allocation to the East of Chippenham.
- 1.6. In this instance, it is considered that the southern component of Gate Farm to the south of Stanley Lane would be best placed to be delivered as residential, rather than the mixed-use currently detailed inclusive of a new primary school and local centre. This approach is sought in considering the site's proximity to the existing settlement and its capability to deliver housing without reliance on new infrastructure, as evidenced within the accompanying highway evidence.
- 1.7. This is determined to be particularly beneficial in light of the Council's current inability to demonstrate a five-year housing land supply, which is in part due to the difficulties in bringing forward strategic scale residential development at the County's main settlements. The allocation of this land for residential development would facilitate early delivery within the Plan period to address this current deficit.

## 2. INTRODUCTION

### CONTENT OF REPRESENTATIONS

- 2.1. These Local Plan Review representations have been prepared by CSJ Planning on behalf of BDW South West the landowner of Gate Farm, Chippenham.
- 2.2. These representations are accompanied by the following suite of information which should be read together as part of a comprehensive response:
  - Highways Technical Note by Entran
  - Constraints & Opportunities Plan by PAD Design
  - Indicative Site Layout by PAD Design
- 2.3. This representation includes further considerations in relation to ecology, heritage assets and landscape character.
- 2.4. The demise of the Gate Farm landholding is detailed below:



### THE LOCAL PLAN REVIEW

- 2.5. The Local Plan Review consultation is being undertaken from 13<sup>th</sup> January 2021 through to 9<sup>th</sup> March 2021. In summary, the Review considers the following:
  - How growth including additional new homes and employment land is distributed around the county;
  - Levels of growth, potential locations for development and place shaping priorities for each of the county's main settlements;
  - Improving the framework for rural communities to meet housing needs; &
  - The opportunity to inform proposals about how the council's planning policies can be shaped to address climate change and biodiversity net gain.

- 2.6. The purpose of the Local Plan Review is to ensure that the Development Plan remains up to date and supports growth, ensuring there is enough land for homes, jobs and the infrastructure necessary to support them. National planning policy and guidance requires every Local Plan to be reviewed at least once every five years in order to ensure that it promotes and supports appropriate growth and as the Wiltshire Core Strategy was adopted in 2015,
- 2.7. The most recent iteration of the adopted Local Development Scheme sets out the anticipated timeline for the progression of the review through to adoption:
- Initial consultation on the scope of plan: Commenced November 2017
  - **Plan preparation** (including evidence gathering and informal consultation, with public consultation commencing Quarter 4 2020): Over the period Quarter 1 2018 to Quarter 4 2021.
  - Publication of plan for pre-submission consultation: Commencing Quarter 4 2021
  - Submission to Secretary of State: Quarter 3 2022
  - **Examination** (including hearing and receipt of Inspector's report): Commencing Quarter 4 2022
  - **Adoption:** Quarter 2 2023
- 2.8. In accordance with The Town and Country Planning (Local Planning) (England) Regulations 2012, this pending consultation aligns with Regulation 18. The timetabled pre-submission consultation version of the Review (Regulation 19) is due to be issued for consultation in Quarter 4 2021, taking into account responses received during this course of this consultation period.
- 2.9. The Regulation 19 Review Document will constitute a full draft of the proposed Core Strategy Review document and at this stage, the Local Planning Authority are likely to begin to attach weight to its content as a 'material consideration' in decision-making.

## SITE DESCRIPTION

- 2.10. The site lies to the east of the large town of Chippenham. It is sited in close proximity to Abbeyfield School, with agricultural expanses around the perimeter of the site. The A4 abuts the southern-most point of the site, with Stanley Lane dissecting the site, which is formed of two components, to the north and south of the lane.

## LAND DESIGNATIONS

- 2.11. The site does not fall within a Conservation Area, or within the setting of a Conservation Area, although Gate Farmhouse is listed Grade II (UID1199337) and sited immediately adjacent to Stanley Land and the London Road, A4. The setting of the farmhouse will be subject to significant change in the event of an urban extension in this location.
- 2.12. There are no existing public rights of way that traverse through either part of the site and there are no further potentially prohibitive designations within, or adjacent to the site such as SSSI's, AONB, Green Belt or Tree Preservation Orders.

### 3. THE SPATIAL STRATEGY AND SITE SELECTION PROCESS

#### THE SPATIAL STRATEGY

- 3.1. The Local Plan Review seeks to extend the adopted Plan period through 2036 and to plan for the increased housing requirement of between 40,840 - 45,630 dwellings over the Plan period from 2016 to 2036.
- 3.2. The extent of the housing need over the extended plan period has been calculated in two ways, providing a minimum and a higher figure. The lower figure in the range of housing need assessed by the Council represents the minimum that results from using a national standard method (Standard Method). A Local Housing Need Assessment (LHNA) of new homes needed takes account of longer-term migration and economic forecasts and produces the upper range result.
- 3.3. The Chippenham HMA has the largest housing need in the County by some margin, both in terms of
  - the Standard Method requirement at 17,410;
  - Local Housing Need Assessment 20,400;
  - Employment Land, 9Ha.
- 3.4. The published Emerging Spatial Strategy details that the currently adopted settlement hierarchy within Core Policy 1 of the Core Strategy will not change as part of this review. Chippenham therefore remains one of the Principal Settlements and is the primary settlement within the HMA with the greatest housing requirement. BDW South West endorse the continuation of this approach in spatial strategy terms.
- 3.5. This details that at Chippenham alone, there is a requirement for 9,225 new homes in the extended Plan period through to 2036. This constitutes in excess of a 100% increase over the adopted Plan requirement of 4,510 new homes from 2006-2026. Once completions and existing commitments have been factored, there remains a requirement for a further 5,100 new homes to be identified to meet the established Local Housing Need.
- 3.6. It is therefore self-evident that there remains a significant residual housing requirement at Chippenham alone to be met across the extended period and that further strategic-scale releases will be required to facilitate the delivery of the required housing numbers.

#### THE SITE SELECTION PROCESS

- 3.7. In order to deliver the outstanding housing requirement, the Council have undertaken a detailed Site Selection Assessment, inclusive of Sustainability Appraisal, which has manifested in the draft allocation of three strategic allocations:
  - i. Land at East Chippenham
  - ii. South Chippenham
  - iii. East of Showell Farm

- 3.8. The subject site falls within the wider proposed Site Allocation 1 – East Chippenham. The site forms part of the extensive wider site referred to as Site 506B within Stage 2 of Site Selection Assessment which details the following:

**506B:** *This site is located east of Chippenham. It has average accessibility to local facilities. A small part of the site is affected by pluvial flooding associated with the River Avon and surface water flooding around Hardens Farm and further east.*

*Management measures are achievable. The site would be visible from the Monkton Park housing estate and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road.*

*The site contains designated and non-designated heritage assets. Development could have an impact on historic assets: setting of Grade II listed Hardens Farm, Tytherton Lucas Conservation Area and non-designated New Leaze Farmstead.*

*The site, to the east of the River Avon, would represent a fresh direction for expanding the urban area. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.*

- 3.9. Concluding the Stage 2 Assessment, the Council resolved to combine the BDW South West land holdings alongside Sites 455 (Land to the North of London Road and West of Stanley Lane), 3092 (Forest Gate Farm), 458 (Land to the South West of Abbeyfield School) and 3354 (Jeys Farm, Pewsham) for Stage 3 Sustainability Appraisal purposes.

- 3.10. The reasoning for such an approach was:

*These sites mostly abut each other and are all located east of Methuen Park, Rawlings Green, the River Avon and between the River Avon and the A4 corridor.*

- 3.11. As para 48 of the Site Selection Report details, the Stage 3 Sustainability Appraisal identifies the likely significant social, economic and environmental effects of the plan, both positive and negative. In order to make an informed assessment, a framework of 12 equally weighted objectives which reflect the strands of sustainable development as defined by the NPPF and by which the effects from the development of each site can be identified, as follows:

- Biodiversity - Protect and enhance all biodiversity and geological features and avoid irreversible losses
- Land and soil - - Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings
- Water - Use and manage water resources in a sustainable manner
- Air Pollution - Improve air quality and reduce all sources of environmental pollution
- Climate - Minimise our impacts on climate change (mitigation) and reduce our vulnerability to future climate change effects (adaptation)
- Energy - - Increase the proportion of energy generated by renewable and low carbon sources of energy
- Heritage - Protect, maintain and enhance the historic environment
- Landscape - Conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place

- Housing - Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures
- Comms - Reduce poverty and deprivation and promote more inclusive communities with better services and facilities
- Transport - Reduce the need to travel and promote more sustainable transport choices
- Economic - Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth

- 3.12. In assessing each prospective site against these 12 framework objectives, the Council determined that all seven potential strategic development locations should progress to Stage 4 (Site Selection) assessment, with the BDW South West land forming part of the extensive Site 1 (East Chippenham) scoring the 'highest' in Sustainability Appraisal terms.
- 3.13. It should be noted that the subject BDW South West landholding forms only a relatively minor component of the wider extensive 'East Chippenham' preferred area and if assessed independently, it is most likely that it would score highly in light of the restricted number of site-specific constraints.
- 3.14. Indeed, when assessed at Stage 4 against the Council's six Place Shaping Priorities which have ultimately determined the preferred strategic options, Site 1 (East Chippenham) is considered to be neutral in respect of PSP2 (Town Centre) and PSP6 (Surrounding Villages).
- 3.15. Whilst these assessments are perhaps logical in considering the full extent of the prospective site allocation, the subject site is located immediately adjacent to the existing Chippenham settlement boundary and is in much closer proximity to the existing town centre than the northern periphery of the site, with easy access via footways or the existing bus routes along London Road.
- 3.16. Furthermore, given the site's close proximity to the existing settlement boundary and the built form along London Road and the southern parts of Stanley Lane, the potential impact upon the surrounding villages of Tytherton Lucas and Derry Hill relationship in this location is greatly diminished in comparative terms to the wider extent of East Chippenham.
- 3.17. Therefore, it is considered that the BDW South West land south and north of Stanley Lane, when considered in isolation would be determined to deliver greater strengths in the Council's SWOT analysis when assessed against the Place Shaping Priorities than when assessed as an element of the extensive proposed East Chippenham allocation.

## 4. THE DRAFT ALLOCATION AND PROPOSED SITE CONCEPT PLANS

### THE DRAFT POLICY

- 4.1. The Planning for Chippenham document (p10) details that land at East Chippenham is proposed to be allocated for a mixed-use development comprising of:
- Approximately 2975 dwellings to include self and custom build plots and specialist housing.
  - Approximately 3ha Employment Land
  - District Centre and Local Centre
  - Community Uses
  - Land for allotments
  - Land for a Community Orchard
  - Open space provision to include an eastern
  - Extension of the Riverside Country Park
  - Land to expand Sports Ground
  - Land for 2 Two Form Entry Primary Schools
  - Land for 4 100 space Nurseries
  - Land for renewable energy site
  - Walking and Cycling links to and from the town centre, Abbeyfield School and nearby settlements including Bremhill, Tytherton Lucas and Calne
  - Transport corridor linking A4 with A350 northwards

### THE PROPOSED SITE CONCEPT PLANS

- 4.2. Building on the above proposed draft policy, the Council have prepared indicative Site Concept Plans which show a way in which the identified land. These are inclusive of suggested locations for each use detailed above, suggested locations for high density development and areas to be retained as undeveloped land to help maintain the setting of the town, important views, access to the countryside and the setting and separate identities of villages in the wider area.
- 4.3. The concepts are also inclusive of possible locations for infrastructure, including in this instance the provision of an eastern relief road which links the A4 North Chippenham from the A350 junction to the south at Showell Farm, via the east at London Road. The Council detail that the purpose of this consultation is to seek views on the most appropriate locations for growth and the form that it should take.
- 4.4. The Concept Plan in relation to the subject site seeks to locate high density residential development at the junction of the A4 and Stanley Lane and to the northern component of Stanley Lane which would provide a residential frontage.

- 4.5. A new primary school is proposed to be sited to the north of the high-density residential development adjacent to the A4 and at the southern extent of Stanley Lane and directly opposite Abbeyfield School. It also includes a nursery with a local centre element at the northern-most extent of the site ownership.
- 4.6. The plan identifies that an average of 45 dwellings per hectare will be considered as high density in these locations. It further sets out the requirement for the provision of a key frontage in both locations, which require a strong sense of enclosure, material themes and rich architectural detailing. The concept plans further detail the requirement at the A4 frontage for the provision of a 'key node/gateway' which provides scope for a 'landmark' building to frame/enhance the entrance to the site.



#### PROPOSED INDICATIVE SITE LAYOUTS

- 4.7. BDW South West have commissioned PAD Design to prepare illustrative site layouts which take into account the indicative Site Concept Plans, inclusive of the proposed eastern distributor road alignment and seek to evolve them further.
- 4.8. The rationale for the location of the new primary school and nursery is logical, in seeking to create a 'cluster' of educational facilities alongside an expanded secondary provision at Abbeyfield School. This approach will help to promote sustainable means of travel given the proximity to the existing town and also promotes legibility in design terms.
- 4.9. However, BDW South West consider that the indicative siting of these facilities could be improved, whilst still promoting the delivery of a 'cluster' of well located educational facilities that would be accessible from the existing settlement and future occupiers within the urban extension.
- 4.10. The proposed illustrative layouts prepared by PAD Design propose a re-alignment of the proposed uses within this component of the wider East Chippenham allocation. The key suggested alteration is to re-locate the proposed new primary school and accompanying nursery to the north of Stanley Lane, abutting the existing northern boundary to Abbeyfield School in order to provide a single consolidated area of nursery, primary and secondary educational facilities (factoring in the planned southern expansion of Abbeyfield with enhanced outdoor recreational provision).
- 4.11. The design further proposes the provision of a green and play area to the east of the primary school, making the play area more accessible as it would be located on the same side of the highway. This approach would also ensure that the school is more visible and provides an opportunity for small scale local centre uses around the green.

- 4.12. The location of the proposed Local Centre has been moved further east along Stanley Lane so that it is sited along the junction of the new eastern distributor road and Stanley Lane which is considered to be constitute the optimum location for such a use.

## DELIVERY

- 4.13. In developing this approach, it provides a strategic opportunity to facilitate the early release of the BDW South West land to the south of Stanley Lane to provide a welcome boost of market and affordable housing delivery to alleviate the existing deficits. Indeed, and as the accompanying Highway evidence by Entran details, the existing highway network is also capable of accommodating the strategic release of the BDW South West landholding to the north of Stanley Lane without reliance on the planned eastern distributor road.
- 4.14. In light of both site's proximity to the existing settlement boundary and the ability for their release without reliance on the delivery of the new strategic highway network, it is logical that this area should constitute a first phase of development within the Plan period. This would also facilitate the delivery of necessary accompanying infrastructure, such as the new Primary School at an early stage.
- 4.15. Whilst viability testing has not yet occurred, it is envisaged that the site would be capable of delivering affordable housing in accordance with the 40% policy target currently enshrined within the Core Strategy. A commitment to delivery policy compliant provision of affordable housing is capable of resolution at the plan preparation stage via financial viability testing to form part of the supporting evidence base and via a Statement of Common Ground between BDW South West and the Council.
- 4.16. This benefit should not be underestimated in considering the timescales typically associated with the release of strategic urban extensions.
- 4.17. Indeed, as the PAD Design draft masterplan details, the parcel of land to the south of Stanley Lane (7.1 Ha) is capable of delivering between 200 – 260 dwellings on the basis of an average density between 35-45 dwellings per hectare which is consistent with the suggested densities set out in the Council's Concept Plans.
- 4.18. This figure includes allowances for the retention of the access to the Sports Ground, the provision of open space, attenuation and an appropriate design response to the Grade II listed Gate Farmhouse at the junction of London Road and Stanley Lane. It proposes a 'Gateway' building at the London Road frontage in accordance with the 'Urban Design Principle' Concept Plan
- 4.19. The parcel north of Stanley Lane (5.6 Ha) in applying the same density figures has the potential to deliver between 120 – 155 dwellings factoring in the provision of the aforementioned green, the primary eastern distributor road with an offset to facilitate tree planting and an attenuation feature with a green corridor that links to the south to facilitate habitat permeability.
- 4.20. Overall, the two sites therefore have the potential to delivery between 350-400 dwellings at an early stage within the plan period, without a reliance upon the strategic infrastructure necessary to 'unlock' the wider expanse of the East Chippenham strategic allocation.

## 5. HIGHWAYS

- 5.1. These representations are accompanied by a Transport Note prepared by Entran which focuses on three primary areas:
- Opportunities for new residents to travel by sustainable modes of transport;
  - Appropriate means of access to the site; and
  - Potential off-site transport effects.
- 5.2. The Note details that from an initial assessment of existing infrastructure and services that the site is clearly very well placed to promote sustainable travel choices and reduce reliance on single occupancy car journeys.
- 5.3. An assessment of predicted multi-modal trips has been carried out for the two parcels of land, both north and south of Stanley Lane. Any planning application for the development of either (or both) land parcels would be supported by a formal Transport Assessment, inclusive of a detailed assessment of the operational capacity of any new junction as well as a Stage 1 Road Safety Audit to ensure safe design for all road users.
- 5.4. However, the Note, with reference to the illustrative plans prepared by both the Council and PAD Design details that it is clear that suitable means of access can be achieved within land under the control of the landowner, or existing public highway.
- 5.5. In the event that a planning application is submitted for the development of either or both of the subject sites, the accompanying Transport Assessment would include detailed modelling of the Stanley Lane / London Road junction and the A4 (Pewsham Way) roundabout, and then identify the proportional increase in traffic at each subsequent junction in order to determine an appropriate study area and whether any further highway improvements would be required.
- 5.6. Section 5 of the Note considers the impact upon the existing highway network if the subject sites were brought forward in accordance with the indicative capacities detailed on the PAD Design illustrative plans.
- 5.7. This initial assessment demonstrates that both parcels of land could be brought forward for development ahead of the delivery of the East Chippenham distributor road, served by appropriate means of access with a detailed Transport Assessment would be required to establish the extent and nature of any off-site transport improvements.
- 5.8. Ultimately, the Note prepared by Entran demonstrates that the existing local highway network is capable of accommodating the accompanying highway movements associated with an early release of the BDW South West landholdings at East Chippenham prior to the delivery of the planned eastern distributor road.

## 6. HERITAGE

- 6.1. The statutory duties imposed via Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Act to pay special regard to the preservation of listed buildings and conservation applies equally in the plan preparation process as it does in the determination of a planning application.
- 6.2. The Interim Sustainability Appraisal clearly and definitively notes the extent of both designated and non-designated heritage assets within the draft East Chippenham strategic allocation. It notes that the likely outcome of the strategic allocation on heritage assets will lead to a 'moderate (significant) adverse effect'. The summary details that The range of potential impacts is significant and will require further more detailed assessment.
- 6.3. In respect of the BDW South West landholdings, the key heritage constraints as noted within the Sustainability Appraisal is the Grade II listed Gate Farmhouse and its setting, which is sited at the junction of London Road and Stanley Lane and the Gate Farm Milestone, also Grade II listed.
- 6.4. The Historic England listing description are as follows respectively:

*BREMHILL STANLEY LANE ST 97 SW 7/68 Gate Farmhouse II Former turnpike house on London Road, c1830-40, extended as farmhouse mid to late C19, red brick with ashlar dressings and slate roofs. One and two storeys. Original turnpike house is single storey with ashlar three-sided canted front, the centre door now blocked, a sash window with hoodmould each side. Stack on roof hip. North side wall is red brick with three similar sashes in stone surrounds with hoodmoulds, south side has two similar windows, one with original 12-pane sash, and a lean-to. Two-storey rear range with hipped slate roof and ridge stack at original south end. Red brick with ashlar dressings, stretcher-bond brickwork, an unusually early example of cavity-wall construction. North side one-window range of 16-pane sashes in ashlar surrounds with hoodmoulds, 4-panel door to right in ashlar surround with cornice on consoles. East end has similar one-window range to right, then straight joint and one-window range of similar 12-pane sashes*

*BREMHILL LONDON ROAD, A4 ST 97 SW (north side) 7/55 Milestone about 25 metres south east of Gate Farmhouse II Milestone, possibly C18 with early C19 cast-iron plate affixed, inscribed 'TO BATH 14'.*

- 6.5. Case Law in *Barnwell Manor* and *Forge Fields* is clear in that the statutory duty to pay 'special regard' to the preservation of Listed Buildings and their setting amounts to a requirement for Local Authorities to place considerable importance and weight behind harm caused to the asset, or its setting.
- 6.6. As the Interim Sustainability Appraisal recognises, the development of East Chippenham has the potential to impact on a range of designated heritage assets and the range of such impacts is significant and will require further assessment in order to inform scheme designs and layouts.
- 6.7. In considering this, the accompanying PAD Design illustrative layouts seek to ensure that the setting of Gate Farmhouse is appropriately resolved. A 'gateway' building, in accordance with the Council Concept Plan is provided to the London Road frontage in order to 'frame' the site entrance but is located so as to preserve the setting of the listed farmhouse to the optimal degree possible.
- 6.8. Notwithstanding this, it is determined that the release of the BDW South West will inevitably give rise to an impact upon the setting of the designated heritage assets. Further assessments to

determine the significance of the designated assets will be required in due course, at both the Plan preparation and application stage in order to establish the impact in heritage terms.

- 6.9. The relevant tests for the assessment of harm to designated assets are imposed via NPPF paras 193-196. Case Law in *Mordue* confirms the approach that should be taken when harm is determined to be caused to designated heritage assets.

*193. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.*

*194. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:*

*a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*

*b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II\* listed buildings, grade I and II\* registered parks and gardens, and World Heritage Sites, should be wholly exceptional<sup>63</sup>.*

*195. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:*

*a) the nature of the heritage asset prevents all reasonable uses of the site; and*

*b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*

*c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and d) the harm or loss is outweighed by the benefit of bringing the site back into use.*

*196. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.*

- 6.10. This policy guidance, which lays down the required approach corresponds with the duty in section 66(1). Generally, a decision-maker who works through those paragraphs in accordance with their terms will have complied with the section 66(1) duty.

- 6.11. The public benefits associated with the strategic release of the BDW South West landholdings are determined to be significant and correspond with the three prevailing strands of sustainable development as defined by the NPPF.

- 6.12. The release of the land has the ability to deliver many public benefits including:

- Delivery of significant market and affordable housing to alleviate current shortfalls in supply;
- Provision of and further contributions towards significant accompanying infrastructure delivery to facilitate and accommodate further strategic growth;
- Delivery of economic drivers to further solidify Chippenham as a Principal Settlement and help address unsustainable patterns of out-commuting; &
- Potential for ecological net-gains via the provision of open space and ecological corridors

## 7. LANDSCAPE & ECOLOGY

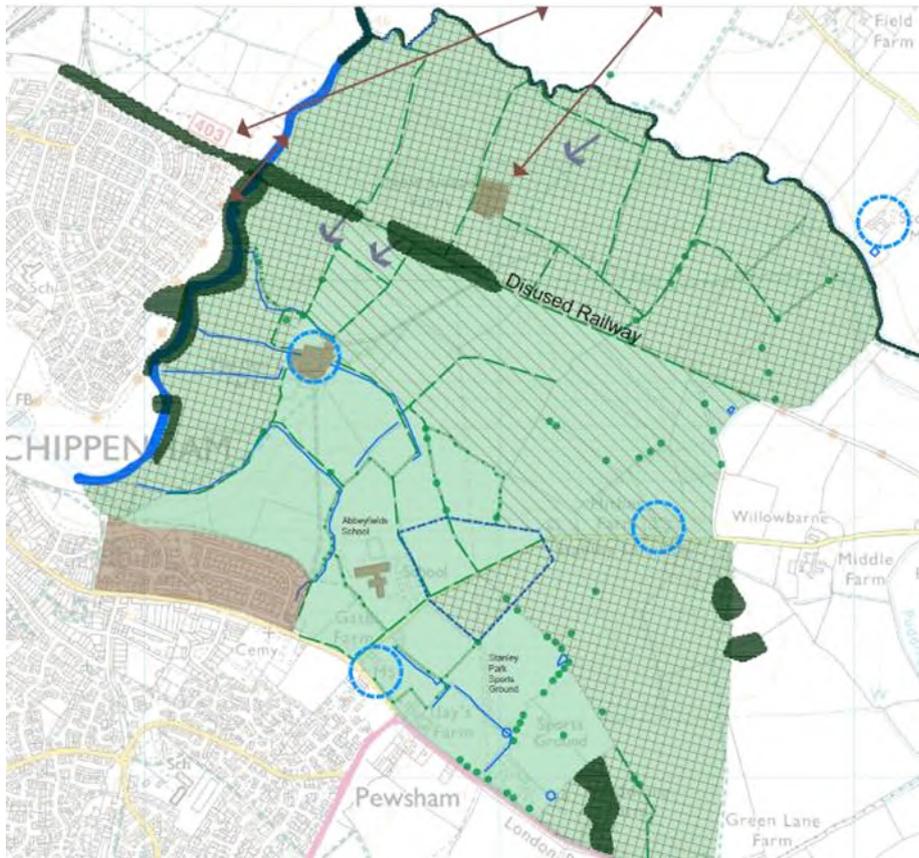
### LANDSCAPE

- 7.1. The evidence base accompanying the Chippenham Site Allocations Plan (CSAP) was inclusive of a Landscape Setting Assessment prepared by TEP (December 2014). The purpose of the Assessment as detailed at para 1.3 stated:

*The aim of this assessment in broad terms is to identify key landscape and visual characteristics of land around Chippenham and the key sensitivities and capacity of the settlement's landscape setting, and the setting to some of the outlying villages to accommodate development.*

- 7.2. It further detailed that the key objectives in preparing the Assessment were to:
- Provide a transparent, consistent and objective baseline assessment of the factors that contribute to the setting of Chippenham and outlying settlements;
  - Provide an analysis of the key landscape sensitivities/qualities that are desirable to safeguard within the setting of each settlement
  - Provide capacity recommendations on how and where new development might best be accommodated in the potential strategic areas.
- 7.3. The Assessment was prepared on the basis of the requirement for the CSAP to deliver 2,625 dwellings over the Plan period through to 2026, with assumptions adopted on the basis of any one strategic area delivery between 750-1250 dwellings. It is clear in this instance that the residual housing requirement in Chippenham has now increased by circa 100% and the Council's preferred options incorporate draft allocations for the delivery of in excess of 2000 dwellings.
- 7.4. Therefore, it is clear in that the strategic context that framed the evidence base to the CSAP has evolved considerably in the interim period. In this context, it is considered inevitable that deviations from the recommendations within the 2014 TEP report will be necessary to facilitate the required growth in housing in Chippenham.
- 7.5. Notwithstanding the above and in relation to the BDW South West Land, the TEP assessment notes that both the land to the south and north of Stanley Lane in proximity to Abbeyfield School is an area where development can be more readily accommodated with mitigation. This is except for a roughly square area north of the access to Stanley Park Sports Ground which is marked as part of a wider eastern expanse where it is determined that development would be more difficult to accommodate, even with mitigation.
- 7.6. The extent of this 'restrictive' character assessment is difficult to differentiate as the ground levels (which is the justification provided for this designation) immediately adjacent to Stanley Lane and north of the Sports Ground are consistent with that to the south and west.
- 7.7. There is a further notation relating to a roughly hexagonal area both north and south of Stanley Lane where attempts should be made to 'preserve character of approach and distinctiveness of built form'. This additional 'designation' is difficult to understand from an evidential perspective as there is no built form in the locality and no overriding character other than the expanses of agricultural land which frames the eastern edge of Chippenham.

- 7.8. Furthermore, such a 'restriction' actively conflicts with the prior assessment that this area is capable of more readily accommodating development with mitigation. Clarity in this regard is therefore required to help inform future master-planning exercises.



- 7.9. The subject land, whilst considered to have some landscape value, is not subject to any statutory or non-statutory landscape designations as is detailed within the Interim Sustainability Appraisal. In the absence of any such landscape designation, any defined landscape value must be considered as localised.
- 7.10. This approach is endorsed within the NPPF at para 171 which details that Plans should distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework.
- 7.11. In this context, it is clear that if a landscape is considered to possess value, the degree of weight and or protected afforded to it should be commensurate with its designation having applied the distinction required by NPPF 171.

## ECOLOGY

- 7.12. Whilst no ecological appraisal of the site is available at this time, in accordance with the prospective mitigation measures detailed in the Interim Sustainability Appraisal, it is considered that the respective sites would have the potential to deliver a minimum of 10% net gain for biodiversity.
- 7.13. As detailed on the accompanying PAD Design illustrative plans, the overall layout and design of both sites provide areas for habitat creation and provide ecological pathways via the green corridors.

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**CHIPP332B**

## Land at Gate Farm, Chippenham

# TRANSPORT NOTE

Appraisal and land promotion review - transport constraints, opportunities and effects

### 1. Introduction

- 1.1. This Transport Note has been prepared by Entran Ltd on behalf of David Wilson Homes in order to assess the sustainable travel choices and potential transport effects associated with the promotion of land at Gate Farm, Chippenham within the current Local Plan Review by Wiltshire Council.
- 1.2. The local Plan Review consultation is being undertaken from 13<sup>th</sup> January 2021 through to 9<sup>th</sup> March 2021. The purpose of the Local Plan Review is to ensure that the Development Plan remains up to date and supports growth, ensuring there is enough land for homes, jobs and the infrastructure necessary to support them. Wiltshire Council is also conducting a separate public consultation on three Future Chippenham road route options for a potential new distributor road located to the south and East of Chippenham.
- 1.3. This Transport Note therefore addresses matters relating to transport only and should be read in conjunction with the CSJ Planning policy submissions.
- 1.4. This transport appraisal focuses on three primary areas:
  - Opportunities for new residents to travel by sustainable modes of transport;
  - Appropriate means of access to the site; and
  - Potential off-site transport effects.
- 1.5. These matters are addressed in turn below.

### 2. Site description

- 2.1. The site is located to the east of the town of Chippenham. The site is in two parts, north and south of Stanley Lane. It is located close to Abbeyfield School, with agricultural land surrounding the majority of the site and Stanley Park sports facility located to the south-east. London Road abuts the southern-most point of the site, with Stanley Lane dissecting the two land parcels. London Road joins a three-arm roundabout to the south of the site; the other two arms being the A4 heading south-west into Chippenham, and East towards Calne.
- 2.2. The site location is shown in Figure 2.1 below.

**Figure 2.1 – Site location**





- 2.3. As part of the Local Plan review, the Council is consulting on a series of Concept Plans for the proposed land-use allocations. The Site falls within the Concept Plan for Site 1, land at East Chippenham. This strategic development area includes for the development of (among other things) 2975 new dwellings, 3ha employment land, community and leisure uses, four nurseries, new walking and cycling routes and a strategic transport corridor linking the A4 and the A350.
- 2.4. The East Chippenham Concept Plan shows the Site allocated for High Density housing (35-45dph) but with a new two-form entry primary school and nursery included to the south of Stanley Lane.
- 2.5. The rationale for the location of the primary school and nursery is understandable, creating a cluster of educational facilities with Abbeyfield School to aid accessibility and legibility. However, the proposed siting may restrict the extent of residential development feasible for DWH. Furthermore, the location of the primary school and nursery to the south of Stanley Lane would create a degree of severance between the educational uses with the potential for significant highway safety and capacity issues.
- 2.6. It is therefore considered that placing the primary school and nursery to the north of Stanley Lane, alongside the proposed local green space, would provide a more cohesive educational cluster with the ability to share access infrastructure for those arriving on foot, by bike or by bus, as well as allowing for far better vehicle access and removing any concerns about vulnerable road users crossing Stanley Lane between education settings at peak school times.
- 2.7. The relocation of the school to the north of Stanley Lane would also maximise the ability to develop the land to the south of Stanley Lane for high density residential accommodation with key frontages onto London Road and Stanley Lane.
- 2.8. A '*Constraints and Opportunities*' plan by Pad Design Ltd is included here as **Appendix A**. This shows the two parcels of land comprising the subject Site. The developable area of the northern parcel is circa 3.5ha, which would deliver 120-155 new homes. The developable area of the southern parcel is circa 5.7ha which would deliver 200-260 new homes. For the purpose of this assessment, the mid-point of these ranges has been taken as a reasonable assumption for the likely housing delivery. That equates to 135 new homes on the northern parcel and 230 on the southern parcel.
- 2.9. Section 9 of the National Planning Policy Framework (NPPF) is entitled 'Promoting sustainable transport'. Paragraph 108 states:

*"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

  - a) *appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
  - b) *safe and suitable access to the site can be achieved for all users; and*
  - c) *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."*
- 2.10. With the above in mind, the transport constraints and opportunities for this Site are assessed further in Sections 3 to 5 of this report.

### **3. Active travel choices**

- 3.1. The Local Plan consultation includes principal criteria against which site selections are judged. One of the key criteria is Active Travel (PSP4). This requires the new allocations to ensure a network of well-connected footpaths and cycleways and connectivity for public transport across the town, to/from the town centre, and through into the surrounding countryside, so that more people can choose active travel and public transport as a means of getting around.
- 3.2. This assessment criterion is consistent with the objectives of the NPPF.

- 3.3. An initial accessibility audit has been carried out to review existing infrastructure and services that would allow new residents to make sustainable travel choices.

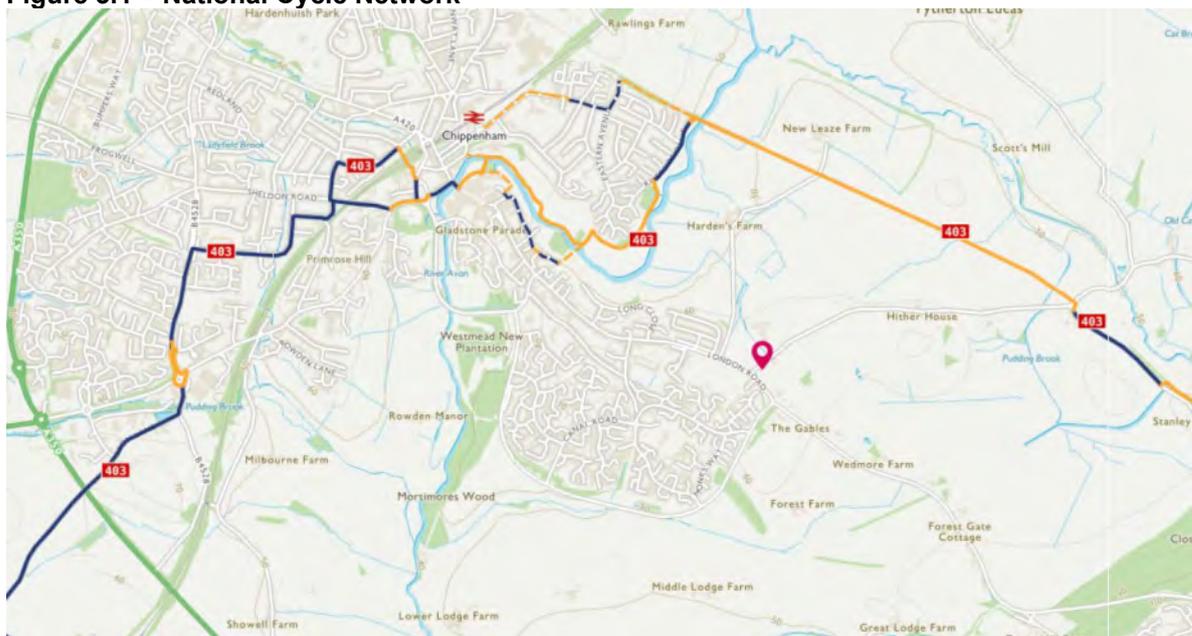
#### Walking

- 3.4. Acceptable journey distances on foot vary depending on the purpose of the journey, the environment in which the journey is taking place and of course the individual walking. The IHT guide 'Providing for Journeys on Foot' suggests that for commuting, a desirable walking distance would be 500m, an acceptable walking distance would be 1km and the preferred maximum walking distance would be 2km.
- 3.5. Figure SK01, included here as **Appendix B**, shows walking isochrones of 5, 10 and 15 minutes as well as a 2km radius from the Site. The plan illustrates the range of local facilities within easy walking distance of the Site.
- 3.6. Clearly, Chippenham town centre with its wide range of local facilities falls within walking distance of the Site, however, there are many local amenities much closer, including employment at Forest Gate and the automotive businesses to the south. The Pewsham District Centre is just 10 minutes was of the Site and has a Tesco supermarket, pub, non-food retail and health centre as well as Kings Lodge Primary School.
- 3.7. The Site is very well placed to promote journeys on foot.

#### Cycling

- 3.8. Chippenham benefits from a wide range of dedicated cycle infrastructure including local cycle routes and National Cycle Network Routes. The local routes are shown on the Wiltshire Council Chippenham Town Cycle Network plan included here as **Appendix C**. This shows a number of dedicated cycleways and quiet streets providing good access between the Site and the town centre. The plan illustrates the range of local facilities within easy walking distance of the Site.
- 3.9. The Wiltshire Council plan does not include the National Cycle Network Route 403 which runs east from Chippenham towards Calne and south from Chippenham towards Melksham. This is a very popular route for both commuting and leisure. NCN403 is easily reached from the Site via Stanley Lane or Hardens Lane.

**Figure 3.1 – National Cycle Network**



- 3.10. The Site is well placed to promote cycling as a suitable form of transport.



### Public Transport

- 3.11. The nearest bus stops are located along London Road, with the closest stop less than 300m (3-4 minutes' walk) to the south of the site. To reach this stop from the site pedestrians can walk along the footways on Stanley Road. The closest stop to the site is Stanley Lane. Full bus timetables can be found at <http://www.faresaver.co.uk/> and <https://www.stagecoachbus.com/about/west>, these are summarised below.

**Table 3.1 –Bus route summary**

No	Details	Duration	Frequency
33/ X33	Chippenham - Devizes	0655-1730	1 hour
44P	Chippenham – Pewsham	0925-1710	1 hour
55	Chippenham - Swindon	0532-2305	30 mins peak 1 hour off-peak
X10	Cherhill Black Horse – Chippenham Schools	0743-1510	School bus (i.e. two services a day)

- 3.1. Table 3.1 shows that the site benefits from reasonably good bus provisions. The services which stop within easy walking distance of the development site provide access to a range of amenities and services within the local area and further afield. The relative frequency and range of services makes travel by bus to places such as work, education, leisure and retail convenient and attractive.
- 3.2. Chippenham railway station is located just over 2km from the site. Although the station is some people would choose to walk, it is within a reasonable cycle distance and accessible by bus or taxi. The station has secure cycle parking and a dedicated taxi rank. The station is served GWR on the London to Bristol line with services running to a range of destinations, summarised in table 3.2 below:

**Table 3.2 –Rail services summary**

Destination	Frequency
Bristol Temple Meads	30 mins
Swindon	1 hour
London Paddington	30 mins
Westbury	1 hour

- 3.3. Table 3.2 demonstrates that Chippenham railway station provides a good level of access via direct rail services to a range of key destinations. Long-distance travel by sustainable modes of travel is viable from this Site.

### Section conclusion

- 3.4. The site is clearly very well placed to promote sustainable travel choices and reduce reliance on single occupancy car journeys. Any planning application submitted in respect of the subject Site would need to be supported by a Travel Plan to ensure the necessary objectives, infrastructure and information is put in place to allow new residents to make informed decisions about Active Travel.



#### 4. Means of access

- 4.1. The Concept Plan for land at East Chippenham includes a new spine road which forms part of the Eastern Relief Road, linking the A4 at Pewsham to the A350 north and south of Chippenham. The alignment of the spine road on the Concept Plan differs slightly from the three options being consulted upon; however, as stated earlier, the subject site is in two halves, north and south of Stanley Lane and if the inner or middle route were to be pursued, it is likely that the northern part of the subject Site would take access indirectly from the spine road.
- 4.2. The southern part of the subject Site has a long frontage onto Stanley Lane and a shorter frontage onto London Road. An assessment has therefore been undertaken to establish an appropriate means of access onto either of these roads.
- 4.3. In order to inform appropriate junction types, the TRICS® database has been interrogated to establish predicted multi-modal trips associated with the potential 135 new dwellings on the northern parcel and 230 on the southern part of the subject Site. A high-density residential development is likely to include a mix of unit types and tenures, but for a robust assessment all trips have been assessed on the basis of houses in private ownership. The TRICS database does include data for flats and rented houses which generally show lower rates of travel demand. The exclusive use of 'houses in private ownership' can therefore be considered worst case. The chosen selection criteria include sites in England, outside London, generally of a similar size (+/-50%) and in similar locations (not in town centres). The TRICS data is included as **Appendix D**. The predicted trip rates and trips are set out below.

**Table 4.1 – Residential multi-modal trip rates**

	Driver	Car passgr	Walk	Cycle	Bus	Rail
<b>AM</b>	0.492	0.35	0.095	0.021	0.001	0.009
<b>PM</b>	0.491	0.31	0.061	0.02	0	0.008
<b>Daily</b>	4.463	2.612	0.809	0.137	0.009	0.054

- 4.4. Guidance on the choice of junction type is set out in Design Manual for Roads and Bridges CD123 '*Geometric design of at-grade priority and signal-controlled junctions*'. Within that document, Figure 2.3.1 indicates appropriate priority-junction provision on single carriageway roads based on vehicle flows. It shows that if the side road carries up to 300 vehicles per day, and the major road carries up to 13,000 vehicles per day then a simple priority junction is suitable.
- 4.5. If the side road carried more than 300 vehicles per day then an alternative junction format such as a right-turn lane or mini-roundabout may be required; however, the daily vehicle flows are only used to determine the approximate level of junction provision prior to more detailed traffic modelling to check capacity.

#### Southern parcel

- 4.6. If the multi-modal trip rates from Table 4.1 are applied to the assumed 230 new dwellings, the travel demand would be as follows:

**Table 4.2 – Residential multi-modal trips South parcel (230 dwellings)**

	Driver	Car passgr	Walk	Cycle	Bus	Rail
<b>AM</b>	113	81	22	5	0	2
<b>PM</b>	113	71	14	5	0	2
<b>Daily</b>	1026	601	186	32	2	12

- 4.7. Table 4.2 demonstrates that the proposed development of the southern part of the Site is predicted to generate 113 vehicle trips and 20-30 people entering and leaving the site on foot or by bike in the morning and evening peak hours. The southern parcel would be expected to generate up to 1026 vehicle trips per day.



- 4.8. Based on the figures in Table 4.2 it is unlikely that the southern parcel would be developed with a single point of access. It is more probable that the site would have two or more vehicle accesses.
- 4.9. The Pad Design Ltd illustrative masterplan included as **Appendix E** shows the southern parcel taking access from Stanley Lane in the location of the existing Stanley Park sports ground access (point 13), and a second access from London Road (point 15). The illustrative masterplan shows both accesses as simple priority junctions; however, any planning application for the development of this land would need to be supported by a full Transport Assessment, including junction capacity analyses of both junctions to determine whether a right-turn lane or other form of junction would be appropriate. A right-turn lane on Stanley Lane would require the existing 6.5m wide carriageway to be widened locally to 9m. This widening would take place on the suite-side of the road.
- 4.10. Given the predicted level of pedestrians and cyclists, a segregated footway/cycleway, linking to the existing provision on Stanley Lane and London Road would be appropriate. This would also serve as an auxiliary access for emergency vehicles.
- 4.11. CD123 also provides guidance on junction spacing.
- 4.12. The existing distance between the Stanley Lane / London Road junction and the London Road/ Pewsham Way roundabout is 185m. A new junction placed midway between these two would achieve junction spacing of 92m.
- 4.13. The existing distance between the Stanley Lane / London Road junction and the Abbeyfield School entrance is 200m. A new junction placed midway between these two would achieve junction spacing of 100m.
- 4.14. The distance between the Abbeyfield School access and the Stanley Park sports ground access is currently 65m.
- 4.15. CD123 states that a major road design speed of 50kph the minimum junction spacing should be 50m. A new access could therefore be placed onto London Road and achieve the required junction spacing. Indeed, two new accesses could be located onto the Stanley Lane frontage and achieve the required junction spacing. Furthermore, there is clearly sufficient latitude to place the accesses in appropriate locations on either frontage to support the urban design requirements that would apply to these key frontages.
- 4.16. It is also worth noting the as Stanley Lane and London Road are both subject to 30mph speed limits. The required visibility splays from any new junction would be 43m in either direction. A minimum junction spacing of 50m would therefore ensure that no junction would interfere with the driver-intervisibility of the adjacent junction.

#### Northern parcel

- 4.17. If the multi-modal trip rates from Table 4.1 are applied to the assumed 135 new dwellings, the travel demand would be as follows:

**Table 4.3 – Residential multi-modal trips North parcel (135 dwellings)**

	Driver	Car passgr	Walk	Cycle	Bus	Rail
<b>AM</b>	66	47	13	3	0	1
<b>PM</b>	66	42	8	3	0	1
<b>Daily</b>	603	353	109	18	1	7

- 4.18. Table 4.3 demonstrates that the northern part of the Site would generate 66 vehicle trips and 10-20 people entering and leaving the site on foot or by bike in the morning and evening peak hours. The northern parcel would be expected to generate up to 603 vehicle trips per day.



- 4.19. Again, these are worst-case figures based on 100% houses in private ownership. However, based on these figures, a simple priority junction may be inadequate to serve this development if built-out as a single residential cul-de-sac. Importantly, however, the illustrative masterplan shows that this site could be instrumental in bringing forward part of the Primary Route through the wider East Chippenham development. Once that route is completed, and forms a continuous route between the A4 and the A350 east of Chippenham, the means of access to this parcel of land would alter significantly.
- 4.20. The intersection of the Primary Route and Stanley Lane (point 10 on the illustrative masterplan) will need careful consideration and modelling as part of the wider East Chippenham development proposals, including the potential for the access to Abbeyfield School from London Road becoming a cul-de-sac. However, if the northern parcel of the subject Site were to be developed ahead of the delivery of the Primary Route between the A4 and the A350, access would be taken from Stanley Lane. This would require Stanley lane to be widened to 6.5m to match the length currently serving Abbeyfield School, and the junction will need assessing for operational capacity to determine the appropriate junction form. Table 4.3 suggests that 50% of the northern parcel could be served by a simple priority junction but that some form of improvement would be required to serve the full 135 dwellings.

#### Section conclusion

- 4.21. Any planning application for the development of the subject Site would need to be supported by a Transport Assessment, including a detailed assessment of the operational capacity of any new junction as well as a Stage 1 Road Safety Audit to ensure safe design for all road users. However, it is clear that suitable means of access can be achieved within land under the control of the landowner, or existing public highway.

### **5. Transport effects**

- 5.1. Table 4.1 in Section 4 above shows the predicted multi-modal trip rates for houses in private ownership in locations similar to the subject Site and for residential developments of between 100 and 400 new homes. If these trip rates are applied to the combined north and south parcels that comprise the subject Site, the resultant multi-modal tips would be as follows:

**Table 5.1 – Residential multi-modal trips combined Site (365 dwellings)**

	Driver	Car passgr	Walk	Cycle	Bus	Rail
<b>AM</b>	180	128	35	8	0	3
<b>PM</b>	179	113	22	7	0	3
<b>Daily</b>	1629	953	295	50	3	20

- 5.2. The vehicle trips would be divided between three or more accesses; however, based on the illustrative masterplan, approximately 125 additional vehicle trips would use the Stanley Lane / London Road junction in the morning and evening peak hours. The cumulative effect of the additional residential trips combined with the existing Abbeyfield School traffic generation (and any additional education 'cluster') would require that junction to be upgraded.
- 5.3. As part of earlier work promoting the land at East Chippenham, a number of junction options have been considered for the Stanley Lane / London Road junction. The two most viable options were a compact roundabout and a signal-controlled junction. As Gate Farmhouse on the corner of the junction is a listed building the ability to deliver a compact roundabout is challenging within the land available. The most likely junction improvement would therefore be a signal-controlled junction.
- 5.4. The phasing of development would be an important consideration when determining the timing for the delivery of such a junction improvement. If, for example, the Future Chippenham distributor road was delivered early as enabling infrastructure, funded through the Housing Infrastructure Fund (HIF), then the length of Stanley Lane currently serving Abbeyfield School may become a cul-de-sac, and the London Road junction may not require any improvement. However, if either parcel of the subject Site were brought forward ahead of the Primary Route, the new signal-controlled junction would be



required. Any Transport Assessment submitted in support of a planning application for the development of the subject Site, would identify the trigger point for the junction improvement.

- 5.5. The Transport Assessment would also include detailed modelling of the A4 (Pewsham Way) roundabout, and then identify the proportional increase in traffic at each subsequent junction in order to determine an appropriate study area and whether any further highway improvements would be required.

#### Section conclusion

- 5.6. This initial assessment demonstrates that both parcels of land could be brought forward for development ahead of the delivery of the East Chippenham Primary Route, served by appropriate means of access, and that a detailed Transport Assessment would be required to establish the extent and nature of any off-site transport improvements.

## **6. Summary and conclusion**

- 6.1. This Transport Note has been prepared by Entran Ltd on behalf of David Wilson Homes in order to assess the sustainable travel choices and potential transport effects associated with the promotion of land at Gate Farm, Chippenham within the current Local Plan Review by Wiltshire Council.
- 6.2. The subject Site comprises two parcels of land, north and south of Stanley Lane.
- 6.3. An initial assessment of existing infrastructure and services shows that the site is clearly very well placed to promote sustainable travel choices and reduce reliance on single occupancy car journeys. Any planning application submitted in respect of the subject Site would need to be supported by a Travel Plan to ensure the necessary objectives, infrastructure and information is put in place to allow new residents to make informed decisions about Active Travel.
- 6.4. An assessment of predicted multi-modal trips has been carried out for the two parcels of land. Any planning application for the development of either (or both) land parcels would need to be supported by a Transport Assessment, including a detailed assessment of the operational capacity of any new junction as well as a Stage 1 Road Safety Audit to ensure safe design for all road users. However, it is clear that suitable means of access can be achieved within land under the control of the landowner, or existing public highway.
- 6.5. The Transport Assessment would also include detailed modelling of the Stanley Lane / London Road junction and the A4 (Pewsham Way) roundabout, and then identify the proportional increase in traffic at each subsequent junction in order to determine an appropriate study area and whether any further highway improvements would be required.
- 6.6. This initial assessment demonstrates that both parcels of land could be brought forward for development ahead of the delivery of the East Chippenham Primary Route, served by appropriate means of access, and that a detailed Transport Assessment would be required to establish the extent and nature of any off-site transport improvements.



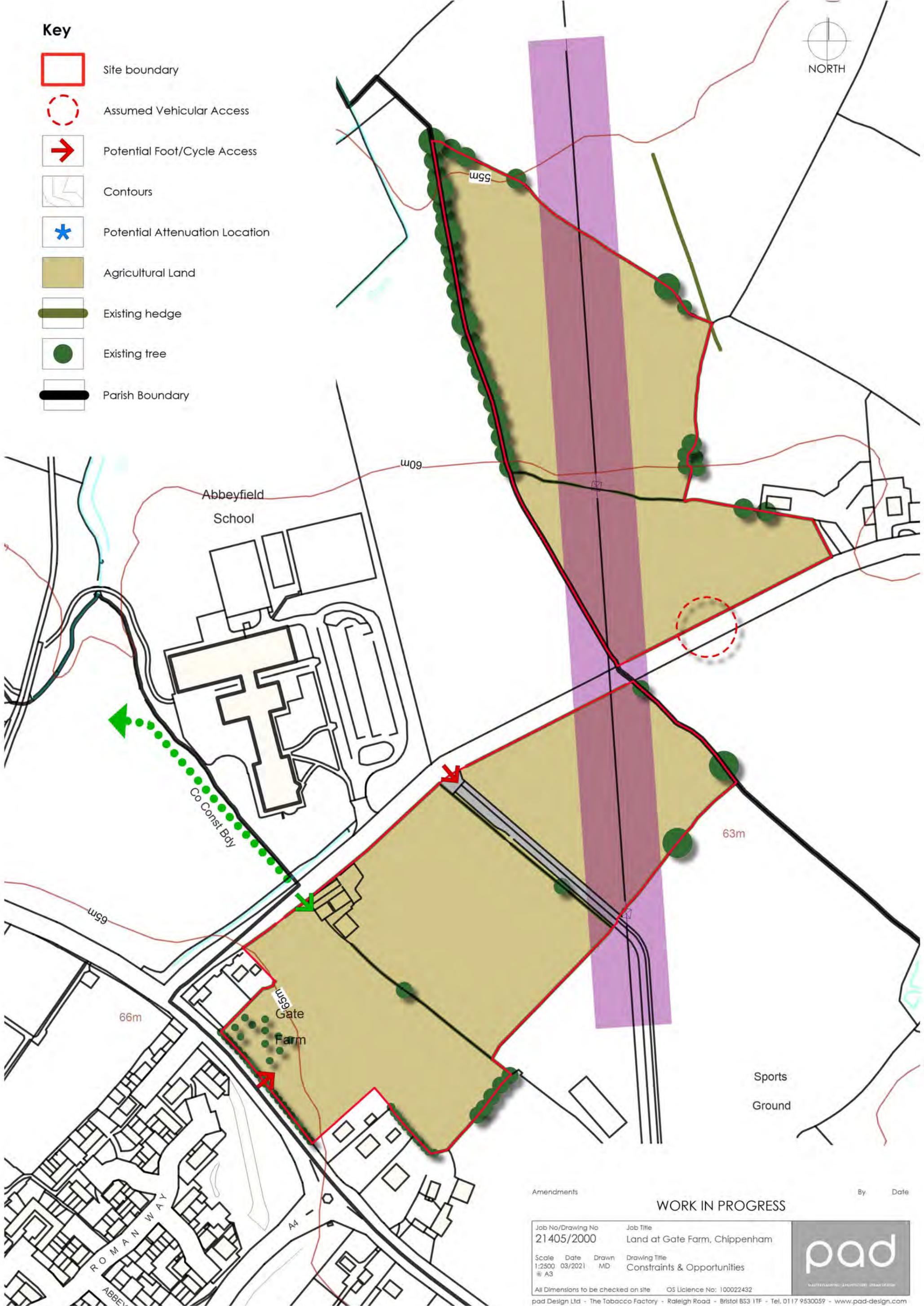
---

## **Appendix A**

### Constraints and Opportunities

**Key**

-  Site boundary
-  Assumed Vehicular Access
-  Potential Foot/Cycle Access
-  Contours
-  Potential Attenuation Location
-  Agricultural Land
-  Existing hedge
-  Existing tree
-  Parish Boundary



Amendments By  Date

**WORK IN PROGRESS**

Job No/Drawing No 21405/2000	Job Title Land at Gate Farm, Chippenham
Scale 1:2500 © A3	Date 03/2021
Drawn MD	Drawing Title Constraints & Opportunities





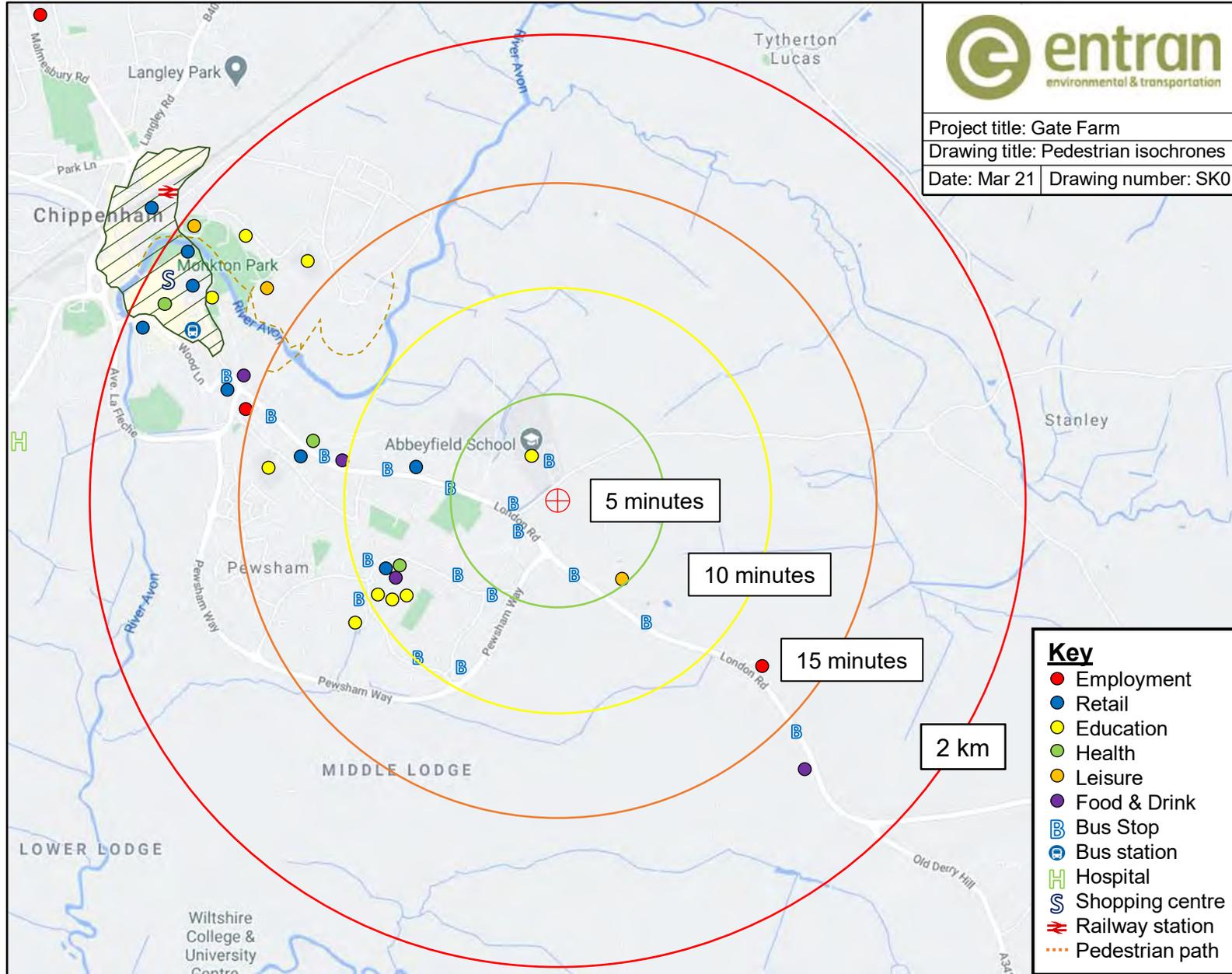
---

## **Appendix B**

### Pedestrian isochrones



Project title: Gate Farm  
Drawing title: Pedestrian isochrones  
Date: Mar 21 | Drawing number: SK01



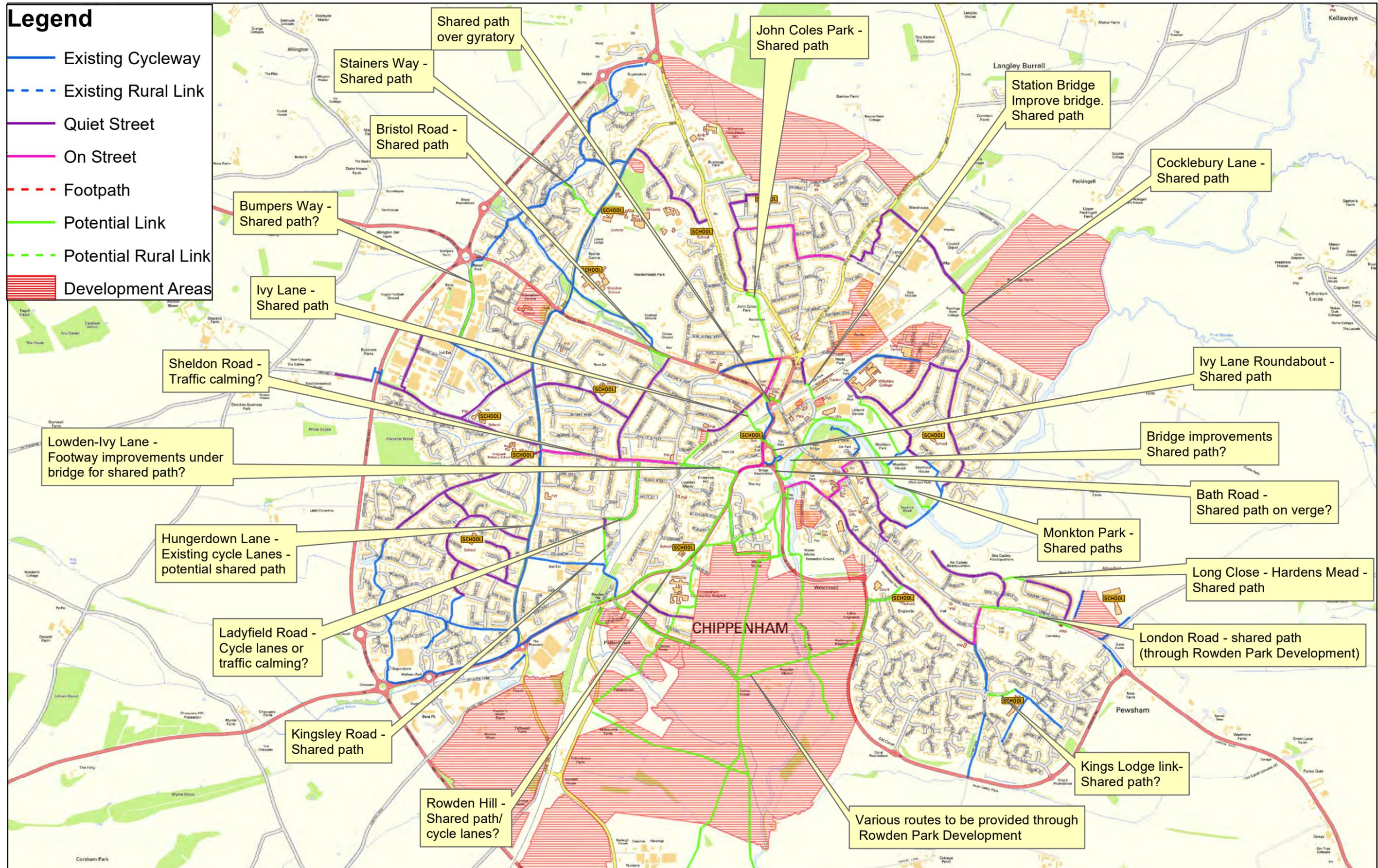


## **Appendix C**

### Local cycle routes

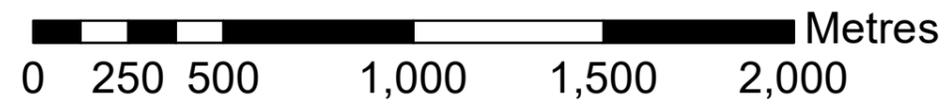
# Legend

- Existing Cycleway
- - - Existing Rural Link
- Quiet Street
- On Street
- - - Footpath
- Potential Link
- - - Potential Rural Link
- ▨ Development Areas



## Chippenham Town Cycle Network

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**Wiltshire Council**  
Where everybody matters



## **Appendix D**

### TRICS data

Calculation Reference: AUDIT-337901-210303-0345

## TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 03 - RESIDENTIAL  
 Category : A - HOUSES PRIVATELY OWNED  
 MULTI-MODAL TOTAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	ES EAST SUSSEX	2 days
	HF HERTFORDSHIRE	1 days
	KC KENT	3 days
	SC SURREY	1 days
	WS WEST SUSSEX	3 days
03	SOUTH WEST	
	DV DEVON	1 days
04	EAST ANGLIA	
	NF NORFOLK	1 days
05	EAST MIDLANDS	
	DS DERBYSHIRE	1 days
06	WEST MIDLANDS	
	ST STAFFORDSHIRE	1 days
09	NORTH	
	DH DURHAM	1 days

*This section displays the number of survey days per TRICS® sub-region in the selected set*

## Primary Filtering selection:

*This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.*

Parameter: No of Dwellings  
 Actual Range: 110 to 371 (units: )  
 Range Selected by User: 100 to 400 (units: )

Parking Spaces Range: All Surveys Included

Parking Spaces per Dwelling Range: All Surveys Included

Bedrooms per Dwelling Range: All Surveys Included

Percentage of dwellings privately owned: All Surveys Included

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/12 to 08/10/20

*This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.*

Selected survey days:

Monday	5 days
Tuesday	1 days
Wednesday	3 days
Thursday	3 days
Friday	3 days

*This data displays the number of selected surveys by day of the week.*

Selected survey types:

Manual count	15 days
Directional ATC Count	0 days

*This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaken using machines.*

Selected Locations:

Suburban Area (PPS6 Out of Centre)	2
Edge of Town	12
Neighbourhood Centre (PPS6 Local Centre)	1

*This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.*

Selected Location Sub Categories:

Residential Zone	15
------------------	----

*This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.*

Secondary Filtering selection:

Use Class:

C3 15 days

*This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order 2005 has been used for this purpose, which can be found within the Library module of TRICS®.*

Population within 500m Range:

All Surveys Included

Population within 1 mile:

1,000 or Less	1 days
1,001 to 5,000	1 days
5,001 to 10,000	4 days
10,001 to 15,000	6 days
15,001 to 20,000	1 days
20,001 to 25,000	2 days

*This data displays the number of selected surveys within stated 1-mile radii of population.*

Population within 5 miles:

5,001 to 25,000	4 days
50,001 to 75,000	2 days
75,001 to 100,000	3 days
125,001 to 250,000	6 days

*This data displays the number of selected surveys within stated 5-mile radii of population.*

Car ownership within 5 miles:

0.6 to 1.0	4 days
1.1 to 1.5	9 days
1.6 to 2.0	2 days

*This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.*

Travel Plan:

Yes	6 days
No	9 days

*This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.*

PTAL Rating:

No PTAL Present	15 days
-----------------	---------

*This data displays the number of selected surveys with PTAL Ratings.*



LIST OF SITES relevant to selection parameters (Cont.)

9	KC-03-A-07 RECULVER ROAD HERNE BAY	MIXED HOUSES		KENT
	Edge of Town Residential Zone			
	Total No of Dwellings:	288		
	Survey date: WEDNESDAY	27/09/17		Survey Type: MANUAL
10	NF-03-A-06 BEAUFORT WAY GREAT YARMOUTH BRADWELL	MIXED HOUSES		NORFOLK
	Edge of Town Residential Zone			
	Total No of Dwellings:	275		
	Survey date: MONDAY	23/09/19		Survey Type: MANUAL
11	SC-03-A-05 REIGATE ROAD HORLEY	MIXED HOUSES		SURREY
	Edge of Town Residential Zone			
	Total No of Dwellings:	207		
	Survey date: MONDAY	01/04/19		Survey Type: MANUAL
12	ST-03-A-07 BEACONSIDE STAFFORD MARSTON GATE	DETACHED & SEMI-DETACHED		STAFFORDSHIRE
	Edge of Town Residential Zone			
	Total No of Dwellings:	248		
	Survey date: WEDNESDAY	22/11/17		Survey Type: MANUAL
13	WS-03-A-04 HILLS FARM LANE HORSHAM BROADBRIDGE HEATH	MIXED HOUSES		WEST SUSSEX
	Edge of Town Residential Zone			
	Total No of Dwellings:	151		
	Survey date: THURSDAY	11/12/14		Survey Type: MANUAL
14	WS-03-A-08 ROUNDSTONE LANE ANGMERING	MIXED HOUSES		WEST SUSSEX
	Edge of Town Residential Zone			
	Total No of Dwellings:	180		
	Survey date: THURSDAY	19/04/18		Survey Type: MANUAL
15	WS-03-A-09 LITTLEHAMPTON ROAD WORTHING WEST DURRINGTON	MIXED HOUSES & FLATS		WEST SUSSEX
	Edge of Town Residential Zone			
	Total No of Dwellings:	197		
	Survey date: THURSDAY	05/07/18		Survey Type: MANUAL

*This section provides a list of all survey sites and days in the selected set. For each individual survey site, it displays a unique site reference code and site address, the selected trip rate calculation parameter and its value, the day of the week and date of each survey, and whether the survey was a manual classified count or an ATC count.*

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED

MULTI-MODAL TOTAL VEHICLES

Calculation factor: 1 DWELLS

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.079	15	209	0.313	15	209	0.392
08:00 - 09:00	15	209	0.124	15	209	0.368	15	209	0.492
09:00 - 10:00	15	209	0.137	15	209	0.169	15	209	0.306
10:00 - 11:00	15	209	0.122	15	209	0.153	15	209	0.275
11:00 - 12:00	15	209	0.125	15	209	0.140	15	209	0.265
12:00 - 13:00	15	209	0.151	15	209	0.143	15	209	0.294
13:00 - 14:00	15	209	0.159	15	209	0.142	15	209	0.301
14:00 - 15:00	15	209	0.164	15	209	0.178	15	209	0.342
15:00 - 16:00	15	209	0.254	15	209	0.161	15	209	0.415
16:00 - 17:00	15	209	0.268	15	209	0.157	15	209	0.425
17:00 - 18:00	15	209	0.346	15	209	0.145	15	209	0.491
18:00 - 19:00	15	209	0.298	15	209	0.167	15	209	0.465
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			2.227			2.236			4.463

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is:  $COUNT/TRP*FACT$ . Trip rates are then rounded to 3 decimal places.

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#### Parameter summary

Trip rate parameter range selected: 110 - 371 (units: )  
Survey date range: 01/01/12 - 08/10/20  
Number of weekdays (Monday-Friday): 15  
Number of Saturdays: 0  
Number of Sundays: 0  
Surveys automatically removed from selection: 0  
Surveys manually removed from selection: 0

This section displays a quick summary of some of the data filtering selections made by the TRICS® user. The trip rate calculation parameter range of all selected surveys is displayed first, followed by the range of minimum and maximum survey dates selected by the user. Then, the total number of selected weekdays and weekend days in the selected set of surveys are shown. Finally, the number of survey days that have been manually removed from the selected set outside of the standard filtering procedure are displayed.

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED  
 MULTI-MODAL OGVS  
 Calculation factor: 1 DWELLS  
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.002	15	209	0.001	15	209	0.003
08:00 - 09:00	15	209	0.003	15	209	0.002	15	209	0.005
09:00 - 10:00	15	209	0.003	15	209	0.002	15	209	0.005
10:00 - 11:00	15	209	0.003	15	209	0.003	15	209	0.006
11:00 - 12:00	15	209	0.001	15	209	0.001	15	209	0.002
12:00 - 13:00	15	209	0.003	15	209	0.004	15	209	0.007
13:00 - 14:00	15	209	0.003	15	209	0.001	15	209	0.004
14:00 - 15:00	15	209	0.002	15	209	0.003	15	209	0.005
15:00 - 16:00	15	209	0.003	15	209	0.004	15	209	0.007
16:00 - 17:00	15	209	0.002	15	209	0.001	15	209	0.003
17:00 - 18:00	15	209	0.002	15	209	0.001	15	209	0.003
18:00 - 19:00	15	209	0.001	15	209	0.001	15	209	0.002
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			0.028			0.024			0.052

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP\*FACT. Trip rates are then rounded to 3 decimal places.

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED

MULTI-MODAL CYCLISTS

Calculation factor: 1 DWELLS

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.005	15	209	0.006	15	209	0.011
08:00 - 09:00	15	209	0.008	15	209	0.013	15	209	0.021
09:00 - 10:00	15	209	0.000	15	209	0.003	15	209	0.003
10:00 - 11:00	15	209	0.003	15	209	0.004	15	209	0.007
11:00 - 12:00	15	209	0.003	15	209	0.005	15	209	0.008
12:00 - 13:00	15	209	0.004	15	209	0.004	15	209	0.008
13:00 - 14:00	15	209	0.002	15	209	0.001	15	209	0.003
14:00 - 15:00	15	209	0.003	15	209	0.003	15	209	0.006
15:00 - 16:00	15	209	0.006	15	209	0.005	15	209	0.011
16:00 - 17:00	15	209	0.012	15	209	0.010	15	209	0.022
17:00 - 18:00	15	209	0.013	15	209	0.007	15	209	0.020
18:00 - 19:00	15	209	0.008	15	209	0.009	15	209	0.017
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			0.067			0.070			0.137

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is:  $COUNT/TRP*FACT$ . Trip rates are then rounded to 3 decimal places.

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED  
 MULTI-MODAL VEHICLE OCCUPANTS  
 Calculation factor: 1 DWELLS  
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.099	15	209	0.489	15	209	0.588
08:00 - 09:00	15	209	0.162	15	209	0.680	15	209	0.842
09:00 - 10:00	15	209	0.186	15	209	0.262	15	209	0.448
10:00 - 11:00	15	209	0.166	15	209	0.232	15	209	0.398
11:00 - 12:00	15	209	0.175	15	209	0.221	15	209	0.396
12:00 - 13:00	15	209	0.224	15	209	0.212	15	209	0.436
13:00 - 14:00	15	209	0.243	15	209	0.216	15	209	0.459
14:00 - 15:00	15	209	0.238	15	209	0.263	15	209	0.501
15:00 - 16:00	15	209	0.457	15	209	0.250	15	209	0.707
16:00 - 17:00	15	209	0.481	15	209	0.250	15	209	0.731
17:00 - 18:00	15	209	0.581	15	209	0.220	15	209	0.801
18:00 - 19:00	15	209	0.494	15	209	0.274	15	209	0.768
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			3.506			3.569			7.075

*This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.*

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP\*FACT. Trip rates are then rounded to 3 decimal places.*

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED

MULTI-MODAL PEDESTRIANS

Calculation factor: 1 DWELLS

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.012	15	209	0.024	15	209	0.036
08:00 - 09:00	15	209	0.029	15	209	0.066	15	209	0.095
09:00 - 10:00	15	209	0.031	15	209	0.036	15	209	0.067
10:00 - 11:00	15	209	0.028	15	209	0.036	15	209	0.064
11:00 - 12:00	15	209	0.024	15	209	0.030	15	209	0.054
12:00 - 13:00	15	209	0.032	15	209	0.025	15	209	0.057
13:00 - 14:00	15	209	0.026	15	209	0.024	15	209	0.050
14:00 - 15:00	15	209	0.024	15	209	0.033	15	209	0.057
15:00 - 16:00	15	209	0.064	15	209	0.037	15	209	0.101
16:00 - 17:00	15	209	0.056	15	209	0.033	15	209	0.089
17:00 - 18:00	15	209	0.041	15	209	0.020	15	209	0.061
18:00 - 19:00	15	209	0.036	15	209	0.042	15	209	0.078
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			0.403			0.406			0.809

*This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.*

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP\*FACT. Trip rates are then rounded to 3 decimal places.*

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED

MULTI-MODAL TOTAL RAIL PASSENGERS

Calculation factor: 1 DWELLS

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.002	15	209	0.006	15	209	0.008
08:00 - 09:00	15	209	0.000	15	209	0.009	15	209	0.009
09:00 - 10:00	15	209	0.000	15	209	0.004	15	209	0.004
10:00 - 11:00	15	209	0.000	15	209	0.003	15	209	0.003
11:00 - 12:00	15	209	0.000	15	209	0.001	15	209	0.001
12:00 - 13:00	15	209	0.000	15	209	0.002	15	209	0.002
13:00 - 14:00	15	209	0.001	15	209	0.001	15	209	0.002
14:00 - 15:00	15	209	0.001	15	209	0.000	15	209	0.001
15:00 - 16:00	15	209	0.004	15	209	0.001	15	209	0.005
16:00 - 17:00	15	209	0.003	15	209	0.001	15	209	0.004
17:00 - 18:00	15	209	0.006	15	209	0.002	15	209	0.008
18:00 - 19:00	15	209	0.006	15	209	0.001	15	209	0.007
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			0.023			0.031			0.054

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is:  $COUNT/TRP*FACT$ . Trip rates are then rounded to 3 decimal places.

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED

MULTI-MODAL Bus Passengers

Calculation factor: 1 DWELLS

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	15	209	0.000	15	209	0.001	15	209	0.001
08:00 - 09:00	15	209	0.000	15	209	0.001	15	209	0.001
09:00 - 10:00	15	209	0.000	15	209	0.001	15	209	0.001
10:00 - 11:00	15	209	0.001	15	209	0.000	15	209	0.001
11:00 - 12:00	15	209	0.000	15	209	0.000	15	209	0.000
12:00 - 13:00	15	209	0.001	15	209	0.000	15	209	0.001
13:00 - 14:00	15	209	0.001	15	209	0.001	15	209	0.002
14:00 - 15:00	15	209	0.001	15	209	0.000	15	209	0.001
15:00 - 16:00	15	209	0.000	15	209	0.000	15	209	0.000
16:00 - 17:00	15	209	0.000	15	209	0.000	15	209	0.000
17:00 - 18:00	15	209	0.000	15	209	0.000	15	209	0.000
18:00 - 19:00	15	209	0.000	15	209	0.001	15	209	0.001
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			0.004			0.005			0.009

*This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.*

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP\*FACT. Trip rates are then rounded to 3 decimal places.*



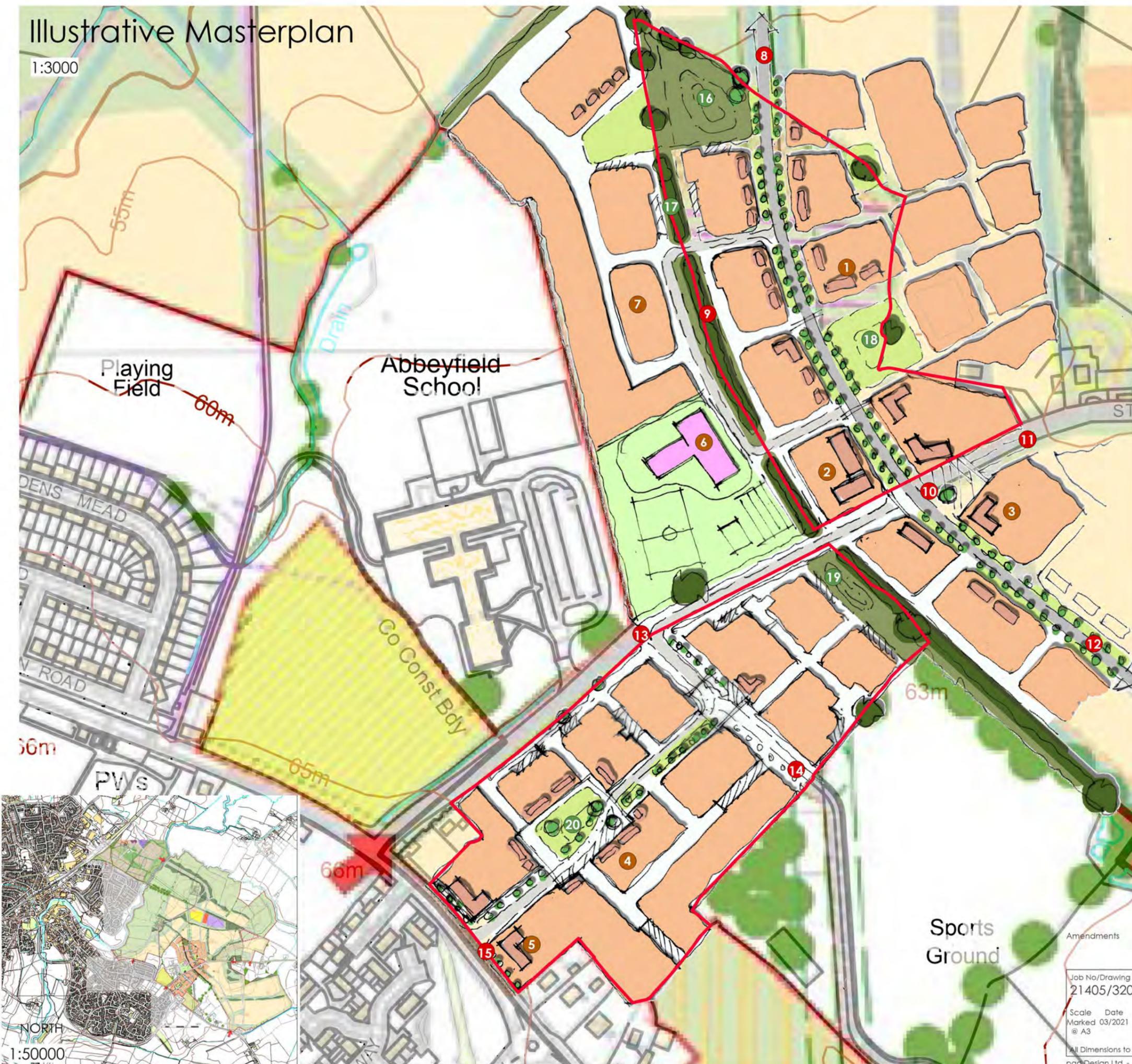
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## **Appendix E**

### Illustrative masterplan

# Illustrative Masterplan

1:3000



## KEY

### Development

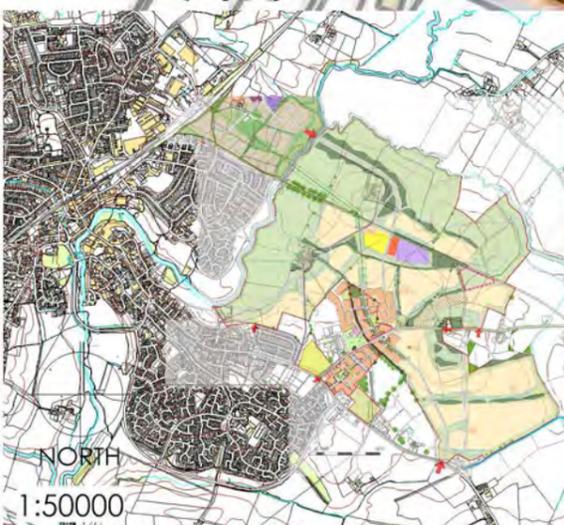
1. Strong development frontage to primary highway
2. Feature buildings at key node
3. Potential for local centre along primary route
4. Strong frontage to key spaces
5. Gateway buildings at site access
6. New primary school along green corridor
7. Legible development structure

### Access

8. Tree-lined primary route through East Chippenham
9. Strategic foot/cycle route within green corridor
10. Nodal space at crossing of Stanley Lane
11. Continuation of Stanley Lane
12. Continuation of primary highway to A4
13. Existing junction along Stanley Lane
14. Access to existing sports complex
15. Access from A4 London Road

### Landscape

16. Attenuation pond within green corridor
17. Green corridor linking across development
18. Village green with new and retained planting
19. Attenuation pond within green corridor
20. Focal green space within southern parcel



Amendments

By Date

WORK IN PROGRESS

Job No/Drawing No 21405/3200	Job Title Land at Gate Farm, Chippenham
Scale Marked 03/2021 @ A3	Date MD
Drawn MD	Drawing Title Illustrative Masterplan

All Dimensions to be checked on site OS Licence No: 100022432  
pad Design Ltd - The Tobacco Factory - Raleigh Road - Bristol BS3 1TF - Tel. 0117 9530059 - www.pad-design.com





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## **Appendix F**

### **Future Chippenham road route options**

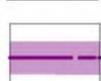
(Public consultation 15/1/21 to 12/3/21)

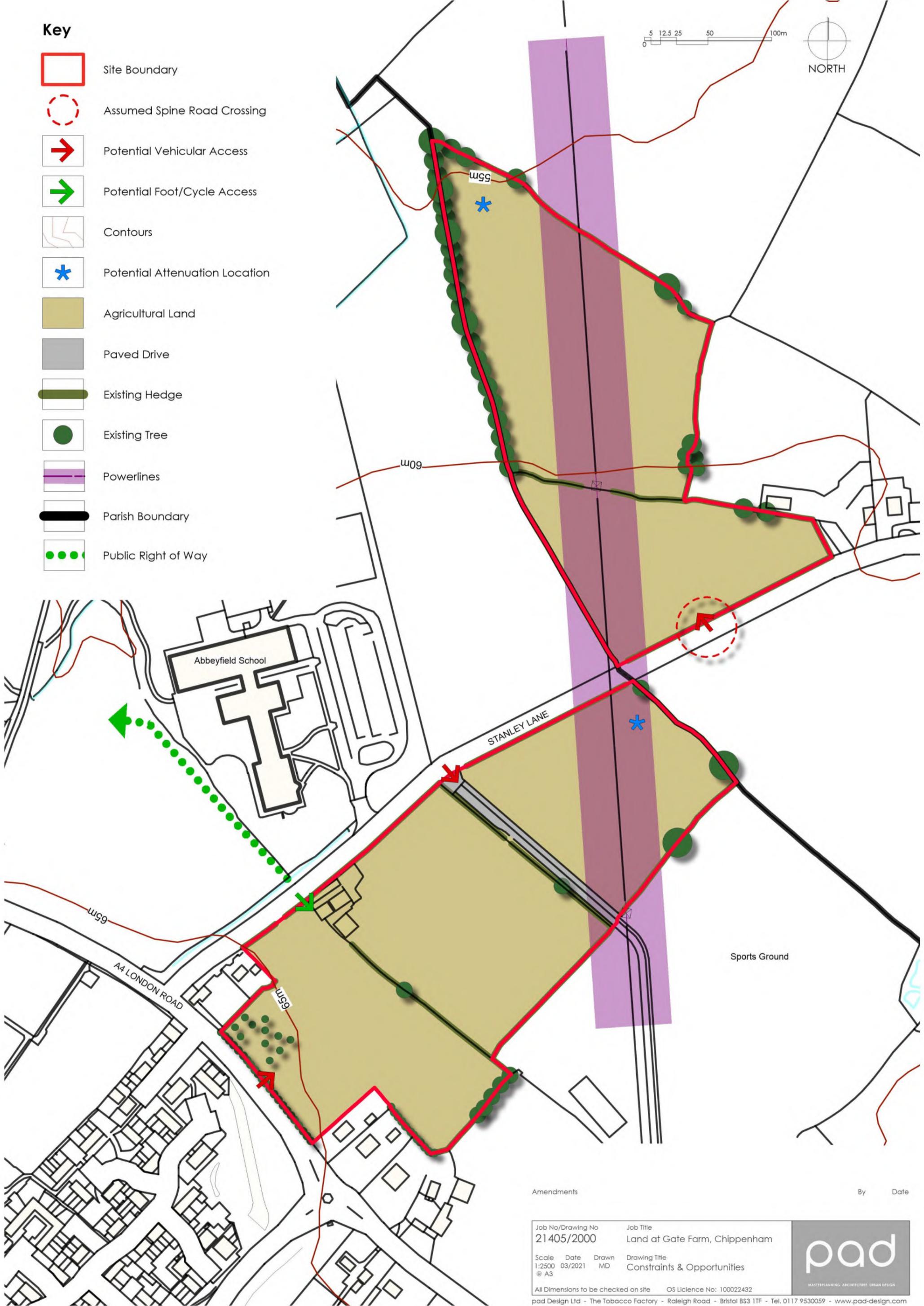
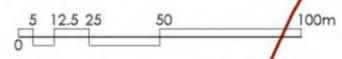


-  Option A - Outer Route
-  Option B - Middle Route
-  Option C - Inner Route

CHIPP332C

**Key**

-  Site Boundary
-  Assumed Spine Road Crossing
-  Potential Vehicular Access
-  Potential Foot/Cycle Access
-  Contours
-  Potential Attenuation Location
-  Agricultural Land
-  Paved Drive
-  Existing Hedge
-  Existing Tree
-  Powerlines
-  Parish Boundary
-  Public Right of Way



Amendments \_\_\_\_\_ By \_\_\_\_\_ Date \_\_\_\_\_

Job No/Drawing No: 21405/2000  
 Job Title: Land at Gate Farm, Chippenham  
 Scale: 1:2500  
 Date: 03/2021  
 Drawn: MD  
 Drawing Title: Constraints & Opportunities



CHIPP332D

Illustrative Masterplan 1:3000



**KEY**

**Development**

- 1. Strong development frontage to primary highway
- 2. Potential for local centre along primary route
- 3. Feature buildings at key node
- 4. Strong frontage to key spaces
- 5. Gateway buildings at site access
- 6. New primary school along green corridor
- 7. Legible development structure

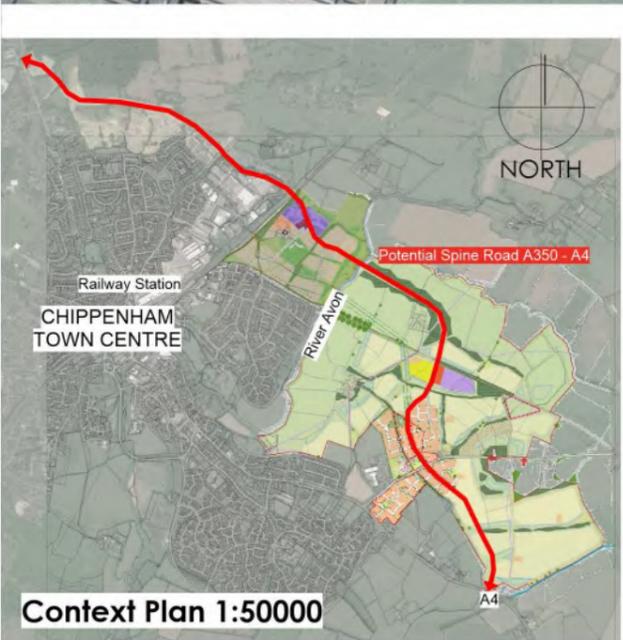
**Access**

- 8. Tree-lined primary route through East Chippenham
- 9. Strategic foot/cycle route within green corridor
- 10. Nodal space at crossing of Stanley Lane
- 11. Continuation of Stanley Lane
- 12. Continuation of primary highway to A4
- 13. Existing junction along Stanley Lane
- 14. Access to existing sports complex
- 15. Access from A4 London Road

**Landscape**

- 16. Attenuation pond for northern parcel
- 17. Green corridor linking across development
- 18. Village green with play area along green corridor
- 19. Attenuation pond for southern parcel
- 20. Focal green space within southern parcel

*Note: There is potential to divert or to underground the overhead power lines*



Context Plan 1:50000



Amendments

By Date

Job No/Drawing No 21405/3200	Job Title Land at Gate Farm, Chippenham
Scale @ A3	Drawn MD
Date Marked 03/2021	Drawing Title Illustrative Masterplan



CHIPP334

Our Ref: 07C000572



9 March 2021

Wiltshire Council Spatial Planning  
Economic Development and Planning  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

Via email: [spatialplanningpolicy@wiltshire.gov.uk](mailto:spatialplanningpolicy@wiltshire.gov.uk)

Dear Sir or Madam

**Representations to Wiltshire Local Plan Review consultation – 13 January to 9 March 2021  
On behalf of Eagle One Limited**

We write on behalf of our client, Eagle One Limited ('Eagle One'), to make representations to the Wiltshire Local Plan Review consultation.

Eagle One has freehold and long leasehold land interests in Emery Gate Shopping Centre, Chippenham. The shopping centre is located within Chippenham town centre, to the northeast of High Street. The shopping centre is popular with a range of shops and services including a Tesco Metro at its eastern end. However, the Centre is now suffering vacancies as part of the severe downturn in demand for Town Centre retail. The Tesco Metro is a single storey commercial building that sits on a raised deck above car parking. Emery Gate car park is publicly operated by Wiltshire Council and provides pay and display parking. There are two levels to this parking and Tesco is currently built above the sub-surface car park level. Surface level public car parking is provided to the south of the building.

Eagle One is working hard to retain Tesco within their premises at Emery Gate, however there is uncertainty surrounding Tesco's future tenancy and therefore a potential re-configuration of the shopping centre needs to be considered and the site future proofed. If Tesco decides to vacate the shopping centre during the Plan period, it will be important that planning policies are flexible enough to enable an alternative use in the absence of retail demand as soon as possible. This will not only support and retain footfall in the remainder of the shopping centre but a new proposal also provides a unique opportunity to create a positive place-based design response and enhancement to the surrounding conservation area.

Plans are now therefore being developed to explore potential for alternative uses, including residential development, that could be accommodated through demolition and re-build of the existing Tesco store if the need arises.

## **Comments upon the Emerging Spatial Strategy consultation document**

We make the following representations to relevant parts of the consultation in order that Wiltshire Council gives full consideration to addressing these issues as the draft Local Plan Review document emerges.

### Introduction & Growth and Climate Change

Overall, we support the retention of the Core Strategy hierarchy of settlements and agree that Chippenham should be a primary focus for development. Similarly, the approach to focus new development in the County's main settlements to reduce carbon and tackle climate change is supported.

### Delivering the spatial strategy

Page 5 of the document sets out how the Council intends to deliver the spatial strategy. This includes considering the impacts of COVID-19 on the economy as well as town centres. The consultation sets out that town centres remain largely vibrant but they need to evolve with the flexibility to adapt to changing retail habits. This should include policies that are flexible and responsive to market signals. We fully concur with this statement and consider that Emery Gate is one such example where a mixed-use town centre approach, including the introduction of residential uses, will need to be adopted to address changes in the retail market. Paragraphs 2.7 – 2.9 of the document sets out that challenges faced by retail floorspace in relation to online retailing and online services. This will inevitably involve adaptation of existing buildings and uses within the town centre.

The Local Plan Review should therefore recognise that policies need to enable a potential reduction and consolidation of retail floorspace in order to sustain the success and vibrancy of town centre locations. We would encourage the Council to ensure that the principles of this strategy are defined at a local level through the place making priorities for each area of Wiltshire.

Given the pace of change and the likely timeline of the Local Plan Review, we would encourage the Council to work with landlords and landowners in the immediate-term so that development of suitable alternative uses within town centres can be supported in advance of the adoption of the Local Plan Review. This is consistent with the National Planning Policy Framework (Paragraph 85), which promotes growth and diversification to ensure the long-term vitality and viability of town centres.

On this basis, we recommend that the Council, jointly with Town Council's where appropriate, publishes an interim position statement in relation to the application of retail and town centre policies for development management purposes prior to adoption of the Local Plan Review. This could provide a framework for a case by case approach to assess planning applications within town centres and ensure that the Council is agile enough to respond to opportunities where the market is changing quicker than the planning policy.

We welcome the use of 'place shaping priorities' to guide new development and agree that Town and Parish Councils, who have local knowledge and understanding of issues, are best placed to deliver local policies through a Neighbourhood Plan. Further comment is provided below in relation to the Planning for Chippenham consultation document.

Whilst we understand the approach to use Neighbourhood Plans to manage development within main settlements, we do not agree with the approach to brownfield development. We have concerns for the following reasons:

- The consultation document states that communities “*will be encouraged*” to prepare a neighbourhood plan. In areas where a Neighbourhood Plan is not progressed or is severely delayed, greenfield land allocated through the Local Plan Review will inevitably take priority over brownfield land.
- The NPPF (Paragraph 69) requires local planning authorities to identify land to accommodate at least 10% of its housing requirement on sites no larger than one hectare. This would include brownfield sites. This is not achieved through the proposed Local Plan Review spatial strategy. For example, Chippenham is a Principal Settlement and focus for development and growth, but the housing requirement is largely proposed to be delivered through large scale greenfield site allocations with only 2.5% of the requirement proposed to be delivered on smaller brownfield sites.
- Paragraph 118 of the NPPF sets out that “*strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or ‘brownfield’ land*”. A Neighbourhood Plan should not include strategic policies and the Local Plan Review must therefore promote an approach that prioritises the use of brownfield land. We urge the Council to be more ambitious in its approach to delivering new brownfield opportunities by identifying brownfield sites that can contribute to housing delivery.
- Proposed changes to the NPPF (published for consultation in February 2021) make changes to Paragraph 11 (a) to confirm that, for plan-making, the presumption in favour of sustainable development includes making effective use of land in urban areas. This is reinforced by Chapter 11, which supports the effective use of land and seeks for local planning authorities to take a proactive role in identifying and helping to bring forward land to meet development needs. We do not believe that the current spatial strategy goes far enough to encourage the effective use of land and recommend that the Local Plan Review sets out minimum density targets for town centre locations.

#### Formulating the spatial strategy

The consultation document sets out two ways of calculating housing need to provide a lower figure (Standard Method) and an upper figure (Local Housing Need Assessment). This demonstrates a housing need of between 17,410 – 20,400 new dwellings for the Chippenham Housing Market Area between 2016 – 2036. We have no comments on this approach, other than to support the growth forecasts for the town.

#### Emerging spatial strategy

The emerging spatial strategy proposes growth in line with the Core Strategy by identifying preferred sites for development (and to accommodate the majority of growth) at the three Principal Settlements.

The brownfield development target is taken from a ‘windfall’ allowance in the housing land supply. Appendix 1 to the consultation document proposes that brownfield target is updated every five years and as progress is made in identifying brownfield opportunities, the need for additional greenfield land to be released in the future will be moderated.

We question the soundness of this approach; a windfall site is categorised as any site that is not specifically identified in the development plan and may not necessarily be brownfield land. Furthermore, the target for brownfield development within settlements should be derived from the housing need for that location rather than looking back at windfall permissions. It is also unclear how development on greenfield land would be moderated where there are large site allocations. It would be unreasonable for the Council to inhibit delivery of housing on allocated sites where the only purpose of phasing would be to maintain priority for development on brownfield land.

We recommend that brownfield sites are allocated in the Local Plan Review to meet local housing needs, which would support sustainable patterns of development and prioritise the effective use of land within settlements. It is important that planning policies provide certainty for bringing forward proposals. Development allocations and an ambitious brownfield land target would provide such clarity to landowners and the community regarding the land uses that are acceptable on specific sites. The Tesco Metro at Emery Gate is one such site that would benefit from clear policy guidance so that a future redevelopment successfully supports the vitality of Chippenham town centre.

#### Emerging Spatial Strategy Recommendations

In summary our recommendations are as follows:

- The brownfield land target for settlements in the Emerging Spatial Strategy should be more ambitious and deliver a good supply of small and medium sized sites for housing;
- The Local Plan Review should highlight brownfield opportunities with the Neighbourhood Plan delivering the allocation detail;
- The Local Plan Review should set minimum density targets for town centre locations to optimise housing delivery on brownfield land;
- The brownfield land target should be derived from housing need figures rather than past windfall delivery;
- The Tesco Metro at Emery Gate is a brownfield site that could support new housing development and this should be allocated within the Local Plan Review.

#### **Comments upon the Planning for Chippenham consultation document**

We respond below to questions within the consultation document relevant to the town centre and Emery Gate site.

#### CP1. What do you think to this scale of growth? Should there be a brownfield target? Should they be higher or lower?

Our comments in relation to the approach to brownfield land are set out above.

This section of the document refers to the local economy and identifies that Chippenham remains a healthy town centre. This sets out that there is a need to ensure that the High Street and the shopping centres at Emery Gate and Borough Parade continue to underpin the health of the centre. We agree that it is important to support the health of the centre, however, given the current challenges faced in retaining the Tesco Metro store within Emery Gate, we believe this will need a wider approach to envisage a wider mix of uses that can support the town centre function. This

includes increasing residential uses within the town centre to increase footfall and vitality. We are concerned that the current vision places an overreliance on retail uses and does not go far enough to positively re-imagine high streets and town centres.

As of 1st September 2020 new regulations made substantial changes to the 1987 use classes order, which sit alongside other recent changes to permitted development rights, forming part of the government's 'project speed' to support high street revival and allow greater flexibility to change uses in town centres in response to the impact of COVID-19. The changes demonstrate Central Government's clear intentions to provide a more flexible planning system where there is an appetite to equip our centres with the tools to recover from the impacts of COVID-19. This should be reflected in local planning policies and the approaches made to support the future vitality of town centres.

CP2. Are these the right priorities? What priorities may be missing? How might these place shaping priorities be achieved?

The consultation document sets out the place shaping priorities for Chippenham. The principles are supported and we agree that improving the resilience of the town centre is a key priority. We note that the priorities focus on 'retaining' and 'preserving' the town centre. Structural changes that have pushed consumers away from physical retail to online outlets had already started to impact town centres and high streets. The pandemic has accelerated these pressures. In this context, we believe that continuing with the status quo for town centres is not an option and radical re-imagining of how town centres operate and the mix of uses within them is required. Whilst the town centre is currently considered to be largely vibrant, this could rapidly change and planning policies need to offer sufficient forward thinking and flexibility to allow for existing buildings and spaces to be successfully adapted, including the potential to facilitate alternative uses.

This is set out within the Emerging Spatial Strategy (para 3.20), however, it is not reflected within the Chippenham priorities. Local authorities and planning policies have a critical role to play in promoting a clear long-term vision and strategy to bring together spatial planning, council services and local initiatives. Place shaping priority (ii) sets a passive role for the local authority and we consider that it should be stronger to include:

- Support for partnerships and collaboration between occupiers, landowners and the local authority;
- A clear town centre vision based on current evidence and likely future policy intervention;
- Positive policy wording to support the inevitable changes that will occur in the town centre and environs;

We would also encourage the introduction of residential development or mixed-use allocations into the town centre that would boost both the night and daytime economy. This type of development would support sustainable development and climate change objectives by being well located to benefit from sustainable modes of transport, optimising the use of public transport.

**Comments upon the Addressing Climate Change and Biodiversity Net Gain Document**

A1. Land-use policies need to be evidence based, realistic, viable and achievable. Is it reasonable to assume that the Local Plan can deliver outcomes that significantly reverse existing carbon emission trends before 2030?

A2. What practical and achievable steps should the Local Plan take to significantly reduce carbon emissions by 2030?

We welcome the publication of the Council's initial considerations for how the Local Plan can help to address the issue of Climate Change. In this regard, we would reiterate our comments above in relation to maximising the use of brownfield land in settlements to support growth within the County. This would have multiple benefits to encourage the effective use of land (in accordance with paragraph 118(a) of the NPPF), reduce the need to travel by private car and encourage the use of sustainable modes of transport.

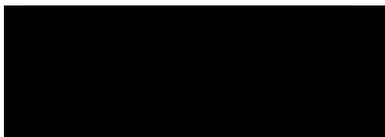
Without optimising the use of brownfield land, we question how the Council will be able to fully address the challenge of climate change within the plan period. For example, the location and scale of large development to the east of Chippenham does accommodate future growth. However, in the absence of a robust and proactive policy to also maximise brownfield development, this future growth will not make effective use of existing sustainable transport infrastructure such as the railway station and local bus services.

**Conclusions**

This representation has been prepared by Avison Young on behalf of Lone Eagle Retail Ltd in response to the current consultation on the Local Plan Review consultation. In summary, we generally support the approach of maintaining the spatial strategy set out within the Core Strategy where Principal Settlements are the focus for growth; however, we have concerns about the soundness of the approach to brownfield land targets. We also make suggestions in relation to the Chippenham place shaping priorities and it is recommended that these are strengthened to better support the future of Chippenham town centre.

I hope that the comments set out above will be duly considered and will assist in informing the next iterations of the Local Plan Review document. We would very much welcome the opportunity to discuss the Emery Gate site with the policy team and provide any clarifications as required. Please do not hesitate to contact me on 0117 988 5321 / [charlotte.taylor-drake@avisonyoung.com](mailto:charlotte.taylor-drake@avisonyoung.com) should you wish to discuss.

Yours faithfully



 MRTPI

**Associate Director**



**For and on behalf of Avison Young (UK) Limited**

CHIPP335

████████████████████  
Spatial Planning  
Economic Development and Planning  
Wiltshire Council  
County Hall  
Trowbridge  
BA14 8JQ

32651/A3/MAS/JB/bc

9<sup>th</sup> March 2021

Dear ████████████████████

**REPRESENTATIONS TO THE WILTSHIRE LOCAL PLAN REVIEW CONSULTATION (JANUARY – MARCH 2021)**

We write on behalf of our Client, Gallagher Developments, in respect of their land interests at Land South of Pewsham, Chippenham ('the site' hereafter) for residential development. We welcome the opportunity to respond to the consultation to inform the preparation of the Wiltshire Local Plan Review.

We append a Site Boundary Plan (**Appendix 1**) illustrating our Client's land interests, which form part of the Preferred Development Site – Site 2 South Chippenham. We are promoting the site through the Local Plan Review to support the Plan's strategy and the Site 2 allocation as an appropriate location for growth to help meet the needs of Chippenham and the wider District in a sustainable manner. As we set out in these representations, we consider the location of our Client's site is particularly well suited to be delivered early in the Plan period, and our Client has a demonstrable track record in this respect. We also append a Land Use Plan (**Appendix 2**) illustrating our Client's land interests in the context of its relationship to the existing urban area and the wider Preferred Development Site. This is an initial concept plan setting out our thoughts on land uses and how they relate to some of the Council's current objectives. We will provide more detail around a potential layout and the site's relationship with the balance of the draft allocation and neighbouring draft allocation to the north (Site 1 East Chippenham) as part of a Vision Document, which we will submit in due course. This will be informed by the proposals for a potential distributor road, which we touch upon in this letter. We are responding separately to the Future Chippenham consultation on this road.

These representations set out a brief overview of our Client's land interests before providing commentary on the Emerging Spatial Strategy and supporting documents which inform the development of the policy.

To support these representations, we provide the following information:

- Site Boundary (Drwg No. 9601) – **Appendix 1**
- Land Use Plan (Drwg No. 9600) – **Appendix 2**

## The Site

As shown on Appendix 1, the site adjoins the existing urban area and is immediately south of Pewsham Way, which provides a number of potential vehicular access points into the site. The site itself forms two parcels separated by an existing Public Right of Way which the Council envisages will connect the wider Preferred Development Site to Pewsham to the north. Pedestrian and cycle connectivity between the site and the existing town and other proposed developments will be central to our Client's approach.

We have reviewed the consultation material, including Figure 6 (Concept Map) in the Planning for Chippenham document, which shows the proposed layout and land uses for Site 2 South Chippenham. This illustrative plan shows a potential distributor road in Chippenham. Whilst we are responding to the separate consultation, given the implications for the design and layout of this site and the wider allocation, we make reference to the distributor road here.

We would emphasise that our proposals are flexible in terms of the road's alignment and the masterplan can and will be amended as the design of the road progresses ahead of the new Local Plan. It is also worth highlighting at this stage that we have undertaken some initial highways work, which indicates that the delivery of this site would not be reliant on the new road. This is indicated in the Planning for Chippenham document at paragraph 38:

**"It is highly likely, but not so certain, that a second road link from the A4 will also be needed as Chippenham continues to grow. This is a route south from the A4 to the A350. This is also shown on the concept plans for sites 2 and 3. The Council has made a successful bid to fund the road's construction, if these proposals go ahead. A new road is shown on the concept plan for site 1."**

This of course relates to the Site 2 as a whole, which is for 2,415 dwellings. As shown on the Land Use Plan at Appendix 2, our current thinking is that the site can provide around 550 to 750 dwellings from two or three separate points of access from Pewsham Road. Our Vision Document will set out more detail on how this can be achieved, but on the basis of the work we have undertaken so far (including highways), we consider that early delivery of this quantum of development is achievable without the new distributor road.

We fully support the delivery of the road and we would protect a corridor for its delivery and provide an early financial contribution to facilitate this. This early delivery of housing in a sustainable location adjacent to the urban area will kick start the wider allocation and the Local Plan's objectives.

The site will propose a 2FE primary school and policy compliant public open space, with typology to be agreed with the Council. Key green and blue infrastructure corridors will be protected and enhanced, as will pedestrian and cycle routes e.g. the Avon Valley Walk linking east to west.

## Emerging Spatial Strategy

### Introduction

We support the principle of the various components of Local Plan Review consultation, however, we have certain comments on the Emerging Spatial Strategy (ESS) and supporting documents.

We support the hierarchy of settlements and welcome the primary focus on development to the Principal Settlements of Chippenham, Salisbury, and Trowbridge. In addition, we welcome the Council's growth ambitions and the acknowledgement that the minimum target is 40,840 dwellings in the Plan period. The ESS also acknowledges that the housing requirement figure may change once the Government has reviewed the Standard Method. We would support the Council's higher growth target of a minimum of 45,630 dwellings to provide flexibility of supply and to encourage economic growth.

### Growth and Climate Change

We support the Council's intent to help address climate change by ensuring a sustainable pattern of development in appropriate locations. The site, as part of the wider South Chippenham Site, is well-placed to meet these objectives by virtue of its location on the edge of the settlement. This enables swift integration of the new development, reducing the need to travel, whilst making best use of existing infrastructure.

As part of the Vision Document, we will provide more detail regarding our site's contribution towards these goals – specifically in terms of heating, electricity generation/use/efficiency, sustainable transport and modal shift, and zero carbon design principles. As part of this strategy, we would provide innovative zero carbon heating concepts and initiatives. Gallagher Developments is committed to delivering innovative and viable solutions from day one to help Wiltshire Council achieves its zero carbon transition.

### Delivery Principles

We support the Delivery Principles and the use of place shaping priorities to guide development, particularly around the strategic allocations. The aim to maximise brownfield land is welcomed, but there does not appear to be an evidence base document exploring the urban capacity and what contribution this could feasibly make to the overall housing target. If brownfield targets are used, this should be produced to ensure the Plan is robust and justified.

The Delivery Principles should make a clear distinction where needed between the strategic allocations and smaller allocations / windfall development.

### Emerging Spatial Strategy

We welcome the Council's approach to directing the majority of growth to the County's three Principal Settlements, which continues the approach of the Wiltshire Core Strategy.

We also welcome the Council having assessed alternative development strategies through the Sustainability Appraisal. We will provide more detailed comments on the Sustainability Appraisal as the draft Plan progresses.

As above, the approach to brownfield targets may need some further evidence beyond relying just on historic windfall rates for each settlement. However, the recognition that the brownfield targets will be reviewed after 10 years is welcomed.

### Chippenham Housing Market Area (HMA)

We agree with the Council's approach that three main settlements are capable of providing sufficient capacity to meet even the highest spectrum of development requirements. We also agree with the forecast that the housing pressure in the Chippenham HMA presents the largest additional housing need.

We note that the Council envisage the increase in carbon production and climate change in the Chippenham HMA due to the scale of development proposed. Development at Land South of Pewsham will be a sustainable urban extension which can incorporate measures to mitigate environmental effects and support linkages with the existing urban area. We will provide further detail around this through our Vision Document.

## **Planning for Chippenham**

We set out the following answers to the consultation questions posed in the 'Planning for Chippenham' supporting document.

### CP1. What do you think to this scale of growth? Should there be a brownfield target? Should they be higher or lower?

We support the scale of growth in Chippenham as a Principal Settlement. We would only support a brownfield target if it was supported by evidence around urban capacity and deliverability. Brownfield sites should be supported where they have a realistic prospect of contributing towards the housing target, but as identified above, the forecast need at Chippenham is significant and so sustainable sites such as Land South of Pewsham on the edge of urban areas should be the focus. As we will set out, our Client's site as part of this wider allocation and is capable of early delivery, which will help protect the Council against speculative development during the Plan period.

### CP2. Are these the right priorities? What priorities may be missing? How might these place shaping priorities be achieved?

We support these priorities and consider Land South of Pewsham to contribute effectively given it adjoins Pewsham and will link well to the existing transport network, including footpaths, cycleways and public transport.

### CP3. Do you agree these sites are the most appropriate upon which to build? If not, why not?

We support the Council's approach and the methodology in the Site Selection Report for Chippenham (January 2021). We agree that a high scale of growth for Chippenham is required and as such, urban extensions are a sustainable solution.

The wider Site 2 South Chippenham site straddles several SHELAA References as set out in the Site Selection Report for Chippenham (January 2021). Our Client's land interests primarily comprise Reference 809 – and South of Pewsham Way. As demonstrated in the Council's judgment, the site has no significant constraints, with good access to the A4. As set out above, we will provide technical information alongside a Vision Document to support this position.

As set out in the Formulating Alternative Development Strategies (ADS) Wiltshire Council Chippenham Housing Market Area (January 2021), Chippenham is one of the least constrained areas environmentally compared to other areas in the HMA. It also appears to be one of the best served settlements in terms of infrastructure, indicating its potential for higher growth.

The Wiltshire Local Plan Transport Review (January 2021) conveys the importance of the A350 corridor in the context of the County. On the case of Chippenham, new road connections will help to mitigate the impacts of additional development. Our proposals indicate this is achievable for our site. Analyses in the Transport Review establish the requirement for a new Southern Distributor Road (the spine road corridor) connecting the A4 to the A350. As noted above, the road is highly likely to be needed, but this is not certain yet. Further technical work will be carried out to establish this. Notwithstanding our initial work suggesting that a standalone development of around 750 dwellings could be delivered independently of this infrastructure on the site, we fully support the delivery of the distributor road and will ensure it is protected as part of any masterplan for the site.

CP4. What are the most important aspects to consider if these sites are going to be built on?

We consider early delivery of the more accessible parts of the wider allocation Site 2 to be most important, because this will kick start the whole allocation and speed up the delivery of housing and other objectives. This will also support evidence around deliverability / developability, which will be key in supporting the allocation and Local Plan strategy / trajectory. Infrastructure will be very important for the allocations. Early delivery of a development which can provide all of its own requirements, whilst contributing to wider requirements (e.g. distributor road), should be supported through the policy's wording.

CP5. How can these concept plans be improved?

CP6. Do you agree with the range of uses proposed, what other uses should be considered?

CP7. Do you agree with the location of the proposed uses? What should be located where - and why?

For ease of reference, we respond to questions CP5, CP6 and CP7 collectively. Our response relates to our Client's land interests, Land South of Pewsham, as illustrated in Appendices 1 and 2. We will provide more detailed comments around the allocation as part of the wider masterplanning exercise within our forthcoming Vision Document.

First, we query the rationale of the wooded area to the north of our site. We note there is a wooded area at present, which we will seek to protect and enhance. However the Concept Map appears to show a substantial increase in woodland which we think would be at the expense of utilising the existing King's Roundabout. This could provide a high quality, landscape-led first early phase of development to deliver the benefits we have identified above.

Second, as set out above, we have a view on the location and alignment of the potential distributor road, which we will set out in more detail as part of the separate consultation. In summary, we consider pushing the road further out the east of the site would be most appropriate from an urban design perspective. We have identified residential parcels from a number of access points which can provide linkages with this distributor road. We would welcome a further discussion on this as we prepare our Vision Document and as the design of the distributor road evolves. We will ensure our proposals are consistent with the Council's plans for the road.

Third, we are supportive of the green corridor and the benefits it will have for the wider Preferred Development Site. We agree that green and blue infrastructure and habitat connectivity will be fundamental to the success of sustainable growth in Chippenham and we will set out further detail as to how our site will link up with the existing and future development and the remaining countryside, and how we will achieve biodiversity net gain.

We have currently shown the potential for housing within the western parcel, alongside improvements to the Riverside Park and the Avon Valley Walk. This will be subject to further technical work and discussions with the Council, but we are supportive of the principle of some residential here as an early phase.

For the reasons we have set out, we consider the policy should provide some support for early delivery of the northern part of Site 2, subject to addressing certain criteria e.g. highways capacity, infrastructure provision etc.

### **Addressing Climate Change and Biodiversity Net Gain**

We welcome and support the Council's commitment to addressing climate change through the development of five overarching themes. We note at Paragraph 5.4 that it is too early to in the Local Plan Review to define or outline specific policy wording.

Our Client's approach to this site will be underpinned by a strong focus on sustainability and this will be reflected in the Vision Document. We support the principle and content of the themes and make the following comments.

B2. If we are to successfully enhance our natural capital through place shaping and nature based solutions, would the measures set out above go far enough?

We support this policy in anticipation of the forthcoming Environment Bill.

B3. If we are to successfully plan for a net zero carbon future through sustainable design and construction, would the measures set out above go far enough?

We support good design principles to achieve sustainable development. Our comments on technical standards for homes are set out below.

B4. Is the move to a position where all new development is rated as zero carbon achievable from the date the Local Plan is adopted (i.e. from 2023)? How might this be achievable and if not, why not?

B5. Would a move to support the delivery of zero carbon new development materially affect scheme viability?

B6. In terms of performance standards for new buildings, what method(s) should the Council aim to implement?

We support the aim to achieve zero carbon swiftly, but we would encourage the Council to ensure that any deviation from Building Regulations (including the timing of Future Housing Standards) is properly tested, to ensure it is deliverable.

We would encourage the Plan to rely on national standards so that it does not become out of date as these evolve e.g. through Future Homes Standards. Gallagher is committed to delivering innovative solutions and this will be outlined in our future vision proposals.

B8. If we are to make headway in terms of decarbonising energy production, consumption and emissions, would the measures outlined above go far enough? If not, what are we missing and how would additional measures be delivered?

B9. Should the Council set out policies that favour particular technologies, or should it encourage all technologies to provide green energy in Wiltshire?

B10. Should the Local Plan set targets for the production and use of renewable energy? If so, what might they be and how would they be measured?

We generally support the approach set out in Policy Theme 4, however we would caution against being too prescriptive, as this could become out of date compared to evolving national standards and emerging technology.

We support sustainable energy generation for the allocations where feasible, but consider that for Site 2, any standalone solar panels would be better located towards the periphery of the development so that the most accessible areas are more efficiently used for residential development to minimise unnecessary trips. Any requirement for on-plot measures should be tested through the viability study to ensure deliverability. We support the consideration of district heating networks as a key plank in the measures to achieve zero carbon.

B12. If we are to tackle issues associated with air quality would the measures set out above go far enough and be effective in improving air quality in Wiltshire? If not, what measures are we missing and how should they be framed in land-use planning policy?

B13. What practical policy steps should the Local Plan take to significantly increase modal shift to public and active transport, and speed up the transition to greener fuelled vehicles?

Directing significant growth to sustainable urban extensions such as in Chippenham will be the most important step in helping to deliver these goals. Discussions with public transport operators should be undertaken to ensure a joined-up approach between public transport provision and the phasing of development. These improvements can be delivered via contributions and our Client is supportive of modal shift.

B14. The electricity grid system may not be able to cope with a rapid take-up of electric vehicles and the charging infrastructure needed to power them? What measures should the Council explore with Distribution Network Operators/Distribution Service Operators to resolve this?

Early discussions with providers will need to take place to ensure the requirements of the Plan are deliverable.

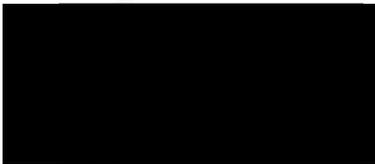
B15. If all new development is to be future proofed to promote zero carbon living in energy production and consumption terms, what impact would this have on the design and viability of schemes?

Any measures which are too prescriptive or which go above and beyond national standards may not be deliverable or may become out of date. The Plan must protect against this and be supported by robust evidence on viability. Development phases that would deliver beyond 2025 should retain flexibility in design to allow for the rapid emergence of innovative new technology and solutions.

In summary, we fully support the draft Plan's spatial strategy and proposed allocation south of Chippenham (Site 2). As we have set out, we consider our Client's site as part of this wider allocation presents an excellent opportunity to be delivered early within the Plan period. This will help to deliver sustainable growth and the Council's objectives, including housing and infrastructure such as the distributor road. We will be producing a more detailed Vision Document to set out how this can be achieved and we would welcome the opportunity to discuss this with you further.

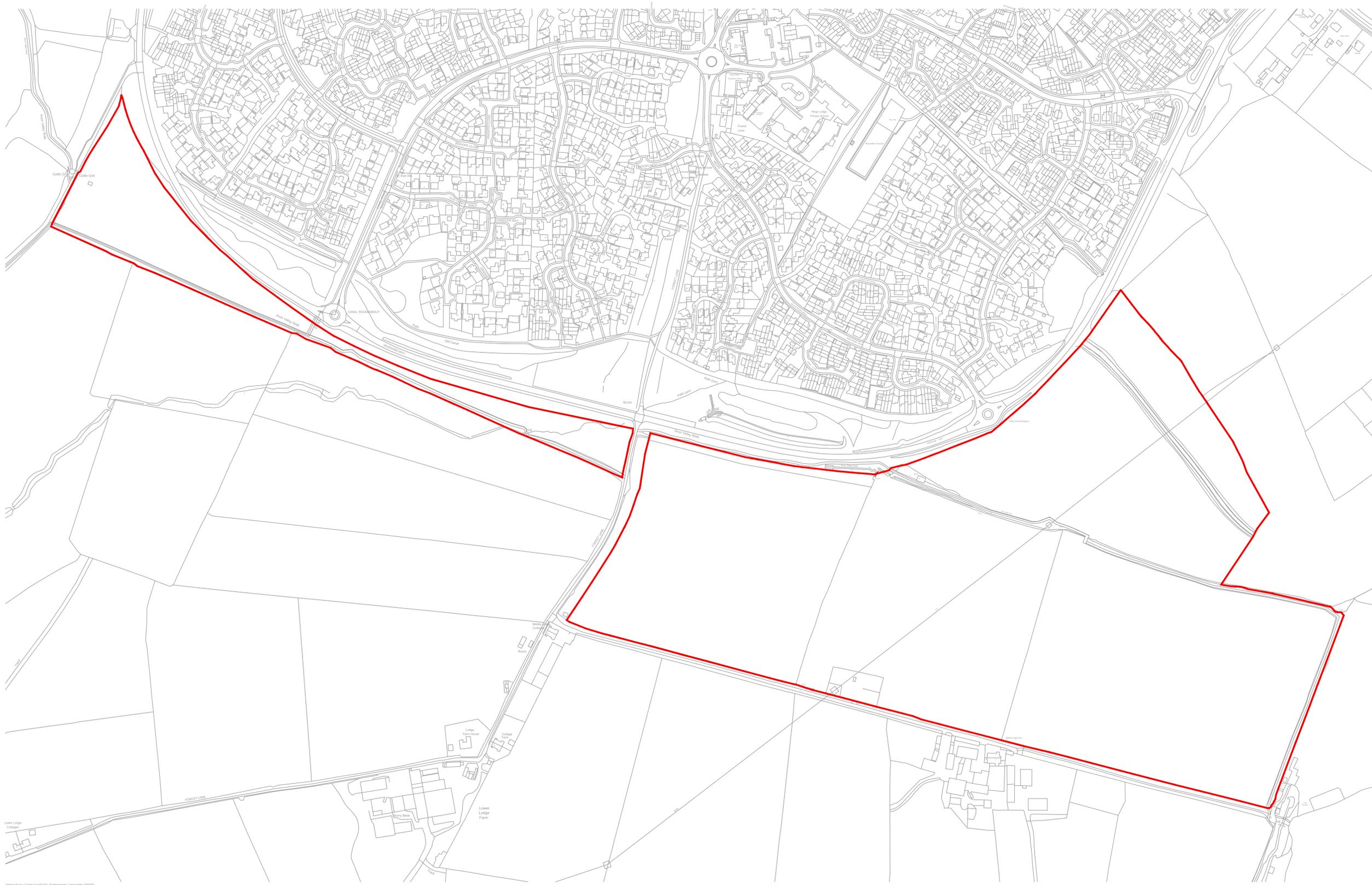
We trust these representations are helpful to inform the next stage of the draft Local Plan. Should you require any clarifications of the points raised please do not hesitate to contact me.

Yours sincerely



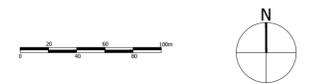
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Partner



LEGEND

Site Boundary 38.29Ha



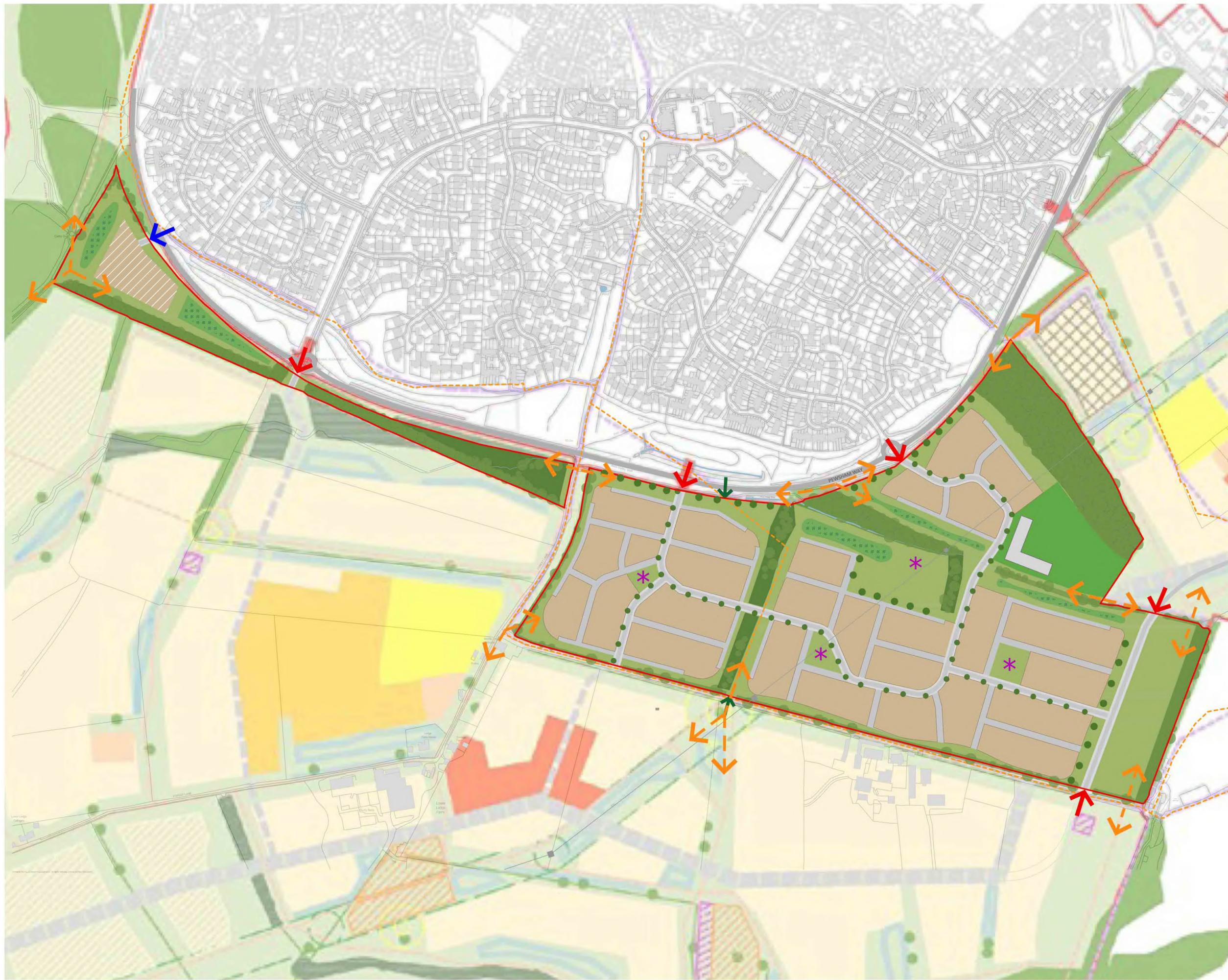
Project  
Land South of Pewsham

Drawing Title  
Site Boundary

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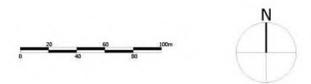
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-  Site Boundary
-  Vehicular, Pedestrian and Cycle Access Point
-  Potential Additional Access
-  Pedestrian Access Point
-  Pedestrian and Cycle Connection Opportunities
-  Existing PROW
-  Residential
-  Potential additional residential
-  Potential Primary School
-  Public Open Space
-  Strategic planting
-  Potential locations for play
-  SuDS Basin (Indicative Location)
-  Infrastructure
-  Overhead power cables (to be removed)

NOTE:  
Wider masterplan land uses are consistent with Figure 6 Concept Map for Site 2 and 3 of the Draft Wiltshire Local Plan (Jan 2021)



Project  
**Land South of Pewsham**

Drawing Title  
**Concept Masterplan**

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CHIPP342

## Future Chippenham

WC\_FCM-ATK-GEN-PL\_XX-RP-AX-000001

### Representations to: Wiltshire Council Local Plan – Looking to the Future



This document and its contents have been prepared and are intended solely as information for Wiltshire Council Highway Term Consultancy contract and use in relation Future Chippenham Road Design and Future Chippenham Urban Expansion ("The Project") Click here to enter purpose.. Wiltshire holds no responsibility to any other party in respect of or arising out of or in connection with this document and/or its contents.

This document has 42 pages including the cover.

## Document history

Revision	Suitability	Purpose description	Originated	Checked	Reviewed	Authorised	Date
C01	A1	Working Paper to support WC FC Project Team to submit Local Plan Reps	AJ / CJ and others	AJ	HRD	RB	02/03/21
C02	A1	Text updated to incorporate comments	AJ / CJ and others	AJ	HRD	RB	08/03/21

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# 1. Introduction

## Who are the 'Future Chippenham' team?

These representations are made by Wiltshire Council as landowner and enabler of development. The Council has secured infrastructure funding from government via its Housing Infrastructure Fund (HIF) managed by Homes England. The Council has established a programme within its Housing and Commercial Directorate to deliver this programme called Future Chippenham. These representations are made by the Council in this capacity which for ease of reference within these representations will be referred to as Future Chippenham

## Support for proposed allocation

Future Chippenham welcome the proposed allocation within the Local Plan Review regarding land to the south and east of Chippenham. We firmly believe that the evidence clearly indicates that a major urban extension is the most sustainable way to meet Chippenham's needs to support growth in the next local plan period and beyond.

The main body of this representation goes onto respond to the consultation in detail and raise a number of important points of detail for which we are seeking clarity, however it is considered important first to set out Future Chippenham's strong support for the proposed allocation and to give an overview of the vision and work already undertaken and that we will continue to do, in order to demonstrate the deliverability, viability and unique place shaping opportunities that the south and east of Chippenham provides for the long term sustainable future of the whole town, thereby confirming that it is the right choice.

## 1.1. Future Chippenham's Vision

The Future Chippenham development will in effect be a holistically planned new garden community that enhances the natural environment and offers high-quality affordable housing and locally accessible work in beautiful, healthy and sociable environment. Future Chippenham Project is underpinned by key objectives and associated 'design principles' which will ensure that the future development is based on a step-change in the quality of the place shaping delivered In line with Garden Communities ethos Future Chippenham has taken these themes and built a Vision and Objectives as follows:

*Future Chippenham will 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 recreational and social facilities; and an economically prosperous community with an enduring sense of belonging.*

The Future Chippenham Project is underpinned by six key objectives and associated 'design principles' which will ensure that the future development is based on a step-change in the quality of the place shaping delivered and will be led by seeking to deliver:

**Distinctive:** Future Chippenham will have a distinct character and sense of place influenced by local history, heritage, natural features and the wider landscape. The development will respond to its setting next to the River Avon which is its defining and connecting feature. The re-creation of the former forest of Pewsham, which is still marked in local place names, will create a strong new landscape framework and natural resource.

**Inclusive and Prosperous Economy:** An inclusive development that enables access to key economic opportunities including employment, education and training regardless of age, income level and mobility, based on an active and vibrant town centre with a strong cultural and commercial offer, delivering benefits that are equitably distributed.

A development contributing to a prosperous local economy and providing increased potential for Chippenham's economic self-containment. By delivering high quality new housing 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. It will contain neighbourhoods that are self-sufficient with their own centres at highly accessible locations with community facilities, schools, parks and play areas co-located within easy walking distance of new homes.

**Environmentally Sustainable:** A Net Zero Carbon development that is energy and resource efficient, minimises carbon emissions and offsets or sequesters carbon to achieve net zero and reduces car-based and other sources of air pollution, in order to help the environment now and in the future. Carbon reduction initiatives will be at the forefront of design considerations.

An Environment and Biodiversity Positive Development with measurable improvement resulting in net environmental gain and measurable net gain in biodiversity

A Zero Waste development that minimises waste going to landfill, minimises the use of materials and resources, reuses and repairs – keeping products, parts and materials at their highest use and value.

**Resilient and Adaptable:** A climate resilient and adaptable development that can adapt to climate change, with buildings which are designed to be flexible in their use over time, rather than being replaced.

Surface runoff and fluvial flooding will be mitigated by water features that address flooding issues in a blue network of recreational routes and waterbodies which, in turn, will enhance the green infrastructure network.

**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 for all residents.

A major lifestyle implication of social distancing has been the upsurge in telecommuting, which has temporarily dominated the UK's work and social lives, including emerging digital platforms for telemedicine and education. It is anticipated that rates of telecommuting will remain high post COVID-19, particularly where residents rely on public transport. Accordingly, demand will likely increase for smart city infrastructure and technologies which promote digital connectivity.

## 1.2. Delivering the Vision

In line with the NPPF, NPPG and established best practice Future Chippenham propose to employ a comprehensive master planning approach to realise the vision and implementation strategy for the development. The Masterplans will set out:

- the scale and layout of development,
- mix of uses,
- transport
- green and blue infrastructure
- the intended arrangement of buildings, streets and the public realm.
- ease of movement and connectivity;
- walkable neighbourhoods;
- diversity of housing and employment opportunities;
- designing for art and culture;
- healthy and active communities;
- multi-functional green infrastructure;
- human scale

A range of other plans and technical reports are also being produced alongside a masterplan, to provide supporting evidence and set out related proposals, such as a local character study, landscape assessment, sustainability assessment, transport assessment and proposals for securing biodiversity net gain. An implementation strategy will also be included, especially as the development is expected to be brought forward in a number of phases

A key document that Future Chippenham Team will produce is a design code which could be utilised to support an SPD for the whole of the Project Area. These are a set of illustrated design requirements that provide specific, detailed parameters for the physical development of a site or area. The graphic and written

components of the code will be proportionate and build upon a design vision set out in the masterplan The Code will be informed by the 10 characteristics of good places set out in the National Design Guide.

It is important to emphasise that comprehensive masterplanning of the area indicates that over the course of the whole development in the region of 7,500 may be delivered. This will be a phased delivery and that the number identified as set out in these representations will be developed within the plan period, but overall development is likely to extend well beyond. This has an additional benefit of providing a high level of certainty to the local community over where strategic housing needs for Chippenham will be met well into the future, thereby overcoming the conflicted process which is characterised urban development in the recent past.

These representations have been prepared by Future Chippenham in response to the Wiltshire Council Local Plan Review Consultation under the Regulation 18 of the Town and Country Planning Act (Local Planning) 2012 (hereafter referred to as the 'Local Plan Review').

Future Chippenham has been established by the Council and the Project deliverables are:

- A new distributor road that has the potential to unlock significant development to south and east of Chippenham.
- The development of 7,500 houses and supporting infrastructure up to 2036 and beyond.

The Council has been awarded £75 million of Government Housing Infrastructure Fund (HIF) for the delivery of the new distributor road to unlock the identified number of houses, subject to a range of terms and pre- and post-conditions being met.

These representations have been prepared in respect of land to the south and east of Chippenham, LPR Sites 1, 2 and 3 (hereafter referred to as 'Future Chippenham') which has received preferred development site status in the Reg 18 Draft Local Plan (para 30 of Planning for Chippenham).

Wiltshire Council owns approximately 958 acres of land at Chippenham comprising 473 acres at Pewsham, 170 acres at Forest Gate and 315 acres at Hardens and Hither Farm which form part of the Council's County Farm estate.

### 1.3. Content

These representations should be read alongside the following supporting submissions:

- Appendix A - Draft Concept Framework (prepared by Future Chippenham)
- Appendix B - Viability and Deliverability Technical Paper.
- Appendix C - Employment Technical Paper
- Appendix D - Housing Technical Paper
- Appendix E - Infrastructure Technical Paper
- Appendix F - Sustainability Report
- Appendix G – Draft Landscape Capacity Assessment

These representations, and the supporting submissions, demonstrate that Future Chippenham is deliverable and viable, and can deliver dwellings throughout and beyond the local plan period. The representations also demonstrate that the proposed allocated land can accommodate approximately 3,240 dwellings within the plan period up to 2036, and in accordance with the requirements of the draft Local Plan and the emerging allocation policy.

Future Chippenham support the draft Plan in principle, especially the proposed allocation of the land to the south and east of Chippenham.

Notwithstanding our support for the Local Plan Review, we are seeking some clarifications and amendments within the ongoing Local Plan Review and the supporting evidence base, to ensure that the emerging development strategy and allocation of development at Future Chippenham is robust and sound.

### 1.4. Structure

These representations are structured as follows:

- Section 2 sets out our observations on the emerging Spatial Strategy for the County and several recommendations to enhance the robustness and soundness of the Development Strategy.
- Section 3 sets out our comments on the proposed section Planning for Chippenham. This provides a detailed overview of the emerging Future Chippenham proposals against the Local Plan Review and sets out the development potential of the site, demonstrating deliverability.

- Section 4 provides responses to consultation questions posed on climate change and biodiversity issues; and
- Section 5 provides a summary of the next steps and Process for the Project.

The current nationwide restrictions related to COVID-19, although challenging, should not hinder the progress of the Local Plan Review. We fully support the proposed programme to publish the submission Draft Local Plan by the end of 2021, which is necessary to deliver strategic road infrastructure to support the delivery of Sites 1, 2 and 3.

## 2. Emerging Spatial Strategy

Representations will demonstrate the value of Future Chippenham to the Spatial Strategy in the short, medium and long term and identify the opportunities inherent in the scale of the Project to deliver sustainable communities.

### 2.1. Rep 1: Formulating the Spatial Strategy

Future Chippenham supports the process set out for the emerging spatial strategy proposed by the Local Plan Review that identifies a hierarchy of settlements and the alignment with each housing market area. The Team also notes and agrees with the formula that forecasts Wiltshire's need for between 40,840 and 45,630 new homes by the end of the Local Plan Period (2036).

The Local Plan Review has tested different distributions and growth strategies and Future Chippenham agrees with the following delivery principles:

- The focus on main settlements 'place shaping priorities' that will guide how and where development will take place and what distinct priorities there may be to manage change in the local environment;
- The aim to maximise the use of previously developed land and support urban renewal where needed;
- The allocation of land to ensure the scale of the county's housing and employment needs are met and to ensure the supply of deliverable land;
- The level of growth required to meet Chippenham's future needs may necessitate allocation across administrative boundaries into neighbouring parishes; and,
- The identification and phasing of large sites to ensure priority is maintained on brownfield land and to ensure the co-ordination of all the infrastructure necessary to support such growth

**Future Chippenham welcome these delivery principles and understand more detailed investigations are required either to support or are required to implement these principles.**

## 2.2. Rep 2 – Growth and Climate Change

The Emerging Spatial Strategy recognises that new development for housing and employment in Wiltshire needs to be delivered whilst tackling climate change as the top priority.

**Future Chippenham supports the climate change outcomes relating to carbon emissions set out in the Local Plan but considers these may need to go further if the Council is to achieve its target of carbon neutrality by 2030. The approach to achieving carbon neutrality and targets should be set within the Local Plan, with careful consideration given to measuring and minimising embodied and operational carbon to reduce energy demand from any new development. We also suggest that the Local Plan should develop evidence-based, detailed policy that phases in and enables carbon neutral new development within Wiltshire over time.**

Guidance for new development within the Local Plan and supporting documents should allow for an increase in local energy production and storage and meeting energy demands from zero/very low carbon sources, including large scale increase in electric vehicle use and their charging facilities. A key focus on increasing the use of zero emission public and private transport and active travel modes will support a reduction in carbon emissions from transport. Achieving carbon neutrality will mean, once all measures to reduce carbon have been explored, offsetting or sequestration (by vegetation) of residual carbon within new developments or off-site. Offsetting and sequestration will need to be considered as part of an overall carbon neutrality strategy.

Showing clear alignment with the target of carbon neutrality by 2030, a key objective of the Future Chippenham Draft Concept Framework (**Appendix A**) is that *Future Chippenham will be a Net Zero Carbon development that is energy and resource efficient, minimises carbon emissions and offsets or sequesters carbon to achieve net zero and reduces car-based and other sources of air pollution, in order to help the environment now and in the future. Carbon reduction initiatives will be at the forefront of design considerations.*

**Future Chippenham support this approach, but recommends that reference is made to the need to adapt to climate change alongside the need to reduce carbon emissions, as any new development will need to tackle these two interconnected challenges, if it is to address climate change in a successful way.**

A changing climate is now a reality and unavoidable, so resilience needs to be designed into any new development. Like everywhere else in the UK, the risk of extreme flooding, extreme heating and extreme cold need to be considered and suitably addressed via policy implementation and broader lifestyle changes, given that adaptation measures by themselves, such as cooling, have the potential to generate carbon emissions.

Directly addressing the issue of a changing climate, another objective of the Future Chippenham Draft Concept Framework (**Appendix A**) is that *Future Chippenham will be climate resilient and adaptable to climate change, with buildings which are designed to be flexible in their use over time, rather than being replaced. Surface runoff and fluvial flooding will be mitigated by water features that address flooding issues in a blue network of recreational routes and waterbodies which, in turn, will enhance the green infrastructure network.*

**The importance of dealing with the biodiversity emergency has been recognised elsewhere in the Local Plan consultation documents. This has not yet been clearly established in the Spatial Strategy**

We note that the biodiversity emergency is addressed through an objective of the Future Chippenham Draft Concept Framework (Appendix A) to create *an environment and biodiversity positive development with measurable improvement resulting in net environmental gain and measurable net gain in biodiversity.*

Further details on how carbon emission reductions, adaptation to climate change and biodiversity and environmental net gain may be achieved in Future Chippenham are set out in **Appendix A** - Future Chippenham Draft Concept Framework and **Appendix F** – Future Chippenham Sustainability Report.

Further representations that respond to 'Addressing Climate Change and Biodiversity Net Gain' consultation paper are set out in Section 4 below.

## 2.3. Rep 3 – Delivering the Spatial Strategy

**We support the Local Plan forecasts that Wiltshire will need to deliver between 40,840 and 45,630 new homes over the plan period (2016 to 2036) to meet the Council’s Housing Needs Assessment and therefore its population’s needs. We note that meeting this target will require a significant increase in housing delivery rates to between 2,042 to 2,281 dwellings per annum. We consider that the Local Plan will need to be supported by clear deliverability and viability evidence and guidance to demonstrate how the proposed Spatial Strategy and policies will support the delivery of housing at these increased rates.**

Future Chippenham also support the approach used to test the alternative development strategies, now completed, and the preferred spatial strategy that has been identified following the testing process. This has built on the Cabinet’s Agreement on 26 March 2019 (Wiltshire Local Plan Review Update paper), that the four Housing Market Areas (HMAs), based around Chippenham, Salisbury, Swindon and Trowbridge, would form an appropriate basis on which to consider the distribution of housing growth across Wiltshire.

**Future Chippenham support the comprehensive work undertaken behind the identified level of new housing and these overarching principles. We note and support that Chippenham is identified as one of only three Principal Settlements, and the primary focus for the location of the development of new homes and new jobs through a Chippenham Expanded Community. Although we support the general focus in the Local Plan on previously developed land, we agree with the Local Plan that greenfield sites will need to be developed to meet the level of housing need and to deliver against the housing targets set for Chippenham.**

Noting the focus of development on three Principal Settlements within Wiltshire (Chippenham, Salisbury and Trowbridge), Future Chippenham support the Spatial Strategy’s focus of reducing carbon in different ways by:

- making best use of existing infrastructure, such as energy networks, public buildings, services and local transport networks, reducing the need for additional infrastructure;
- supporting existing businesses and each town centre by encouraging local spending and supply chains, so they continue to serve their local communities;
- reducing the need to travel, and travel by private car, by providing jobs, facilities and services locally and support active means of travel such as walking and cycling; and,
- providing opportunities on a scale to design new neighbourhoods for renewable energy supply, alternatives to the private car and more energy efficient new buildings - opportunities that are likely to be more difficult to realise in rural areas

## 2.4. Rep 4 – Chippenham Housing Market Area

The emerging Spatial Strategy recognises that Wiltshire needs between 40,840 (2,042 dwellings per annum (dpa)) and 45,630 (2,281 dpa) new homes within the county over the plan period (2016 to 2036).

The emerging Spatial Strategy identifies the housing need for North and West HMA (Chippenham) as being between 17,410 (870.5 dpa) and 20,400 (1,020 dpa). We understand that the lower figure has been derived using the Standard Method as set out in the National Planning Policy Framework (NPPF) and accompanying Planning Practice Guidance (PPG) and the higher figure has been derived from taking account of longer-term migration and economic forecasts.

**Future Chippenham are supportive of the plan-led approach and pleased that the Council is progressing a Local Plan proactively to accommodate the higher housing numbers which the Council has identified to meet housing need over the next 20 years. However,** evidence to support deliverability & viability of the totality of any development supports a robust Spatial Strategy and Local Plan and we believe is a critical part of the plan led approach that could be further enhanced to support the Emerging Spatial Strategy.

Chippenham is identified as a Principal Settlement within Wiltshire and the main settlement in the North and West HMA. Within the North and West HMA the emerging strategy (2016-2036) identifies a requirement for 9,225 (461.25 dpa) homes in Chippenham. This is more than double the requirement in the current Wiltshire Core Strategy (2006-2026) for 4,510 [225dpa] homes to be built in Chippenham.

**Future Chippenham Project Team would like to see more supporting evidence on the deliverability of housing at this significantly increased rate within the emerging Spatial Strategy for Chippenham as we consider it is likely to present a significant market and delivery challenge.**

### Housing delivery for Chippenham

The delivery of 9,225 homes by 2036 in Chippenham in the draft Local Plan (2016-2036) takes into account the 4,167 homes completed and committed since 2016:

- 394 homes completed 2016-2019;
- 3,773 homes in the pipeline (permitted, resolution to grant permission or are allocated for development in the Chippenham Site Allocations Plan as of 1 April 2019)

Deducting these committed sites from the overall requirement leaves a residual need for land to be allocated for a further 5,058 homes. The draft Local Plan has set a target for brownfield sites to deliver 24 dwellings per year over the next 10 years i.e. a further 240 dwellings by 2032. This further slightly reduces the overall requirement for green field allocations in the draft Local Plan

**Future Chippenham conclude, that based on past delivery rates, the target of 9,225 homes is challenging and even with a significant step change in delivery, may be beyond the viable and deliverable rates that are realistic for Chippenham.**

Future Chippenham's evidence based on past delivery rates in the market and on other major urban expansion sites demonstrates an average annual delivery rate of 280, with a peak number of between 330 and 380 dwellings delivered each year in the period 2035-2040. This is based upon an independent analysis of similar sites that are being or have been delivered across the UK, with a similar mix of tenures and ancillary facilities. This evidence is further supported by statements from Planning Inspector during recent Local Plan hearings. This proposed delivery rate would result in the delivery of circa 3,240 dwellings during the Local Plan period, reflected in the Future Chippenham Concept Framework (**Appendix A**).

The proposed housing mix in Future Chippenham, has been prepared by the Project Team, taking into account current market shortfalls, policy requirements and market trends. Diversity in the housing mix helps to maintain a constant delivery trajectory, as a variety of tenures are offered across the market that appeal to a wide sector of the community.

The financial viability of Future Chippenham has been assessed based on a series of these assumptions, including housing delivery rates and infrastructure to match the amount of homes and employment floorspace over the Local Plan period. These are detailed in the Deliverability and Viability Technical Paper (**Appendix B**).

### Employment delivery for Chippenham

The Local Plan Review forecasts a total of 26 ha of employment land for Wiltshire HMAs (including Chippenham, Salisbury, Swindon (the Wiltshire part), and Trowbridge) collectively. Acknowledging that the current pool of land for industry and office uses will continue to meet anticipated needs, the Local Plan Review

forecasts 9 ha of employment land in Chippenham HMA. Through this forecast, 5 ha of employment land requirement is identified for Chippenham settlement. The Council's proposals for employment land complements growth and supports productive industries in the area. It also supports the Council's focus on supporting the economic recovery from the impacts of the COVID-19 Pandemic.

A review of the major employment developments in the pipeline near Chippenham indicates a surplus of employment land within both A350 Functional Economic Market Area (FEMA) and Swindon/M4 Corridor FEMA. If brought forward, these employment spaces would meet market demand for the town through the next Local Plan period as a minimum. A review of these major developments is provided below:

- **Rawlings Green** – part of Future Chippenham with planning resolution for “up to 650 dwellings, and 5ha employment-generating space and a 2FE primary school”. Although the delay in signing S106 agreements has prolonged issuing a decision notice, it is expected that this employment land will come forward during the plan period.
- **Chippenham Gateway** – has planning permission for “1m sq ft (circa 9.3ha) employment space, including Class B8 (storage and distribution) and associated infrastructure”. This major commercial scheme is in a strategic location at Junction 17 of the M4 and is likely to absorb the demand for storage and distribution premises around Chippenham in the short to medium term, reducing the need for provision elsewhere. It is noted that the Swindon and Wiltshire Functional Economic Market Area Assessment (FEMAA) (2016) identifies Chippenham within A350 Strategic Economic Growth Zone and Chippenham Gateway within Swindon/M4 Zone. These zones have been the base for identifying Swindon and Wiltshire Functional Economic Market Areas (FEMAs) in the Economic Land Review (ELR).
- **Showell Farm employment development** – has planning permission for “development of 5ha of employment space, including Class B1(b), Class B1(c), B2 with Ancillary B1(a), B8 and Ancillary B1(a)”, approved in 2017.
- **Sadlers Mead office development** – has planning permission for “construction of new HQ office building and erection of multi-storey and surface car park” northeast of Chippenham rail station.

Development of the Chippenham Gateway to the north of Chippenham, Rawlings Green to the east, Sadlers Mead in central Chippenham, and Showell Farm to the south will provide a range of employment opportunities that are well connected to the wider region through rail and road corridors. The Local Growth Funded “**Chippenham Station Hub**” project in central Chippenham will also strengthen the role of the transport infrastructure that is already in place.

**It is not clear how delivery of these sites (and the types of employment space to be delivered) has been considered within the Local Plan Review when estimating the need for employment land within Future Chippenham.**

The HIF application proposed 1m sq. ft. (circa. 9.3ha) of employment land for Future Chippenham, including employment land with strong access to the M4 Corridor. This includes the 5ha of employment space at Rawlings Green. According to the Local Plan Review, a total of 5ha of employment space would be released during the Plan period for Chippenham. Future Chippenham Project proposes an additional 1ha employment land within the new neighbourhood centres. Up to 4ha could be allocated elsewhere in Future Chippenham, to meet local needs that are not met on other allocated or permitted site elsewhere in the Chippenham area.

There is uncertainty as to whether the delivery of the aforementioned major permissions in proximity to Future Chippenham (particularly Chippenham Gateway located within the Swindon/M4 Corridor FEMA) is seen to satisfy the requirements for Chippenham. If this is the case, there is likely to be a reduced requirement for employment land provision at Future Chippenham, which will have implications for the future masterplan framework. Future Chippenham request that the allocation policy for the Future Chippenham site include some flexibility to enable the development to respond positively to the prevailing market conditions.

Future Chippenham suggests that, if additional employment land is required on site, it may be most appropriately located at the junction of the distributor road either with the A350 or with the A4 London Road. This will be confirmed through local engagement with the SWLEP and other stakeholders.

## 3. Planning for Chippenham

### 3.1. Rep 5 – Scale of Growth

The Planning for Chippenham Local Plan Review document proposes a series of questions and seeks views on a series of issues. Future Chippenham seek to respond to the following questions in the text below as well as commenting on broader principles of development.

**Question CP1 – What do you think to this scale of growth? Should there be a brownfield target? Should they be higher or lower?**

**Question CP2 – Are these the right priorities? What priorities may be missing? How might the place shaping priorities be achieved?**

**Question CP3 – Do you agree these sites are the most appropriate upon which to build? If not, why not?**

**Question CP4 – What are the most important aspects to consider is these sites are going to be built on? If not, why not?**

Future Chippenham recommends a vision for Chippenham, drawing from the objectives identified which will guide the development of the future site, as set out at the start of these representations.

The Future Chippenham Project Team fully support the focus on Chippenham as a location for development as it provides opportunities on a scale to design new neighbourhoods which:

- Will help Chippenham Town Centre to serve its local community, by boosting catchment spending, creating higher levels of facilities, shops and services, including public transport, helping to reduce the need to travel, and to travel by private car in particular, especially if it is accompanied by measures aimed at improving walking and cycling;
- Will allow opportunities to introduce important carbon reduction measures and efficiencies, that would be impractical or unviable on smaller sites;
- Will improve the environment of Chippenham Town Centre and the town as a whole by tackling traffic congestion as well as reducing carbon use by the advantages of focusing growth in one location.

We support the general focus in the Local Plan on previously developed land and agree with the general brownfield allocation set out in the Emerging Spatial Strategy.

A comment on the alternative sites is also included in these representations and these confirm our conviction that the proposed allocation is the correct one for Chippenham.

#### The distributor road

The delivery of the new link road to the south and east of Chippenham is strongly supported as this is seen as essential infrastructure to deliver a long-term sustainable solution for meeting the future growth needs of Chippenham. This takes forward the long-term opportunity identified by the planning inspector in his Major Modification to the **Chippenham Site Allocations Plan**.

4.21a Both proposals safeguard the potential for future road alignments to the east and south of the town and require that their design and layout must not prohibit road connections in the future. This is based on evidence prepared for the Plan (1) that indicates an Eastern Link Road and/or a Southern Link Road may be longer term solutions to improving the town's network resilience. The policies ensure that development during the Plan period does not undermine the future development of the town and will enable further investment in roads to support the growth of the town if required in future plan periods.

*(1) Position Statement Improving Network Resilience in Chippenham and Transport and Accessibility Evidence Paper Part 2a: Assessing Alternative Development Strategies*

## Supporting growth in Chippenham

The Local Plan – Transport Review document states that:

*'The CSAP [Chippenham Site Allocations Plan] identified a preferred arrangement would be for the EDR to follow a route from the A4 east of Pewsham to the A350 Malmesbury Road roundabout, to the north of the town. The delivery of 5,100 homes in Chippenham would necessitate the delivery of this route to the north of the town, which would address many of the congestion issues in the town centre. However, this would not tackle all the impacts resulting from an additional 5,100 dwellings.*

*There would still be several challenges: significant congestion problems on the A4 to the east (due to traffic outing via the A4, A342 and A3102 towards Melksham), residual issues in the central area and constraints on the A350 and A4 west. This is shown visually in Figure 2-2. The Do-minimum scenario therefore introduces a more comprehensive solution. This would require an EDR (a northern link from the A4 at Pewsham to the A350 and a new Southern Distributor Road (to connect from the A4 at Pewsham to the A350 at Lackham Roundabout).*

*A Southern Distributor Road (SDR) provides a route between the A4 and A350 corridors which avoids the town centre. An SDR is further justified, as advised by Wiltshire Highway Authority, to ensure that the scale of development proposed in Chippenham has access to two principal corridors to avoid point loading detrimentally affecting the strategic use of either corridor.'*

The Local Plan – Transport Review concludes that:

*'The previous CSAP established the requirement for a new Eastern Distributor Road, connecting around the north of the town from the A4 east of Pewsham to the A350 at Malmesbury Road. The analyses in this study have also established the requirement for a new Southern Distributor Road, connecting around the south of the town from the A4 east of Pewsham to the A350 at Lackham Roundabout.'*

Future Chippenham supports the evidence presented in the Local Plan – Transport Review which confirms need for the full distributor road and recommend this commitment is clearly set out in the Planning for Chippenham Spatial Plan Document. This would be in line with the HIF submission, which showed that the greatest level of benefits for the local transport network would be achieved by delivering a full distributor road.

The distributor road will also provide opportunities for traffic travelling to/from Pewsham, Calne and areas to the east of the town to access the A350 without having to travel through the town centre and as such reduce the volumes of traffic travelling on the A4 and A420 corridors and central Chippenham. A reduction in traffic travelling through central Chippenham and on these corridors would help contribute towards achieving the following outcomes for transport in Chippenham:

- Reduced traffic using less appropriate routes within the town - this will help improve conditions for pedestrians and cyclists and the operation of bus services, for example by providing the opportunity to re-allocate road space to enable improved pedestrian or cycle provision.
- Increased levels of walking and cycling for journeys within Chippenham - via improved conditions and the provision of safe and convenient pedestrian and cycle routes.
- Improved reliability of bus services - across the town but particularly on the higher frequency A4 and A420 corridors.
- Supporting the successful delivery of future growth in the town.

Traffic modelling in support of the HIF submission identified that only 650 houses at Rawlings Green and 400 houses loading onto the A4 London Road to the east of Pewsham, a total of 1,050 houses, could be completed before significant transport infrastructure is required to help mitigate the impacts of congestion in the town. This confirmed existing evidence from the CSAP transport modelling and Highway Officer comments on the Chippenham Riverside planning application.

The evidence used to develop the CSAP (2006-2026) recognised that future growth of Chippenham couldn't occur in the town without delivery of significant transport infrastructure and included policies which reserve land for the delivery of such infrastructure. As noted in the Local Plan – Transport Review, the threshold for a new distributor road would be 400 new homes above the current CSAP.

The Highway Officer comments on the Chippenham Riverside planning application, with use of information from the CSAP, suggested that should a development in this location only have access to the A4, then a

maximum of 400 (of a proposed 1,500) dwellings could be built before an unacceptable impact was seen on the town centre highway network.

Further to this, the Chippenham Housing Market Area – Individual Settlement and Housing Market Area Profile (2017) produced at the early stages of the Local Plan Review states that:

*“The town has significant potential for economic growth. A new road linking the A4 to the A350 would help considerably toward realising it”<sup>1</sup>*

### Walking & cycling networks

The distributor road would provide segregated walking and cycling routes along its length, in accordance with LTN1/20, and connect to a network of walking and cycling routes within the area of the Draft Concept Framework and also existing routes in the town. This will help encourage travel within the development and to employment, social and education opportunities across the town on foot and by bike. Opportunities will also exist to connect to National Cycle Network route 403 which runs through the town and provides cycle connectivity between Calne and Chippenham.

### Supporting bus services

The proposed distributor road design and arrangement will enable the flexible operation of bus services along its length and through Future Chippenham, maximising the use of existing commercially operated services to ensure long term sustainability of buses in the town. The A4 London Road and Bath Road are both relatively high-frequency radial bus corridors, opportunities to incorporate the distributor road and development into these operations needs to be considered.

### Most suitable land for development in landscape terms

As stated in Rep 4 above, Future Chippenham considers that the rate of housing delivery identified for Future Chippenham is challenging; a realistic delivery rate would align more closely with the recommendations in our Draft Concept Framework, Viability and Deliverability Technical Paper and Housing Technical Paper (attached as Appendices A, B and D). With this in mind, we have provided a review of the plots identified in the Concept Plan for Sites 1 and Sites 2 & 3 from the Planning for Chippenham document which consider the same development areas as the appended Draft Concept Framework document (**Appendix A**).

It is important to emphasise that the masterplanning process being employed by Future Chippenham will be based on an evolving knowledge of evidence and hence while the concept plans within the Local Plan Review are helpful, the overall development pattern of the site may vary as new evidence emerges (such as the preferred road route following the current consultation). Ongoing discussions with statutory consultees could also fundamentally change the scale and nature of any mitigatory measures required. The following section should be read in this context and with reference to the Draft Concept Plan (**Appendix A**).

## Site 1 - East Chippenham

### Site 1 Land suitable for development

Within Site1, the plots most suitable for development up to 2036 are the unlabelled plots marked for development within Figure 3.1 below; this is a marked-up version of ‘Figure 2 – Concept Map for Site 1’ of the Local Plan Review: Planning for Chippenham document. These plots considered to be appropriate for development are centred around Harden’s Farm and extending towards the east, as well as the area to the north of Hither Farm and Stanley Lane. These development areas possess the following features:

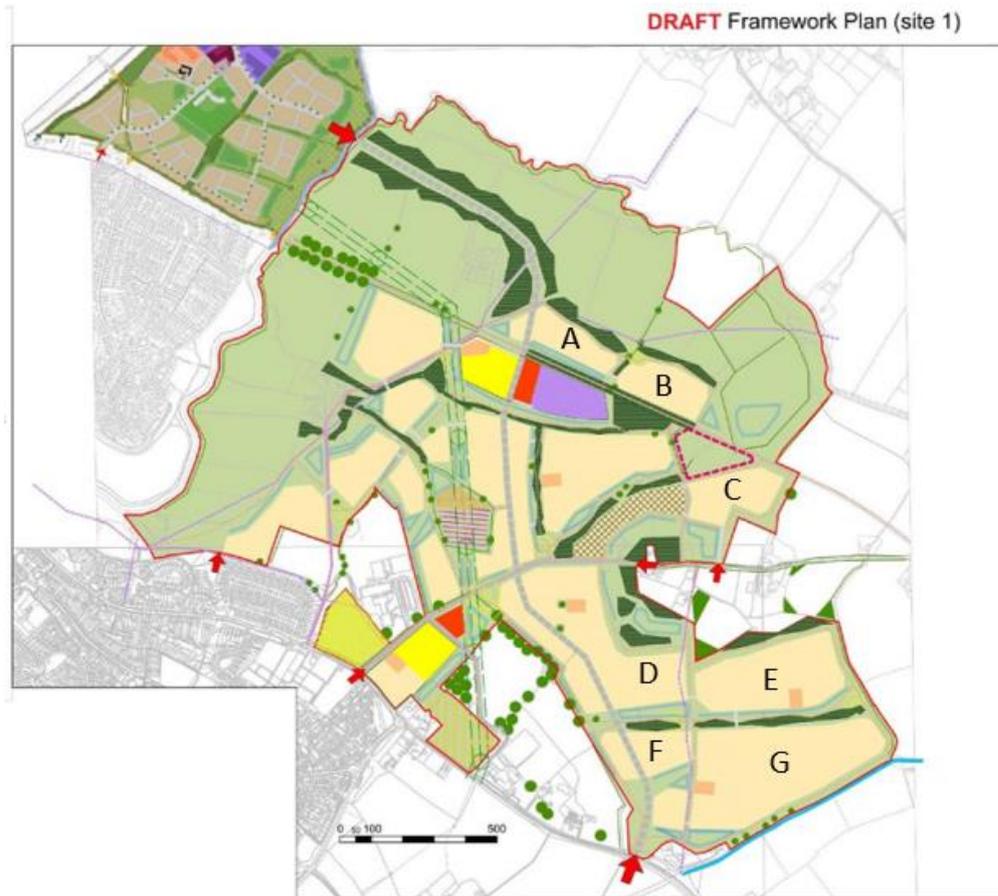
- They are most closely located to the existing settlement edge:
- Those around Harden’s Farm are lower-lying and are more contained spatially by existing vegetation.
- Development would be visible from the following locations:
  - The existing settlement edge;

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<sup>1</sup> Chippenham Housing Market Area – Individual Settlement and Housing Market Area Profile, November 2017.  
<https://www.wiltshire.gov.uk/media/684/Swindon-and-Wiltshire-Joint-Spatial-Framework-Chippenham-Housing-Market-Area/pdf/spp-swjfsf-2017-11-chippenham-housing-market-area-profile.pdf?m=637103717788770000>

- National Cycle Route 403 (NCR 403);
- Views from the more open landscape to the north, public rights of way which connect to settlements such as Tytherton East (a Conservation Area);
- Elevated viewpoints such as Bencroft Hill to the east or Derry Hill to the south.

**Figure 3-1 - Marked-up plan of Figure 2 – Concept Map for Site 1'from Local Plan Review: Planning for Chippenham document**



For those areas, the following mitigation would be achievable and could include:

- Enhanced vegetation along the National Cycle Route 403 (NCR 403), a former railway line and include woodland belts as part of the wider development.
- Planting of woodland blocks along the northern boundary adjacent to NCR 403 to reduce longer distance views towards Chippenham from NCR 403.
- Interplanting to existing hedgerows and plant new tree belts.
- Retain the open floodplain landscape adjacent to the River Avon.
- Maintain views to the church spires.
- Consideration to be given to the settings of Hither Farm Cottage and Harden's Farm as listed buildings.
- A graduation to lower densities towards the edges of the new settlement boundary heading westwards.
- Planting within land further to the east, north and south of Middle Farm, would help mitigate elevated views and provide the setting and define a new settlement edge to development up to 2036.

In conclusion, development should be focused up to 2036 in the plots around and between Harden's Farm and Hither Farm with the appropriate mitigation at the densities outlined in the Local Plan Consultation, January 2021.

### Site 1 - Land less suitable for development up to 2036

From a review of the land to be considered for development in the Local Plan Review: Planning for Chippenham document, the following representations are made in relation to plots A to G in Site 1 from Figure 3.1.

**Plots A and B** - These plots are located to the north of NCR403 and are in an area of more open landscape. In terms of landscape impacts, plots A and B are located on the southern slopes of the hillocks and would result in an adverse change in character to this landscape area. Consideration needs to be given to the role this portion of landscape provides as a character transition with the progression to flatter more open land to the north of New Leaze's Farm.

Landscape mitigation, such as increased woodland planting, would result in a change in the landscape character to be less open. The role of this landscape area as it transitions to the more open landscape to the north needs further consideration.

Visually, Plots A and B are located close to and are visible from NCR 403 and would be visible on the higher ground from Chippenham settlement edge and may affect the skyline view. It would also be prominent in elevated views for example, from Bencroft Hill or views across the landscape from Stanley Lane.

**Plot C** is located to the south of NCR403. The landscape sensitivity of this area is influenced by its proximity to the Chippenham settlement edge with nearby school and the setting to Hither Farm. Mitigating planting would reduce the impact on both character and impact upon views especially from elevated viewpoints and NCR403. There may also be opportunity to provide mitigating planting to the east of Plot C to minimise the impact of development of this plot, but this would need to be planted early and allowed to mature prior to construction.

**Plots D to G** are all located to the south of Stanley Lane. These plots are the most easterly outlying development parcels within broad tracts of open landscape.

The landscape character would change substantially with the greater distance from Chippenham settlement edge and would require significant mitigation. The proposed densities in the Local Plan Review design principles in these outlying plots are considered high considering their location in open landscape.

These plots are visible and would impact the views from:

- Localised viewpoints and public rights of way.
- Approach routes such as the A4 (London Road) NCR 403 and Stanley Lane.
- Elevated viewpoints such as Bencroft Hill and Derry Hill.

Potential mitigation measures identified thus far, could include:

- Existing vegetation along NCR403 to be enhanced as part of the wider development with woodland planting to strengthen this boundary.
- Reintroduce lost hedgerows and interplant existing hedgerows.
- Provide a landscape buffer to the Wilts & Berks Canal and the Pudding Brook.
- Woodland planting along the eastern boundary of the parcel to the east to help assimilate potential long-term development, post 2036.

Overall, plots A-G may be developable at lower densities in the long-term, if significant and matured planting and landscaping mitigation is undertaken prior to development starting. This would screen potential visual impacts of the development from local higher viewpoints and from the open landscape to the north-east. However, with the lesser impact of the sites located closer to the existing Chippenham edge around Harden's Farm, we would recommend that this land is favoured for development, should the amount of housing suggested within the Local Plan Review Consultation January 2021 come forward within the next local plan cycle be reduced.

### Site 2 - South Chippenham

Within Site 2, Future Chippenham considers the plots most suitable for development up to 2036 are the unlabelled plots marked for development within Figure 3.2 below; this is a marked-up version of 'Figure 6 – Concept Map for Site 2' of the Local Plan Review: Planning for Chippenham document.

We have the following representations to make on plots H-N identified on Figure 3.2 below, which is a mark-up to identify plots within this Draft Framework Plan.

**Figure 3-2 - Marked-up plan of Figure 6 – Concept Map for Site 2 and 3 - from Local Plan Review: Planning for Chippenham document -**



**Plots H to J** - proposed residential and employment areas. Part of these areas contribute to the landscape approach to Chippenham along the A4 (London Road). For these plots, mitigation needs to create a buffer to avoid an overly developed approach to Chippenham, possibly achieved with screen planting. As this is likely to be achievable, we support the development of these allocations.

**Plots K to N** are peripheral to Site 2 and are noted as areas of future development (post 2036) on *Figure 6 - Concept Map for Site 2 and 3* from the Local Plan Review: Planning for Chippenham document. In this area we will give consideration to the landscape character in terms of the proximity of these plots to the River Avon, Cocklemore Brook and the landscape setting of the listed Lackham College, through the master planning process.

Visually, these sites would be visible from Lackham College, from the Wilts & Berks Canal and public rights of way within the River Avon floodplain corridor, as well as from elevated viewpoints.

Mitigation to support longer-term development (post 2036) could include:

- Conserving the network of hedgerows within the area to retain their good condition and supplementing with further tree planting.
- Considering the appropriate density of development proposed at the edges of Future Chippenham;
- Retaining a buffer of open space to the Wilts & Berks Canal.

- Seeking opportunities for new woodland planting to replicate small woodlands in the area and maintaining green links; this is of relevance to mitigate elevated views and to establish a landscape setting for potential future development post 2036.
- Enhancing the riparian vegetation and wetland habitats along Cocklemore Brook.
- Retaining open riverside areas to provide a buffer between development and the River Avon's riparian environment.
- Providing new woodland copses to replicate those within the valley to mitigate elevated views and as part of the setting to the development up to and post 2036.

The required mitigation we have outlined above is largely identified within Figure 6 – Concept Map for Site 2 and 3, so we are therefore generally in agreement of the areas identified for development in this area coming later than this local plan period. This is subject to ongoing engagement with statutory consultees.

## 3.2. Rep 6 – Place-shaping priorities

### Drawing benefit from a single integrated allocation/extension

**We refer back to the vision set out at the beginning of these representations which we firmly believe will demonstrate that this allocation provides the best opportunity to deliver both a sustainable and well-designed development to meet Chippenham’s growth needs.**

**Future Chippenham fully supports the broad principles of consolidating growth in a single integrated extension to the town. The single extension offers a range of strategic benefits that will not be realised should a more piecemeal development of unconnected parcels proceed.** These are clearly set out in the Draft Concept Framework Plan accompanying these representation – **Appendix A**

Future Chippenham considers that directing growth towards a consolidated location as set out in our Draft Concept Framework Plan offers the opportunity to comprehensively plan for the required social and community infrastructure in a manner that is most efficient and effective. An overarching understanding of requirements and the timing of delivery can be planned for and focussed in appropriate locations to maximise benefits for both new and existing residents.

Such an approach and the scale of development proposed also offers scope for optimal outcomes with benefits that can result from co-location of infrastructure. The proposed extension provides the opportunity to deliver new infrastructure that may not otherwise come forward, for example enabling the delivery of strategic open space through a large multi-dimensional Country Park that will provide wider benefits of new open space for the town as a whole and important strategic connections between the town and the new development areas.

Future Chippenham enables the development of an overarching vision that complements the town, developing its character as a distinct but fully integrated addition to the town, to inform and structure future delivery. The Vision will structure the components in a comprehensive and co-ordinated way, contributing to the delivery of an optimal outcome for the town.

### Delivering improved access and connectivity to the benefit of the town

**Future Chippenham considers that the supporting transport infrastructure that will be delivered as a result of the location and scale of development will deliver the greatest benefit to the existing town.** The implementation of the distributor road required to support the development will help to address the existing congestion in a positive way by delivering additional highway network capacity; it will also improve connectivity between neighbourhoods within the town.

The distributor road and its links will also significantly provide benefits for an improved bus network. The new links will create the opportunity to support new circular bus routes through the town, improving connectivity and journey times, and increased patronage.

The Future Chippenham Draft Concept Framework (**Appendix A**) demonstrates that the compact urban form of the south eastern extension supports the best outcomes for sustainable movement. New walking and cycling routes can maximise the opportunity to provide improved town-wide connectivity improving access between the town centre, the proposed Country Park and the wider countryside. This interconnected network will help prioritise active travel and healthy lifestyles.

### Providing an urban structure that supports strong communities.

**Future Chippenham considers that new development in Chippenham should not be spread in a thin strip wrapping the edge of the town, but instead be arranged as compact areas of critical length and breadth which can be consolidated around well-located local centres.** Our recommendations on this approach is set out in the Draft Concept Framework Plan accompanying these representation – **Appendix A**

The neighbourhoods created can be supported by new local centres where community facilities and the potential for commercial hubs can be co-located to create nodes of intensity. The delivery of these centres as part of an integrated extension will enable a strategic consideration to location with a cohesive approach supporting them as a focus for community activity, helping underpin their deliverability as accessible and diverse hubs and supporting their viability,

### Transforming the towns housing offer and increasing the rate of delivery

**Future Chippenham proposals as set out in the Draft Concept Framework Plan accompanying these representation (Appendix A) has been designed with a focus on supporting increased delivery rates. The development as proposed has significant ability to maximise the rate of housing delivery during the Local Plan period, due to multiple land ownerships across the site as well as the ability to draw on**

**distinctive character areas informed by changing landscape contexts in order to create a greater diversity of new housing that can appeal to a broader spectrum of the market. However Future Chippenham caution that an over-provision of development land carries the risk of being counterproductive by potentially reducing the rate of delivery due to the possibility of market caution to the risk of oversupply devaluation. Deliverability of new homes needs to be countered by viability and a realistic delivery rate identified and our recommendations on this are set out in Representation 4 above and the Deliverability and Viability Report (Appendix B),**

This greater range of new homes, from starter homes through to downsizing and retirement, care and extra care, will also help meet the growing and evolving need of the residents of Chippenham over time.

We consider that this improved rate of housing delivery would be further supported by early delivery of the entire link road and enabling infrastructure to support 'plug and play' development opportunities across the Future Chippenham area.

### **Supporting sustainable growth**

Future Chippenham is committed to the vision set out at the beginning of these representations

Development at Future Chippenham along the link road offers a unique opportunity to deliver sustainable growth by creating the upfront infrastructure capacity that could continue to meet the potential future needs of the town in the decade beyond the 2036 Local Plan period.

**Future Chippenham considers that facilitating future growth within a compact urban form as set out in our Draft Concept Framework Plan (Appendix A) will encourage more active and sustainable travel choices within the town. Growing Chippenham in this way will ensure that connections between neighbourhoods are both maintained and enhanced. Importantly, by helping strengthen the recreational role the River Avon and the river area within the heart of Chippenham, opportunities exist to establish a strong relationship to open space for all residents in the town and in Future Chippenham.**

Future Chippenham also has the ability to cater for housing growth beyond this Local Plan period, maximising the return on infrastructure investment and maintaining the benefits of a compact urban form for future generations.

### **Unlocking significant public sector investment and delivering value to be reinvested**

**Future Chippenham provides the opportunity to realise £75 million of public sector investment within the town through the provision of the new distributor road aimed at facilitating housing delivery across Future Chippenham. There are further opportunities to recycle funding as new housing and commercial uses come forward.**

Future Chippenham considers the Future Chippenham Development will bring great benefit to the whole town, through the council, as major landowner reinvesting some of the development land value created to support the town's regeneration and future sustainability. The council can also take a longer-term view on development, providing more stability and resilience to any market fluctuations. Finally, the council as the major landowner has a greater ability and control to secure and embed quality placemaking within Future Chippenham.

### **Delivering a Country Park of unique scale within the heart of the town**

**Future Chippenham considers that the delivery of a Country Park, which is a unique benefit of the integrated extension approach, will be of considerable future benefit to the town as a whole.**

The proposed Country Park offers a significant area of open space that will enhance ecological and biodiversity outcomes, integrate sustainable urban drainage and address flood risk, and also support the future health and wellbeing of existing and future residents. The new Country Park offers strategic landscape infrastructure, creating wildlife and recreational corridors, using the rich character of the River Avon to build on the local distinctiveness of the town and draw that into the new Future Chippenham.

The development of the Country Park will be of benefit to the entire town, creating accessible green space with active travel connections. The Country Park will provide valuable connections between Future Chippenham and the town centre, with new river crossings, enhanced forest planting and associated leisure facilities.

### **Realising best practice placemaking that reflects the distinctive character of the town**

**Future Chippenham considers that new housing and development should be in a location that reflects and contributes to the distinctive character of a town that has evolved with the River Avon at its heart.**

The integration of Future Chippenham into Chippenham offers a contextually appropriate design, using the town's rich character and proposing sustainably located development. Future Chippenham offers both growth

potential and benefits for the town. It will help retain and strengthen the town's character, especially in the centre, by relieving existing issues such as congestion, and by using its existing assets such as the River Avon corridor for wider benefit through the integration of the Country Park. The placemaking approach creates a new urban edge to the river corridor, wraps the Country Park closely into the new urban form and creates a strong and positive relationship, integrated landscape that helps capture and add to the local distinctiveness of Chippenham.

### 3.3. Rep 7 – Other Potential Development Sites

An Interim Sustainability Appraisal (ISA) that is published as part of the Local Plan Review consultation assesses the likely effects associated with developing seven 'reasonable alternative' potential development sites at Chippenham. Table 5.2 of the ISA, summarises the assessment scores for sustainability objectives and ranks the sites from most sustainable to least sustainable.

Future Chippenham seeks to clarify the results of the ISA, as set out in the following sub-sections.

#### 3.3.1. Site 5 (SHELAA site 3666)

The assessment of site 5 is missing from the Annex II document, so it has not been possible to review the decision-making behind the scores for site 5.

##### SA Objective 10 Inclusive communities

Table 5.2 of the ISA Main Report shows a moderate positive effect score for Site 5 against Objective 10. This score is queried for the following reason:

- The A350 dual carriageway severs the site from Chippenham. As is described in greater detail in relation to Site 6, the ISA raises doubt over whether it is possible to achieve a suitable non-motorised access across the A350 to link the site with existing public and town centre facilities.
- Site 5 is located further west than Site 6, between 2.2km and 3.8km from the town centre and severed by the A350. Site 5 would suffer the same problems as Site 6 in providing a safe and suitable non-motorised user route between the Site 5 and the variety of services and facilities in Chippenham.
- Table 2.1 of the ISA Main Report states that where mitigation would be unachievable a major adverse effect should be scored and where mitigation would be problematic a moderate adverse effect should be scored.
- Development at Site 5 would be isolated and vehicle dependent. This would not create the conditions for an inclusive and healthy community.

**Future Chippenham therefore contend that the moderate positive effect is changed to moderate or major adverse effect.**

#### 3.3.2. Site 6 (SHELAA sites 467, 468 and 497)

Overall Site 6 is ranked as the third most sustainable site at the Principal Settlement of Chippenham. The scores given for Site 6 have been compared against the scores given for Site 2 and concerns are raised on several of the issues are considered below:

##### SA Objective 6 Energy – sustainable energy opportunities and grid reinforcements

Site 6 scores a moderate positive effect against SA Objective 6, whereas Site 2 scores a minor positive effect. Despite the difference in scores, both sites share the same summary conclusions, as set out in Appendix II (pp.20 and 56):

- Significant costs associated with the investment that may be required to reinforce the grid to cope with increased demand from the development of the site;
- Existing substations in Chippenham are constrained and it is thought that generation capacity greater than 5MVA would need investment to reinforce the network;
- There are no known details of future development schemes, but opportunities may exist for the site to support energy generation from renewable and low carbon sources and create opportunities in the sustainable green technologies sector.
- Parts of the site could be suitable for renewable and low carbon energy sources and supporting infrastructure.
- If the site were to be bought forward with its own self-supporting network through renewable energy generation, the costs could be significantly less.

Future Chippenham notes that the key factor differentiating the scores for these sites against SA Objective 6 is decision aiding question 2: *'Be capable of connecting to the local Grid without the need for further investment?'* The scores appear to relate solely to the larger scale of development associated with Site 2 and the level of investment in the energy network that may be required to facilitate it. Not only would this contradict the

summary conclusions given for both sites - which recognise both may require significant investment - but it would also be inconsistent with the approach taken to scoring the other decision aiding questions for this SA Objective.

The scores given against Decision Aiding Question 1 recognises that without details of the future development schemes, the opportunities for renewable energy generation are not known. Unlike the approach taken for the Decision Aiding Question 2, the scores for Decision Aiding Question 1 do not appear to be based on the scale of the development. Future Chippenham has potential to deliver a district heating scheme, a low carbon combined heat and power network and to integrate renewable technologies; all on a significant scale, yet this is not factored into the minor positive effect scored for SA Objective 6.

Future Chippenham therefore recommends that the scoring against SA Objective 6 are revisited. A consistent approach should be taken to answering all the decision aiding questions for each of the comparative site assessments.

### SA Objective 7 and SA Objective 8 Landscape and Heritage Impact

Site 6 is identified in the ISA as having an approximate capacity ranging from 1,696 to 2,375 dwellings (Table 5.1 of SA Main Report); however, Future Chippenham considers that lower development densities on this site are likely to be required reflecting the potential landscape and heritage impacts of development.

The assessment text for SA Objective 7 Decision Aiding Question 2 (ISA Appendix II pp.57) states that development may be precluded in the southern and western parts of Site 6 due to impacts on the visual setting of the Sheldon Manor group (Scheduled Monument, Listed Buildings and Registered Park and Garden).

In addition, SA Objective 8 (ISA Appendix II pp.58) also recognises that development should avoid rising landform and leave the northern part of the site undeveloped in order to maintain a strategic gap of countryside between development at Site 6 and the Allington Conservation Area. The combination of these potential impacts and recommended design response will reduce the capacity of this site considerably.

In addition, we anticipate that the development of the land beyond the A350 would introduce an extensive new element of suburban character into a relatively unaffected rural agricultural landscape that would require '*significant landscape planting*' and retention of hedgerows due to the site's location west of the A350 (ISA Main Report pp.48). Development of the land to either side of the A4 would significantly change the landscape character of this main approach to Chippenham, creating an extended suburban route, out of character with the existing environment.

**We consider that due to the need for significant mitigation planting and following the assessment methodology set out in Table 2.1, a moderate adverse effect might be considered a more appropriate assessment score against SA Objective 7.**

In respect of landscape, there are some general concerns regarding the three Decision Aiding Questions for the 'Landscapes' topic, as expressed in Appendix A to the Sustainability Appraisal which provide a limited basis on which to differentiate between local proposals. One question relates to nationally protected landscapes – of which there are none close to Chippenham; one question relates to protection or enhancement of public rights of way and public access land; and one relates to protection or enhancement of local landscape by having high design standards to the development, which are not available for consideration at this stage.

None of the questions relate to the anticipated impacts of residential development in general on the intrinsic qualities of the landscape or views. So the 'Landscapes' topic, on the basis of these three lines of interrogation used in the Sustainability Appraisal, is based mainly on the frequency of existing PRow or public access land within the potential sites – an aspect that, as a larger site with greater connectivity to Pewsham, skews the assessment in respect of Landscape impacts incorrectly against Site 2 and in favour of Site 6. Opportunities to maintain and improve public access further will come forward as part of the detailed site design, as will careful planning to ensure visual amenity is maintained.

**Taking all these points above into consideration, the Landscapes topic can carry little weight in determining an order of preference in the findings of the SA between potential development sites around Chippenham.**

### SA Objective 10 Inclusive Communities

A moderate positive effect is scored for site 6 against SA Objective 10, although this should be reconsidered. The ISA states '*there are concerns that suitable access from this site to an existing school or new school within the settlement may not be achievable*' (ISA Appendix II pp.59). This is due to the A350 severing the land from Chippenham and the site being 2km – 3.3km from the town centre by non-motorised means. Whilst it is not

specifically referred to in the assessment, the A350 would have the same severing impact on access to health, community, amenity and town centre facilities located in Chippenham. The development of Site 6 would create an isolated, car-dependent community which suffers from poor access to services and facilities in Chippenham by active travel modes. This would not create the conditions for an inclusive and healthy community.

**Given this and following the assessment methodology described in Table 2.1 of the ISA, it is considered that a moderate or major adverse effect should be scored for this site.**

While the assessment recognises that there is sufficient space within Site 6 for the provision of on-site facilities to serve the development, this considers the full site area. As described above, the identified landscape and heritage constraints will restrict development on large areas of the site, thereby reducing housing numbers and the range and type of on-site facilities that could be supported. Regardless of on-site provision, with no clear means of providing suitable non-motorised access to the rest of Chippenham, Site 6 would not be able to deliver an inclusive and healthy community.

### 3.3.3. Site 7 SHELAA 744

#### SA Objective 6 Energy

Site 7 scores a moderate positive effect against this objective, whereas Site 2 scores a minor positive effect; there appears to be inconsistency in the scoring against this objective, as described in section 3.3.2.

The summary conclusion for SA Objective 6 (ISA Appendix II pp.68) recognises that Site 7 is smaller than some of the other sites assessed at Chippenham and as a result it would lead to a comparatively smaller increase in demand for energy. Nonetheless the summary conclusion states that significant investment to reinforce the local power grid may be required to cope with the demand generated by development at Site 7. This is the same conclusion reached for Site 2.

All other statements made in the summary conclusion for Site 7 are the same as those concluded for Site 2. As such, it would appear that the differentiating factor separating the scores for Site 2 and Site 7 is Decision Aiding Question 1 and the scale of development / energy demand that each could generate.

It would seem to have been sensible also to consider the scale of development against the other Decision Aiding Questions for SA Objective 6, but this doesn't appear to have taken place. Site 2 is a large site, that presents greater opportunities for large scale on-site renewable energy technologies, such as district heating and low carbon combined heat and power. This has not been factored into the scoring of Site 2 compared with Site 7 and the scores given against SA Objective 6 are inconsistent and inaccurate as a result.

### 3.4. Rep 8 – Concept Plans

In response to the Planning for Chippenham, questions posed for the Concept Plans, the Future Chippenham Project Team note the following:

#### Site 1- East Chippenham

##### **CP5 - How can these concept plans be improved?**

We are working on the production of a Framework Masterplan which will respond in more detail to emerging evidence and will provide a more accurate picture of constraints, mitigation and opportunities.

We suggest that the development areas within the Concept Plans should be restricted to areas where environmental, topographical, landscape and flood risk constraints are of less impact in relative terms. To support the delivery of a compact urban form, we further suggest that the area of development should be reduced to be no more than is required to deliver in line with the proposed housing density. These carefully considered boundaries, taking account of environmental and visual constraints, are set out clearly in Future Chippenham Draft Concept Framework attached to these representations (**Appendix A**).

##### **CP6 - Do you agree with the range of uses proposed, what other uses should be considered?**

Future Chippenham suggests that the scale and nature of employment uses should be re-considered, having regard for the residential nature of the proposed neighbourhood, as well as the character and safety considerations of the local street network and the distributor road in this location. Future Chippenham request that the allocation policy for the Future Chippenham site include some flexibility to enable the development to respond positively to the prevailing market conditions.

Furthermore, we consider that further evidence for the scale and location of uses such as a neighbourhood centre, extension to the Country Park and the extension to the Stanley Park Sports Ground will emerge as part of the ongoing master planning process. This will include any education requirements including the scale of expansion to the Abbeyfield Secondary School.

##### **CP7 - Do you agree with the location of the proposed uses? what should be located where and why?**

We recommend that the local centre is repositioned to be central to the development in order to reduce maximum walking distances and ensure that it develops as a focus of the new community. We further suggest that the local centre (served by a bus stop) should be co-located with the school to help create a focus of distinct character, promote the flexible use of space and resources, provide a node of community intensity in a neighbourhood of medium density housing and to help underpin the viability of local retail and service uses. Future Chippenham will be developing a masterplan for the site, based on the latest evidence and conversations with statutory consultees and stakeholders which can inform the layout.

##### **CP8 - Do you agree with the location and amount of employment provided on Sites 1 and 2?**

We do not agree with the proposed location of employment and suggest that the scale and nature of employment uses in relation to the residential areas should be re-considered. The distribution of employment uses in Future Chippenham would benefit from the maximising co-location in areas with the least environmental and landscape impacts. Such uses should be located where they would best benefit from good, appropriate levels of accessibility from within and beyond Chippenham.

##### **CP9 - Do you agree with the proposed locations for self-build and custom build housing? Would you prefer alternative locations?**

Within the general area of East Chippenham, self-build and custom build housing could be planned on the basis that it is designed in line with proposed density and character of its immediate context and that it is delivered within the same development phase as adjoining properties so that it is fully integrated into the new community and also leaves no gaps in the development. Future Chippenham will be developing a masterplan for the site, based on the latest evidence and conversations with statutory consultees and stakeholders which can inform the layout.

### **CP10 - Do you agree with the proposed sites for renewable energy? Is there a particular type of renewable energy that should be provided?**

Future Chippenham welcomes the provision of a renewable energy facility at site 1, subject to detailed master planning. This could contribute towards the employment land requirements for the site. We also consider that significant other opportunities will be explored in detail across the whole of the site as part of the master planning process, in accordance with Key Theme 1, and in conjunction with relevant consultees. Future Chippenham acknowledge the need for renewable energy infrastructure and confirm it will be incorporated into the overall scheme as well as potentially within green infrastructure areas, for example ground source heat pump technology or using the River Avon as heat or hydropower resource. An electricity network could be delivered that allows investment in smart grids and energy storage. Smart grids involve a variety of operation and energy measures including; smart meters, smart appliances, renewable energy generation, communication and information technology.

The integrated network can embed multiple renewable energy generators in a Virtual Power Plant. Installation of community renewable energy generation scheme (generating more than is needed by the development) and feeding back to the grid will offset carbon emissions and generate revenue for the community. Electric Vehicle charging will be integrated in the Virtual Power Plant to ensure maximum advantage is taken of the potential of the batteries to provide storage. All energy infrastructure will be climate change resilient.

### **CP11 - Do you agree with the proposal for some housing to be located to north of the North Rivers cycle path?**

As can be seen from the proposed Future Chippenham Draft Concept Framework (**Appendix A**), we consider the location to the north of the North Rivers cycle path (NCR 403) is less appropriate for housing development. Landscape advice has been sought to understand the constraints associated with limiting residential development to the north of the North Rivers cycle path.

### **CP12 - Are there any uses that would be most suitable for Harden's Farm and New Leaze's Farm**

The Future Chippenham Draft Concept Framework (**Appendix A**) identifies the re-use of both farms as a focus of future local centre and employment development.

## **Site 2 - Land South Chippenham and East of Showell Farm**

### **CP5 - How can these concept plans be improved?**

We suggest that the built development areas in the concept plans should be restricted to areas where environmental, landscape, topographical and flood risk constraints are of less impact in relative terms. Future Chippenham has prepared a Draft Concept Framework (**Appendix A**) following extensive evidence in technical papers and carefully considered design.

### **CP6 - Do you agree with the range of uses proposed, what other uses should be considered?**

The Future Chippenham Project Team generally supports the range of uses proposed and suggests that other uses, listed below, should also be considered;

1. Neighbourhood Centre;
2. Extension to Country Park
3. Additional locations for appropriate employment uses.

### **CP7 - Do you agree with the location of the proposed uses?**

While we generally support the location of the proposed uses, we suggest that schools should be co-located within or near the local centre in order to create nodes of community intensity, promote the flexible use of buildings, space and resources, and underpin the viability of local retail and service provision. The local centre should be served by a bus stop and provide for cycle parking.

***CP8 - Do you agree with the location and amount of employment provided on Sites 1 and 2?***

Future Chippenham suggests that the scale and nature of employment uses in the residential location should be re-considered. We recommend that employment uses located Future Chippenham should benefit from the greatest possible co-location and that they should be sited where they would best benefit from good and appropriate levels of accessibility within Future Chippenham and within and beyond the town.

**Future Chippenham recommends that employment uses should be located where activities would have minimal environmental and landscape impacts. There is potential for employment land to be located south-east of Showell Farm close to the A350 Junction. This strategic location is near to the main employment area at Showell Farm within South West Chippenham. The area would be suitable for an employment campus for both light industrial and offices, subject to evidence on potential market need and demand.**

***CP9 - Do you agree with the proposed locations for self-build and custom build housing? Would you prefer alternative locations? Explain***

Self-build and custom build housing could and will be accommodated within Future Chippenham and the Project Team will be keen to investigate appropriate locations further.

***CP10 - Do you agree with the proposed sites for renewable energy? Is there a particular type of renewable energy that should be provided?***

Future Chippenham welcome the provision of a renewable energy facility at site 2, subject to detailed master planning. This could contribute towards the employment land requirements for the site. We also consider that significant other opportunities will be explored in detail across the whole of the site as part of the master planning process, in accordance with Key Theme 1, and in conjunction with relevant consultees. The Project Team acknowledge the need for renewable energy infrastructure and confirm it will be incorporated into the overall scheme as well as potentially within green infrastructure areas, for example ground source heat pump technology or using the River Avon as heat or hydropower resource. An electricity network could be delivered that allows investment in smart grids and energy storage. Smart grids involve a variety of operation and energy measures including; smart meters, smart appliances, renewable energy generation, communication and information technology.

The integrated network can embed multiple renewable energy generators in a Virtual Power Plant. Installation of community renewable energy generation scheme (generating more than is needed by the development) and two-way grid connectors to feed back to the grid any excess energy generated on-site will help offset carbon emissions and generate revenue for the community. Electric vehicle charging will be integrated in the Virtual Power Plant to ensure that maximum advantage is taken of the potential of the batteries to provide storage. All energy infrastructure will be climate change resilient.

### 3.5. Rep 9 – Settlement profile

Chippenham has a clear and distinctive settlement profile that any new development will need to be cognisant of. Future Chippenham has the benefits of scale and consistency to ensure levels of existing and new infrastructure provision are identified and support the requirement for deliverable homes during the plan period and potential future development drawn together by Future Chippenham. This infrastructure and required services are set out in the Future Chippenham Draft Concept Framework (**Appendix A**) and supporting technical papers for Infrastructure (**Appendix E**) and housing and employment technical papers (**Appendix D and C** respectively).

#### Education

The Local Plan Review states that there is an existing lack of capacity in early years provision and primary and secondary schools. The overall additional capacity identified in the Local Plan Review is for 5no. 2 Form Entry primary schools and 1no. 10 Form Entry secondary school. This is anticipated as being required to meet the full housing delivery identified in the Local Plan. The Infrastructure Topic Paper (**Appendix E**) recognises the need for 2no. 1 Form Entry primary schools and 1no. 6 Form Entry secondary school to cater for the educational needs of Future Chippenham. In addition, the Topic Paper identifies a residual need for 134 early years places to be provided on separate sites (in addition to the 160 nursery places to be provided in the 2no primary schools). This will be explored further through the master planning process.

#### Energy

There is an acknowledged need for an increase in utilities, in particular energy, to cater for the increases in housing and employment in Chippenham. The Local Plan Review does not clarify which substations have constraints to additional usage and which do not; nor does it confirm whether there is sufficient overall capacity or if the grid requires reinforcing to enable the housing requirement.

The Future Chippenham Infrastructure Topic Paper (**Appendix E**) states that two existing substations will serve Future Chippenham and may need to be reinforced. Further work is needed to fully understand what work will be required. This will be explored further through the master planning process.

#### Green and Blue Infrastructure

Improving access to the River Avon valley and extending open spaces along the river to the east and south of Chippenham are goals of the Local Plan Review. Opportunities to enhance green corridor and active travel links to Calne, Lacock, Tytherton Lucas and Bremhill will be sought. Future Chippenham supports this goal. This will be explored further through the master planning process.

#### Sports and Leisure Facilities

The Local Plan Review recognises existing good provision for sports pitches and identifies Stanley Park as the focus for football provision and possible future expansion. Future Chippenham Infrastructure Technical Paper identifies that playing pitches and sports facilities provided with new schools will be made available for public use outside of school hours. This will be explored further through the master planning process.

#### Health

No specific reference is made in the Local Plan Review to the number, type or scale of new surgeries and health facilities needed as a result of the new housing proposed, although, limited existing capacity is identified. Redevelopment of Chippenham Hospital or provision of a new build NHS service are identified as possibilities in the Local Plan Review. The Local Plan Review refers

to 4 existing GP surgeries in Chippenham with limited existing capacity in these facilities to accommodate increased demand.

Future Chippenham includes provision for two new health and wellbeing centres based on the NHS cost calculator for new development. This will be explored further through the masterplanning process.

### Local Economy

The ELR data has informed the Local Plan Review baseline analysis and strategy development for Chippenham and the FEMA data it contains has been used to derive HMA based employment data for the area.<sup>[1]</sup>

Based on the findings of the ELR, the Local Plan Review forecasts a need for a total of 26 ha of employment land for the Local Plan area. The LPR suggests that the Core Strategy identified and allocated a significant supply of land for employment needs. The scale of supply far exceeded forecast need and provides a good choice of sites and flexibility of provision. The Council has reviewed existing employment land supply alongside the forecasts. Taking account of forecast rates of take-up and demand, the LPR suggests that the current pool of land for industry and office uses will continue to meet anticipated needs and identifies no requirements for most Settlements. Instead, work has identified where there may be particular needs or where development for employment would complement planned growth, focusing on supporting economic recovery from the effects of the COVID-19 pandemic. <sup>[2]</sup> For Chippenham HMA (including Chippenham, Calne, Corsham, Devizes, Malmesbury and Melksham), the Local Plan Review forecasts 9ha of employment land. Through this forecast, 5ha of employment land requirement is identified for Chippenham. Future Chippenham request that the allocation policy for the Future Chippenham site include some flexibility to enable the development to respond positively to the prevailing market conditions.

### Transport

Two transport opportunities are identified in the LPR. These include:

- principally, the eastern road link between the A4 and A350 north of Chippenham. (The southern distributor road between A350 and A4 is mentioned 'if required'); and
- radial cycle routes from edge of settlement housing sites to the town centre and safe cycle storage.

Both opportunities would be supported by Future Chippenham which will facilitate the construction of both north and south link roads and provide cycle and walking connections to central areas of Chippenham. The Draft Concept Framework (**Appendix A**) shows the potential scale and routes of non-motorised transport infrastructure. This will be further refined in a masterplan which will be published for consultation in summer 2021.

<sup>[1]</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 9

<sup>[2]</sup> Wiltshire Council Local Plan Review: Emerging Spatial Strategy (January 2021), page 11t

## 4. Addressing Climate Change and Biodiversity Net Gain

### **Consultation Question A1: Land-use policies need to be evidence based, realistic, viable and achievable. Is it reasonable to assume that the Local Plan can deliver outcomes that significantly reverse existing carbon emission trends before 2030?**

The Local Plan can no doubt deliver outcomes that place new development on the pathway to carbon neutrality by 2030 and in the process of doing so it can contribute to new and existing development reducing carbon emissions, particularly in new development allocations.

Future Chippenham is committed to delivering the outcome of a Net Zero carbon development, as set out at the beginning of these representations.

### **Consultation Question A2: What practical and achievable steps should the Local Plan take to significantly reduce carbon emissions by 2030?**

The Local Plan could mandate carbon neutral new development with appropriate phasing through the preparation of a properly evidenced Net Zero planning framework allowing for increasingly stringent targets over time and clear identification of the implementation actions.

The council could expand the remit of the Local Plan and develop evidence-based policies to make existing development carbon neutral covering the refurbishment of buildings, the production and storage of renewable energy and the sequestration of carbon at scale.

Future Chippenham is committed to delivering the outcome of a Net Zero carbon development, as set out at the beginning of these representations.

### **Consultation Question A3: How should these actions be delivered and measured?**

The council will need to consider the appropriate action delivery mechanisms working with its partners and with developers. An adequate monitoring framework will need to be in place to ensure effectiveness of policy in the future.

Future Chippenham is committed to working with the council to identify appropriate delivery mechanisms and monitoring frameworks.

### **Consultation Question B1: If we are to successfully tackle flood risk and promote sustainable water management, would the measures set out above go far enough?**

The measures set out in the document with reference to Policy Theme 1 – Tackling Flood Risk and Promoting Sustainable Water Management are comprehensive.

One additional aspect that requires consideration, perhaps through a separate policy theme, is Overheating in Indoor and Outdoor areas as a result of a changing climate.

Minimisation of overheating of outdoor areas can be achieved through a variety of measures including enhancing Green Infrastructure, enhancing air movement and shading, avoiding reflection and heat absorbing surfaces, and reducing combustion engine vehicles.

Overheating of indoor spaces, on the other hand, can be avoided through the incorporation of design measures including green roofs, optimal building orientation controlling solar gain, shading, mixed mode and cross ventilation strategies.

Future Chippenham highlights that such measures are considered in the Future Chippenham Concept Framework Water Infrastructure section: *The new development will use natural flood management and sustainable drainage (SuDS) techniques to mimic nature and manage surface water drainage close to where rainfall falls. The constructed wetland features will also provide new riparian habitat and an attractive setting for homes and employment. Water neutrality is the long-term aim. This would be achieved by limiting new demand for potable water and using alternative sources of water including: onsite rainwater, recycled grey water and possibly recycled blackwater to replace mains potable water.*

In addition, the Sustainable Buildings section sets that that *All buildings will be highly energy and water efficient, seeking to meet energy needs from renewable energy. As far as possible they will adopt passive cooling measures and external shading to avoid overheating.*

**Consultation Question B2: If we are to successfully enhance Green/Blue Infrastructure (GBI) and biodiversity, would the measures set out above go far enough?**

Yes, they are a good set of measures. Future Chippenham will identify specific net gain through consultation with statutory consultees and reflect these within the Concept Masterplan. Future Chippenham is committed to delivering the outcome of biodiversity net gain set out at the beginning of these representations.

**Consultation Question B3: If we are to successfully plan for a net zero carbon future through sustainable design and construction, would the measures set out above go far enough?**

Yes, they are a good set of measures. Future Chippenham Draft Concept Framework proposals are in full alignment with these as set out in the Sustainable Buildings section - *All buildings will be highly energy and water efficient, seeking to meet energy needs from renewable energy. As far as possible they will adopt passive cooling measures and external shading to avoid overheating. Preference will be given to low carbon materials, such as wood, being used for construction. In addition, employment buildings and schools should be net producers of renewable energy as far as feasible and practical. All buildings will be healthier and more affordable to run.*

**Consultation Question B4: Is the move to a position where all new development is rated as zero carbon achievable from the date the Local Plan is adopted (i.e. from 2023)? How might this be achievable and if not, why not?**

Moving to a position where all new development is rated as zero carbon achievable will imply tightening standards over time between 2023 and 2030 so that development constructed after 2030 will be net zero carbon but any development built before that date will increasingly have net zero characteristics and can be retrofitted at a later stage for the characteristics that are not net zero. One aspect to note here is the requirement for new development not be dependent on gas for heating from the outset, instead heat to be provided through renewable sources such as heat pumps.

**Consultation Question B5: Would a move to support the delivery of zero carbon new development materially affect scheme viability?**

An abrupt move to deliver zero carbon new development is likely to affect scheme viability so it is important that a transition period is provided for the development industry and local housing market to adapt.

**Consultation Question B6: In terms of performance standards for new buildings, what method(s) should the Council aim to implement? For example, should we rely on current Building Regulations, or the Government's proposed 'New Homes Standards' (or any successor scheme, such as that promoted through the Planning White Paper) to achieve an uplift in the performance of new buildings?**

Current Part L Building Regulations do not deliver the type of buildings required to achieve net zero; nor do the Part L 2019 proposed changes nor rating standards such as BREEAM and the Home Quality Mark. They only address 'regulated' CO2 emissions associated with heating, cooling, ventilation, hot water, and lighting. This leaves unaccounted emissions from appliances (such as fridges, home entertainment systems, etc.). Embodied carbon, charging of electric vehicles and energy flows are also not considered. As more buildings look to be net-zero, balancing the grid energy flows will become more and more important. Again, the Building Regulations and existing rating systems do not address the idea of multiple buildings forming an energy system.

It is important that the Council gives proper consideration on how the shortfalls above can be addressed so that new development in Wiltshire is placed on a pathway to net zero.

**Consultation Question B7: How should the Council support the retrofitting and modernisation of existing buildings to achieve higher performance and reduce carbon emissions?**

The Council could lead retrofit led regeneration of whole neighbourhoods, working with local people, ideas and skills, to create healthy sustainable communities. The delivery of high-quality whole home retrofits can be used as the catalyst for wider improvements. This could be linked to new development.

**Consultation Question B8: If we are to make headway in terms of decarbonising energy production, consumption and emissions, would the measures outlined above go far enough? If not, what are we missing and how would additional measures be delivered?**

Agree that measures are comprehensive. Future Chippenham notes that section Energy Infrastructure of the Future Chippenham Draft Concept Framework set out the following: *The development will be highly energy efficient with renewable energy produced locally. A gas network will not be provided as it is a fossil fuel. The new electricity network will be delivered in a manner that allows investment in smart grids and energy storage. Smart grids involve a variety of operation and energy measures including; smart meters, smart appliances, renewable energy generation, communication and information technology. The integrated network can embed multiple renewable energy generators in a Virtual Power Plant. Installation of community renewable energy generation scheme (generating more than is needed by the development) and feeding back to the grid will offset carbon emissions and generate revenue for the community. EV charging will be integrated in the Virtual Power Plant to ensure maximum advantage is taken of the potential of the batteries to provide storage. All energy infrastructure will be climate change resilient.*

**Consultation Question B9: Should the Council set out policies that favour particular technologies, or should it encourage all technologies to provide green energy in Wiltshire?**

The Council should establish which technologies are suitable for its territory through a renewable energy strategy and encourage those through the Local Plan. See representation above for considerations already embedded in the Future Chippenham Draft Concept Framework.

**Consultation Question B10: Should the Local Plan set targets for the production and use of renewable energy? If so, what might they be and how would they be measured?**

The renewable energy strategy mentioned above should set out targets for the production and use of renewable energy in territory aiming at maximising local production and reduce reliance on national grid. See representation above for considerations already embedded in the Future Chippenham Draft Concept Framework.

**Consultation Question B12: If we are to tackle issues associated with air quality would the measures set out above go far enough and be effective in improving air quality in Wiltshire? If not, what measures are we missing and how should they be framed in land-use planning policy?**

Measures to reduce transport carbon emissions can be considered in terms of three categories:

- 1) Avoid (reduction in energy demand) – reduce transport demand by reducing the number and/or length of trips;
- 2) Shift (reduction in energy consumption) – cause demand to shift from less to more energy and emissions efficient transport modes (i.e. primarily from car to public transport or walking/cycling or road freight to rail); and
- 3) Improve/Fuel (reduction in energy consumption) – improve the efficiency/emissions performance of the remaining fleet through efficiency improvements and/or changing energy source (electrification).

Measures for new development will need to reduce vehicle travel (to address congestion and energy demand) and ensure that remaining trips are undertaken by zero tail-pipe emissions vehicles (to address carbon and also local air pollution).

**Consultation Question B13: What practical policy steps should the Local Plan take to significantly increase modal shift to public and active transport, and speed up the transition to greener fuelled vehicles? For example, how could the Council use planning policy to accelerate the roll-out of electric vehicle charging points in existing building stock? What challenges might impact policy implementation? How might these be overcome?**

The Council should develop robust evidence base to support the creation of planning policy to accelerate roll-out of EV charging points as a key priority. Research suggests that people are more likely to purchase an electric vehicle if charging infrastructure is already in place where they live, as it reduces the requirement to charge during the day. Non-residential, particularly workplace charging, also has an important role to play; as battery sizes increase, people will also become even less reliant on journey charging points, and it is likely that they will rely more heavily on their home or work charging provision. Understanding the costs of installing EV charging infrastructure will be an essential requirement in order to determine what the reasonable minimum and optimum requirements for provision in new developments might be, and therefore what standards can be set out within planning policies.

Future Chippenham Draft Concept Framework (**Appendix A**) proposals include section on Electric Vehicles and Car Clubs - *Future Chippenham will promote the use of electric vehicles for residents. Provision will be made for reliable electric vehicle (EV) charging in both public and private parking spaces, including a significant proportion of rapid charging points, where possible this will be integrated into local renewable electricity generation. Affordable access to car clubs could be provided, which would be an attractive alternative to private car ownership.*

**Consultation Question B14: The electricity grid system may not be able to cope with a rapid take-up of electric vehicles and the charging infrastructure needed to power them? What measures should the Council explore with Distribution Network Operators/Distribution Service Operators to resolve this?**

New development will require significant new power network infrastructure. From the outset, this should be delivered in a manner that allows investment in smart grids and energy storage as an alternative to larger traditional infrastructure.

Where new developments look to meet carbon targets by bulk, and off-site, use of renewable generation, these generators can be embedded in a shared Virtual Power Plant (VPP). This aggregates the smaller generators in a way that can enhance a development's market standing, and hence, possibly, its profitability.

Initial strategic engagement with Distribution Network Operators regarding the future development should happen in conjunction with the council, not simply by developers.

Close collaboration between developers, utility providers, and regulators will be required to ensure technical, financial and management models are developed to overcome barriers to delivery.

**Consultation Question B15: If all new development is to be future proof promote zero carbon living in energy production and consumption terms, what impact would this have on the design and viability of schemes?**

Zero carbon living in energy production and consumption terms will require application of circular economy principles to new development through maximising recycling, reuse and composting in territory (with waste being viewed as a resource) with minimal associated carbon emissions and low and decreasing percentage of construction and operational waste sent to landfill or incinerated over the short to long term.

These considerations will impact design and viability of schemes as they will need additional space and investment, but they are a necessity to address the issue of depletion and over-consumption of natural resources.

Future Chippenham Draft Concept Framework (**Appendix A**) includes a section on Waste Infrastructure - *All buildings and infrastructure would be designed and constructed to minimise waste and promote resource efficiency. This would help the move towards a Circular Economy in which resources are kept in use for as long as possible and maximum value is extracted from them before they are recovered at the end of their life and turned into new products and materials. Houses will have adequate internal storage, usually within the kitchen, for the segregation of recyclable and compostable or reusable materials from other waste. Outside the buildings there will be enough storage space for the required waste receptacles. Local waste management facilities will be developed or expanded to allow for integrated waste management that will be capable of dealing with waste streams that are sometimes neglected such as textiles. On site treatment of waste food can also be achieved, alongside garden waste, via anaerobic digestion and this could be linked closely to the energy infrastructure. Only non-recyclable or reusable waste, perhaps due to contamination, would be sent for incineration to enable energy recovery. All new waste infrastructure will be climate change resilient.*

## 5. Next Steps and Process

Subject to clarification from Wiltshire Council as Planning Authority and as set out in these Representations, Future Chippenham is resourced to maintain the detailed work outlined below providing the evidence that the allocation of Future Chippenham is feasible, deliverable, viable and will deliver a great quality place in which to live, work, play and learn.

[1] <https://www.gov.uk/guidance/garden-communities/masterplanning>

# Appendix A –Draft Concept Framework

# Appendix B – Viability and Deliverability Technical Paper

# Appendix C – Employment Technical Paper

# Appendix D – Housing Technical Paper

# Appendix E – Infrastructure Technical Paper

# Appendix F – Sustainability Report

# Appendix G – Draft Landscape Capacity Assessment

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342a

## Future Chippenham

Draft landscape capacity Study (currently under review)

April 2020



# Notice

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This document has 53 pages including the cover.

## Document history

Document title: Draft landscape capacity Study (currently under review)

Document reference: WC\_FC-ATK-GEN-FCM-PLXX-RP-CX-000011

Revision	Purpose description	Originated	Checked	Reviewed	Authorised	Date
Rev 1.0	Final Draft Report for Client	NH/KM	RCA	HRD	MGM	23/4/2020

## Client signoff

Client	<b>Error! No text of specified style in document.</b>
Project	Future Chippenham
Job number	WC_FC-ATK-GEN-FCM-PLXX-RP-CX-000010
Client signature/date	

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The Draft landscape capacity Assessment is currently being reviewed and updated to ensure it aligns with the full extent of land being considered for Future Chippenham and also assesses the areas identified with the Local Plan Review. This includes looking at possible further mitigation and opportunities for longer term development. To this end the Draft landscape capacity Assessment accompanying these representations will shortly be updated.

# Executive Summary

**The Draft landscape capacity Assessment is currently being reviewed and updated to ensure it aligns with the full extent of land being considered for Future Chippenham and also assesses the areas identified with the Local Plan Review. This includes looking at possible further mitigation and opportunities for longer term development. To this end the Draft landscape capacity Assessment accompanying these representations will shortly be updated.**

This Draft landscape capacity Study provides an updated review of the draft landscape capacity for potential development within Future Chippenham in the new Local Plan period up to 2036. The study is limited to Strategic Areas C and D, as defined in the Chippenham Site Allocations Plan and draws upon previous studies. The scope of the study is to assess draft landscape capacity only; other considerations will also affect the suitability of Strategic Areas C and D to accommodate development and are considered in accompanying technical papers.

Strategic Area C is located to the northeast of the town's historic core, Strategic Area C is contained by the low-lying River Avon valley with rising ground to the east. Strategic Area D is located 1.5km from Chippenham town centre, immediately south of the suburb of Pewsham.

The study objectives are as follows:

- Undertake a transparent and objective baseline study of the factors that contribute to the landscape and visual character including the setting of Strategic Areas C and D.
- Provide an analysis of the landscape and visual qualities and sensitivities that are desirable to be safeguarded within each strategic area and their setting.
- Provide recommendations on where new development within Strategic Areas C and D could best be located within a framework of landscape measures designed to accommodate and mitigate the landscape and visual effects.

The study analyses the landscape and visual sensitivities relevant to each of the Strategic Areas C and D and breaks down the two strategic areas into several sub-areas to examine these in detail and identify the component of potential mitigating planting measures that can reduce the landscape and visual impacts of development. The study then makes judgements on the capacity of each sub-area to accept development.

The preliminary findings of this study have informed the proposed location of development in the new Local Plan period up to 2036 with mitigating planting that considers development up to and beyond 2036. The sub-areas considered to have the best capacity to accommodate development within the new Local Plan period up to 2036 are: C2 Harden's Farm and C3 Hither Farm in Strategic Area C and; D1 Mortimores Wood, D2 Land to the north of Middle Lodge Farm, D3 Forest Farm and D4 in Strategic Area D. Recommendations include the following mitigation measures:

- Proposals for River Avon Country Park, extending the riparian environment.
- New woodland planting which would form part of the revived Pewsham Forest.
- Creation of new and enhancing existing green corridors.
- Mitigation of views including elevated views to create a visual setting for new development with new woodland and enhanced hedgerows.
- Incorporation of mature and veteran trees into the landscape framework.
- Consideration of the setting to listed buildings.
- Retention of the character and open aspects of approach views and views to local landmarks.

# 1. Introduction

## 1.1. Background

- 1.1.1. Wiltshire Council (the Council) has identified Chippenham as a strategic location to meet current and future housing needs, and deliver improvements to infrastructure, transport, utilities, schools, recreation and services. With the climate change emergency formally declared by the Council in 2019, there is a strong aspiration for the growth of Chippenham to be sustainable via low or zero carbon development.
- 1.1.2. The overall aim of the Future Chippenham Programme is to deliver 7,500 homes, with 1,000,000 sq. ft of employment space by 2046. The scheme will be unlocked by a new road from the north to south of Chippenham via the south and east of the town to link the expanded and existing communities together and improve connectivity in around and through the town. The Council has been successful in being awarded £75 million of Housing Infrastructure Fund (HIF) funding for the delivery of the new road by 2024, subject to a range of terms and conditions being met.
- 1.1.3. The Future Chippenham Draft Concept Framework is being developed by the Council as land owners to support the promotion of the Council's land (and adjoining land) to the south and east of Chippenham as a preferred location for growth in the new Wiltshire Local Plan 2016-2036.
- 1.1.4. The anticipated range of homes to be delivered at Future Chippenham excludes 650 new homes that are already allocated at Rawlings Green and is based on a likely delivery rate of 270 - 290 dwellings per annum. The lower end of this range is evidence-based through supporting deliverability work, whilst the upper end of the range is aspirational and provides scope for a greater proportion of development to be delivered within the Local Plan period up to 2036, if the market absorbs more housing than currently suggested by the evidence. The delivery of 2,970 - 3,240 new homes at Future Chippenham by 2036 is expected to generate an additional population of approximately 6,530 - 7,120 people.
- 1.1.5. The Future Chippenham Draft Concept Framework is underpinned by a series of Technical Papers, which set out the emerging evidence supporting the potential allocation of the site in the new Wiltshire Local Plan. This Paper is one of six in support of the Future Chippenham Draft Concept Framework. The papers are:
1. Housing
  2. Employment
  3. Infrastructure
  4. Landscape
  5. Sustainability
  6. Viability – Deliverability

- 1.1.6. The Draft Concept Framework and supporting Technical Papers will inform detailed master planning and early, direct engagement with Chippenham Town Council, adjoining Parishes, landowners and other key stakeholders including infrastructure providers. The masterplan could be taken forward as a Supplementary Planning Document (SPD), supporting a strategic site allocation in the new Wiltshire Local Plan.

## 1.2. Study context and objectives

- 1.2.1. As one of the technical papers, this Draft landscape capacity Study will provide an updated review of the draft landscape capacity for potential development within Future Chippenham in the new Local Plan period up to 2036. The study is limited to Strategic Areas C and D, as defined in the Chippenham Site Allocations Plan.
- 1.2.2. The Chippenham Site Allocations Plan sets out the long-term pattern and direction of growth for the town's expansion. Areas C and D are two of five areas, A to E, which are to be considered for strategic mixed-use sites for businesses, new homes and the infrastructure necessary to support them. Spatially these areas are defined by features such as main roads, rivers and the main railway line. The Chippenham Site Allocations Plan forms part of the Wiltshire Core Strategy.
- 1.2.3. **Strategic Area C** - Located to the northeast of the town's historic core, Strategic Area C is contained by the low-lying River Avon valley with rising ground to a high point of 72m above ordnance datum (AOD) to the south of Hither Farm on Stanley Lane.
- 1.2.4. The River Avon defines the western boundary of the area as it flows into the town, with its tributary, the River Marden, providing containment to the north as it flows from higher ground to the east. To the southwest London Road and the settlement edge of Chippenham define the boundary. The eastern boundary is formed by the line of the disused Wilts and Berks Canal, east of Green Lane Farm, where it follows the alignment of Pudding Brook to the River Marden.
- 1.2.5. The land is gently undulating with areas of more flat land and local high points at New Leaze Farm (61m AOD), an adjacent high point to the southeast at 62m AOD and a further high point south of Hither Farm.
- 1.2.6. Stanley Lane extends from Stanley Bridge over the River Marden at the foot of Bencroft Hill west through Strategic Area C, before joining the London Road. It becomes increasingly urban in character as it approaches the outskirts of Chippenham. Along its length there are three farms and a handful of residential properties.
- 1.2.7. A track from Stanley Lane to the west provides access to Harden's Farm and New Leaze Farm. Abbeyfield School and Stanley Lane Sports Grounds are located at the junction of Stanley Lane/A4 on the settlement edge. Properties on Harden's Mead within Chippenham back onto the area. On the approach into Chippenham on London Road there is mixed use ribbon development including paddocks, a car showroom and industrial units. Electricity transmission lines and pylons are routed across the area in a north-south direction.
- 1.2.8. There are three Grade II listed buildings; Harden's farmhouse, Hither farmhouse and the Bridge at NGR ST946738 which crosses the River Marden. National Cycle Route 403, known as the North Wiltshire Rivers Route cycleway, follows the line of the now disused branch of the Great Western Railway connecting Chippenham with Calne.
- 1.2.9. **Strategic Area D** - Strategic Area D is located 1.5km from Chippenham town centre, immediately south of the suburb of Pewsham. A small ridge line, or 'dome' of land, around Forest Lane provides separation between Pewsham and the countryside to the south.
- 1.2.10. The northern boundary is defined by the A4 (Pewsham Way) and the A4 (London Road) linking Pewsham to Derry Hill and to the east by the line of the disused Wilts and Berks Canal. The southern and western boundaries are both defined by the River Avon. Mortimore's Wood, a local nature reserve, provides the boundary to the north-west. A sewage treatment works is located next to the River Avon; however, it remains relatively concealed.

- 1.2.11. The land use is pastoral and arable farming with generally geometric, fairly large field patterns, enclosed by maintained hedgerows with intermittent trees on some sides. Accessed from Pewsham Way, Forest Lane is narrow and enclosed in character, providing access to Lower Lodge Farm and Middle Farm, as well as a plant nursery and an industrial unit. Forest Farm is directly accessed from London Road. A belt of woodland is located to the northeast and a small copse to the southwest.
- 1.2.12. There are two tributaries flowing into the River Avon. The first is Cocklemore Brook, which rises on the limestone ridge and crosses the old canal before draining into the River Avon opposite North Wood. The second is a smaller tributary, which flows from the south of Pewsham Way into the River Avon to the north of the sewage works. Vegetation lines the edges of Cocklemore Brook to the southwest, with overgrown hedgerows lining the field boundaries adjacent to the canal. Electricity transmission lines and pylons are routed across the area in an east-west direction.

## 1.3. Scope

- 1.3.1. The scope of the study is to only assess draft landscape capacity; other considerations will affect the suitability of Strategic Areas C and D to accommodate development such as ecology, flood risk, air quality and heritage and archaeology. These considerations have only been considered where appropriate to support the draft landscape capacity assessment and are not intended to replace a detailed discipline study. The assessment does not include land within Strategic Area E land located near to the A350.
- 1.3.2. When undertaking a landscape capacity assessment there is a need to assess the landscape sensitivity to a specific type of change. In this report the specific type of change includes for housing, employment provision and associated social infrastructure such as green spaces, transport corridors, education, health and cultural facilities. It is expected that further detailed analysis would be undertaken in relation to landscape and visual sensitivities once more detailed development plans are undertaken.

## 1.4. Objectives

- 1.4.1. The study will provide an understanding of the capacity of the landscape of these Strategic Areas to accept change, with the key objectives being to:
- Undertake a transparent and objective baseline study of the factors that contribute to the landscape and visual character including the setting of Strategic Areas C and D.
  - Provide an analysis of the landscape and visual qualities that are desirable to be safeguarded within each strategic area and their setting.
  - Provide recommendations on where new development within Strategic Areas C and D could best be located within a framework of landscape measures designed to accommodate and mitigate the landscape and visual effects.

The preliminary findings of this study have informed the proposed location of development in the new Local Plan period up to 2036.

## 2. Assessment Methodology

### 2.1. Approach

2.1.1. The study is based on guidance within:

- Topic Paper 6 'Techniques and Criteria for Judging Draft landscape capacity and Sensitivity' (Countryside Agency and Scottish Natural Heritage, 2004). The criteria are described in full in Appendix A.
- Guidelines for Landscape and Visual Impact Assessment (GLVIA3) (Landscape Institute and Institute of Environmental Management and Assessment 2013)
- An Approach to Landscape Character Assessment (Natural England, 2014)
- An approach to landscape sensitivity assessment – to inform spatial planning and land management. June 2019, Christine Tudor, Natural England.

2.1.2. The study has also drawn on information from other reports including:

- Chippenham Landscape Setting Assessment, December 2014.
- Environmental Statement for Land at East Chippenham/Chippenham Riverside on behalf Chippenham 2020, December 2015.
- Bremhill Parish Neighbourhood Plan, Part 1: policies, evidence & context. Final Draft, June 2016.
- Horsham District Draft landscape capacity Assessment, April 2014, a similar study which has been tested at Examination in Public
- Kimberley Landscape Sensitivity Capacity Study, Wycombe District Council, September 2017, similarly tested at Examination in Public.

2.1.3. The methodology used to assess the draft landscape capacity is based on, Topic Paper 6 'Techniques and Criteria for Judging Draft landscape capacity and Sensitivity' (Countryside Agency and Scottish Natural Heritage, 2004) and is set out in full in Appendix A.

2.1.4. To deliver the objectives in 1.4 above, a summary of the methodology for this technical paper is set out in the following three stages:

#### Stage One: Baseline Information

2.1.5. A review of available baseline conditions that relate to the setting of Strategic Areas C and D and background supporting information, which will provide specific information for the assessment proforma in Appendix B.

#### Stage Two: Analysis of Landscape and Visual Sensitivities/Qualities

2.1.6. Drawing on the baseline studies and supported by site visits, an analysis was undertaken to identify the key landscape and visual sensitivities/qualities within each strategic area and the surrounding wider landscape that would need to be considered when assessing capacity for development. To understand the factors that contribute to these sensitivities/qualities the following were considered:

- Analysis of the landscape character to determine the landscape elements, and the quality/condition of the resource. Additionally, the existing views were analysed to understand the types of views and receptors.
- A review of the views on site and the typical views and viewpoints, with an understanding of the types and number of receptors.
- Identification of the special qualities of the setting and the qualities within the strategic areas that most need to be safeguarded, derived from the baseline studies, analysis from Stage Two and professional judgement.
- The qualities which best represent the designated landscape characters, and those that are sensitive to harm through change of land use.

- 2.1.7. The findings of this stage will inform the detailed assessment of each of the Strategic Areas within the proformas in Appendix B.

### Stage Three

- 2.1.8. To determine the draft landscape capacity recommendations for development and potential for mitigation and/or enhancement, as well as safeguarding the identified special landscape qualities, the overall landscape sensitivity of Strategic Area C and D to development needs to be assessed with judgements made on the following:
- *'the Landscape Character Sensitivity'* of each landscape type or area to that type of change, which will reflect the sensitivity of individual aspects of landscape character including landform, land cover, enclosure form and pattern, tree cover, settlement form and pattern, and other characteristic elements, and the aesthetic aspects of landscape character, including for example, its scale, complexity, and diversity;
  - *'the Visual Sensitivity'* to that type of change, which will reflect, for each landscape type or area; general visibility, influenced by landform and tree and woodland cover, the presence and size of populations of different types, and potential for mitigation of visual impacts, without the mitigation in itself causing unacceptable effects.<sup>1</sup>
- 2.1.9. The two-fold assessment approach to assessment of draft landscape capacity that combines overall landscape sensitivity with the assessment of the landscape value of an area has been used:
- “Overall landscape sensitivity = landscape character sensitivity x visual sensitivity “***
- “Draft landscape capacity = Overall landscape sensitivity x Landscape value “***
- 2.1.10. The *Value* attached to each landscape, using Countryside Agency / Scottish Natural Heritage methodology<sup>2</sup> reflects both:
- formal designations based on landscape value;
  - other judgements about value based either on a 'Quality of Life Assessment', or on consideration of a range of appropriate criteria relating to landscape value.
- 2.1.11. When assessing draft landscape capacity, it has been assumed that the development will be sensitively designed and takes account of local character and distinctiveness.
- 2.1.12. *Overall Landscape Sensitivity*: This may be regarded as a measure of the resilience, or robustness, of a landscape to withstand specified change arising from development types or land management practices, without undue negative effects on the landscape and visual baseline and their value.
- 2.1.13. *Draft landscape capacity*: The term used to describe the ability of a landscape to accommodate development of a specific type reflecting the sensitivity of the landscape resource and its visual sensitivity and incorporating the way the landscape is valued.

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<sup>1</sup> Topic Paper 6 'Techniques and Criteria for Judging Landscape Capacity and Sensitivity' (Countryside Agency and Scottish Natural Heritage, 2004).

<sup>2</sup> Topic Paper 6 'Techniques and Criteria for Judging Landscape Capacity and Sensitivity' (Countryside Agency and Scottish Natural Heritage, 2004).

2.1.14. A series of plans have been produced to illustrate aspects of the study that apply to both the baseline and the assessment of Strategic Areas C and D. These include:

[Figures in Appendix C.](#)

- Figure 1 - Study Area
- Figure 2 - Flood Zones and Water Features.
- Figure 3 - Topography
- Figure 4 - County Published Character Types and Areas.
- Figure 5 - Local Borough Published Character Areas.
- Figure 6 - Designations (Conservation Areas / Listed Buildings and SMAs)
- Figure 7 - Significant Existing Vegetation, (Sheet 1 of 2)
- Figure 8 - Significant Existing Vegetation, (Sheet 2 of 2)
- Figure 9 - Zone of Visual Influence and Viewpoints.
- Figure 10 - Plan of Assessment Sub-areas (Plan 1 of 2)
- Figure 11 - Plan of Assessment Sub-areas (Plan 2 of 2)
- Figure 12 - Development Capacity of Sub-Areas
- Figure 13 - Mitigation Measures - Strategic Area C (Plan 1 of 2)
- Figure 14 - Mitigation Measures - Strategic Area D (Plan 2 of 2)
- Photo-sheets 1 to 4.

## 3. Baseline Information

### 3.1. Introduction

- 3.1.1. This chapter sets out a description of the study area and a review of the published Landscape Character Assessment at national, regional and local level to inform the study.

### 3.2. Study Area

- 3.2.1. The study area has been defined by and equates approximately to a zone of visual influence of proposed development within Strategic Areas C and D. The extent was defined through the undertaking of a desk top study with site verification undertaken by walking public rights of way (PRoWs) and checking representative viewpoints across the study area. This has been based on the assumed scale and type of development proposed, up to three storey residential development. Following confirmation on site, it would not necessitate consideration of land beyond this zone.
- 3.2.2. The area extent is shown in Figure 1 and extends north to Tytherton Lucas, east to the limestone ridge, south of Chippenham to Lackham College of Agriculture and west to the railway embankment of Patterdown, the southern, eastern and northern edges of Pewsham and the eastern edge of Chippenham's neighbourhood of Rowden Hill. See Figure 2 - Floodplain and water features and Figure 3 - Topography which provide an overview to the description of the two Strategic Areas, C and D below.

### 3.3. Landscape Character

- 3.3.1. The following section outlines the published landscape character studies that have assisted the field work, the assessment of development capacity for Strategic Areas C and D and formulation of landscape mitigation proposals.

#### 3.3.2. National Character Area Profiles

- 3.3.2.1. Natural England has identified National Character Area (NCA) profiles for the UK, in line with the Natural Environment White Paper, Biodiversity 2020 and the European Landscape Convention. These are areas that share similar landscape characteristics and follow natural lines in the landscape rather than administrative boundaries, making them a good decision-making framework for the natural environment. The NCA profile provides guidance to assist communities in their policymaking.
- 3.3.2.2. **117 Avon Vales** - Strategic Areas C and D are located within NCA 117: Avon Vales, dated January 2014.<sup>3</sup> The wide valley of the River Avon is the main influencing feature of this character area. The wide river corridor has an ancient pattern of flood meadows and drainage ditches, with closely associated settlements and more recent development. Flooding affects many communities and the opportunity exists to restore wetland habitats within river corridors and alleviate flooding and climate resilience. The Avon and its tributaries are surrounded to the west, south and east by higher land. These ridges provide panoramic views across towns, villages and the countryside edges.
- 3.3.2.3. The area is otherwise characterised by undulating clay vale with a mix of arable and pasture, small and medium sized fields. Vegetation comprises hedgerow boundaries with intermittent hedgerow trees. In areas these have become fragmented and fields vary in shape from irregular to more rectangular shapes.
- 3.3.2.4. Land use is more than 80 per cent agricultural (both arable and pasture, with some localised nurseries and market gardening) and less than 10 per cent urban, but from the late 20th century onwards it has been subject to much development. Historic market towns, smaller settlements and farmsteads are clustered along streams and lesser rivers, linked by narrow winding lanes. There are also many stream-side mills.

- 3.3.2.5. There is evidence of Saxon occupation in the many ‘-ham’ place names, and there are prehistoric hill forts, with extensive areas of ridge and furrow that indicate medieval arable cultivation. Calne and Chippenham, are dominated by centres built of limestone ashlar, reflecting their post-medieval prosperity as centres of the wool trade or their location on historic trade routes. River crossings and transport connections have influenced the pattern of development around riverside settlements, the A4 is particularly relevant as it was formerly the Great West Road. There are large historic parks and mansions, often established from former monastic establishments.
- 3.3.2.6. Canal restoration and management is popular with volunteers, on the Wilts and Berks Canal. Nearby Lacock (where the village is now commonly a film location) is the site of pioneering work in photography. The agricultural landscape also reflects the past, with medieval field patterns persisting and ridge and furrow still visible.
- 3.3.2.7. The points below summarise relevant aspects of the statement of environmental or management opportunities including:
- Extend and connect fragmented areas of species-rich calcareous and neutral grassland largely on the nearby limestone hills and in the river valleys.
  - Extend and maintain flood meadows and wet woodland to enhance the landscape and cultural environment and the sense of place, and to increase water retention capacity for the benefit of flood alleviation.
  - Restore and re-create ponds, for the benefit of wildlife in general and the enhancement of the landscape character.
  - Reinstate riverine habitats such as backwaters and reedbeds, lost largely through engineering work, to provide habitat.
  - Reinstate and manage hedgerows to restore the local landscape character, to help reduce soil erosion and to foster linear habitat networks
  - Create grassland buffer strips across slopes and alongside watercourses to reduce soil erosion and nutrient run-off in areas of arable production and grazing.
  - Protect and encourage planting of riverside trees, to help stabilise river banks, managing these by pollarding for longevity and aiding adaptation to climate change
  - Maintain, restore and extend existing woodland, including ancient woodland, to enhance wildlife networks.
- 3.3.2.8. Specific landscape recommendations in relation to expansion of towns such as Chippenham, include the following:
- Plant short rotation coppice locally where this can link into existing woodland and can screen and (where site appropriate) soften the edge of new development while serving as a local source of biomass energy.
  - Create new woodlands and new wetland habitat within and around new development as a recreational resource and as part of sustainable urban drainage systems, to help regulate water flow.
  - Ensure the provision of green corridors for wildlife along canal and river banks connecting development sites, to and expand linkages between the natural landscapes of the area.

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<sup>3</sup> NCA 117: Avon Vales, dated January 2014.

<http://publications.naturalengland.org.uk/publication/4822288767647744?category=587130>

### 3.3.3. County Landscape Character Assessments

3.3.3.1. The Wiltshire Landscape Character Assessment, 2005, provides a record of the current status of the Wiltshire landscape. This document was produced with the aim to:

*“enable better-informed decisions to be made on the future management of the landscape and provide an objective basis for developing policies and enhancement and restoration projects.”*

3.3.3.2. Strategic Areas C and D are recorded as being within the landscape type 12: Open Clay Vale, which is centred on the floodplains of the River Thames and the River Avon. There are two character areas identified within this type: 12A Thames Open Clay Vale; and 12B Avon Open Clay Vale. Strategic Areas C and D are both in 12B: Avon Open Clay Vale, situated to the north west of the county. Refer to Figure 4 for Wiltshire County Landscape Character Assessment, 2005.

#### 12B Avon Open Clay Vale

3.3.3.3. Following the course of the River Avon this low lying river landscape is characterised by the presence of other rivers, tributary streams and lakes. There are views to the limestone ridge on the higher ground to the east. The land is predominately intensively managed permanent pasture with some arable. Fields are of varying sizes, enclosed by hedgerows, which are gappy or flailed in places. Tree cover includes willow marking the line of watercourses, sparse hedgerow trees and poplar shelter belts. Some areas remain rural and tranquil despite major transport routes, the presence of railway embankments, raiing cuttings and the visual influence of large-scale modern development on the edge of Chippenham.

3.3.3.4. The condition of the Open Clay Vales has been recorded as “moderate” due to loss of most meadow and substantial parts of hedgerows and riparian vegetation. The area is judged as having a moderate strength of character due to the influence of the transport corridors and large urban areas despite there still being some highly rural, tranquil areas dominated by waterways, scattered farmsteads and villages.

3.3.3.5. Landscape sensitives were recorded as:

- *‘Rural tranquillity.*
- *Hedgerow pattern.*
- *Water bodies and water ways of varied character and ecological value.*
- *Streamside willows and other riparian vegetation.*
- *Remnant hay meadows.*
- *Wide open views.*
- *Settlement pattern of nucleated villages with variety of vernacular building materials’*

3.3.3.6. The strategy for this landscape type aims to:

*“conserve the elements that contribute to the rural, tranquil landscape; the rivers, streams and open water, the meadows and riverside tree lines, the brick and stone villages and farmsteads and to improve elements in decline such as the hedgerows and hedgerow trees, and the visual influence of the large settlement edges and major transport corridors.”*

### 3.3.4. Local Landscape Character Assessments

- 3.3.4.1. The North Wiltshire Landscape Character Assessment was completed in 2004. The report includes descriptions, management guidelines and landscape sensitivity assessments for each character area. Strategic Areas C and D are within the landscape type Lowland River Farmland and the character area of the Avon Valley Lowland. The character areas reflect the findings of the County Character assessment. The county assessment was carried out at a slightly later date and the boundaries of each landscape character assessments are very similar. Both assessments have been reviewed. Refer **Figure 5** for North Wiltshire Landscape Character Assessment, 2004.
- 3.3.4.2. **Avon Valley Lowland** - This area is characterised by a wide, flat, low lying river landscape between 30 – 70m AOD, with minor undulations where the land rises to higher ground. There is a dominant presence of water through rivers, streams and ditches with associated riparian vegetation, damp meadow and pasture along watercourses and the valley floor. There is a broad expansive skyline, punctuated by electricity transmission lines.
- 3.3.4.3. Arable farming dominates the higher-grade agricultural land with intact and predominately well-managed hedgerows and trees providing enclosures. In areas of intensively farmed arable land, the hedgerows are gappy and there is a lack of tree cover giving an exposed character that is particularly prevalent on the edges of transport corridors and development. Remoter parts of the character area have a rural and somewhat isolated feel. The area has a strong sense of place, which breaks down around Chippenham due to the urbanising influence of the settlement edge. There is a comprehensive network of footpaths and the line of the Wilts and Berks Canal is a distinct feature to the east.
- 3.3.4.4. The management guidelines state:  
*“4.211 The overall objectives for the area are to conserve the rural character, and ensure development of the urban fringe and communication corridors does not compromise the nature of the area.*  
*4.212 Individual elements within the landscape which make up the character should be maintained, conserved and when necessary replenished. This should include the retention of the ditch system which runs through the area, maintenance and replacement of hedges.*  
*4.213 Conserve and where possible enhance the biodiversity of the watercourse, its environs and adjacent habitats.*  
*4.214 Features of historical and archaeological interest relating to man’s use of this wet landscape and early settlement features will also require care and protection.*  
*4.215 minimise the landscape and visual effects of the expansion of Chippenham.”*
- 3.3.4.5. Short-term management aims include conserving hedgerows and mature trees, discouraging field amalgamation, conserving the alignment of the canal, enhancing the sense of place through use of appropriate building materials in respect of new developments and giving consideration where development related to Chippenham is most appropriate with regards to the landscape and visual impact. The longer-term aim is to encourage creation of public access along waterways without compromising nature conservation objectives.
- 3.3.4.6. The report records the landscape sensitivity of this character area to be:  
*“4.219 Away from the influence of Chippenham, much of the area has an essentially rural character with small, scattered settlements and individual dwellings. The landscape is predominantly gently undulating with vegetation preventing extensive views. Only small-scale, sensitively designed development, appropriately associated with existing built form, could be successfully accommodated without adverse landscape impacts.*  
*4.220 Around Chippenham, the original settlement in the valley bottom has expanded up the valley sides. These areas are exposed to wider views and are sensitive to further development. Care is required in further expansion of the town to minimise the effect on landscape and visual receptors. Development should be carried in conjunction with the development of a strong landscape structure to repair urban fringe landscapes.*

4.221 Where the traditional settlement form meets the landscape in river corridors or other green wedges, these areas should be kept free of new development to protect the relationship between built form and landscape. The valley floor overall is a sensitive landscape with some of the most attractive landscapes of the area focussed on the watercourses and riparian vegetation.”

3.3.4.7. The table below summarises the local landscape characters areas adjacent to Strategic Areas C and D which have been reviewed to give more detailed context:

**Table 1 - Local Landscape Character Areas and Types**

Landscape Character Area	Landscape Type	Location
Hullavington Rolling Lowland	Lowland Limestone Farmland	West of Chippenham
Lyneham Hills	Settled Hill Farmland	East of Strategic Areas C and D
Bowood and Bowden Parkland	Wooded Parkland Hill	Southeast of Strategic Areas C and D

- 3.3.4.8. **Hullavington Rolling Lowland** - A rolling landscape between 60m – 120m AOD. The landscape is characterised by a patchwork of both pasture and arable land with a mix of medium to larger size fields including some irregular medieval field patterns to more regular later enclosures. Farms are dispersed and there are several villages where limestone is the predominant building material. The hedgerows are generally intact and continuous, with mature trees and medium sized woodland and deciduous copses. Detracting elements identified include the M4 and the edge of Chippenham and Hullavington Airfield. The setting of the historic Corsham Park is to be retained with a long term aim to consider where development related to Chippenham is most appropriate in terms of landscape and visual effects.
- 3.3.4.9. **Lyneham Hills** - A prominent scarp rises from 60m AOD in the Avon valley to 150m AOD at Lyneham Airport and dominates the surrounding landscape. Most development is around Lyneham, with occasional nucleated settlements and scattered dwellings in the rest of the area. There are significant areas of woodland. Agriculture is predominantly pasture and some arable with small scale fields on the scarp and larger fields on the plateau. Secluded valleys with overgrown hedgerows provide an enclosed rural feel. Wide expansive views are possible from the higher ground, contrasting with areas of shelter and enclosure within the small valleys and woodland.
- 3.3.4.10. Noise from military aircraft has an adverse effect on the tranquil character. Short term measures include the conserving and enhancing of hedge systems, maintaining of woodland cover on scarp slopes, reinforcement of local vernacular in new development and longer term for development around Lyneham to respect the landscape and to create a positive junction between built form and the landscape.
- 3.3.4.11. **Bowood and Bowden Parkland** - A significant area of hills and small valleys rising between 40m – 180m AOD, providing a backdrop to the area to the north. Minor tributaries run to the River Avon and the River Marden. It is characterised by large panoramic views and significant parkland with mature trees at Bowood Park and Bowden Park; which are key visitor attractors. Fields are enclosed by woodland belts and there is a mature and intact hedgerow system which frames views. Coniferous plantations are present and there are coniferous species in some woodlands. Short term aims for this area include conserving the existing woodland, hedgerows and parkland, replanting parkland trees, supporting recreation and tourism where sympathetic to the landscape character and nature conservation, and discouraging new development.

## 3.4. Visual Baseline

- 3.4.1. This section provides a baseline understanding of the visual character of the study area, noting the types of views available and the inter-visibility between different parts of the landscape. This section then gives a description of the types of existing views and receptors. These include views from elevated ridgelines, along approach roads towards Chippenham and to and from outlying settlements. Figure 6 Zone of Visual Influence, and Viewpoints and Photo-sheets 1 to 4, illustrates the typical views.

### 3.4.2. General Visibility

- 3.4.2.1. The settlement edge of Chippenham is generally two-storey with little variation in height of the roofline. The church spires of St Paul's and St Andrew's are important landmarks in the town and are visible from the surrounding landscape. In places the settlement edge and built form is screened by existing vegetation along property boundaries. To the east, the settlement edge areas visible from the study area include Harden's Mead and Monkton Park, seen in viewpoints to the east of Chippenham.
- 3.4.2.2. Land at Rawlings Green, to the east of Chippenham provides a raised foreground to the Chippenham settlement edge and features in a progression of views along NCR 403 and from outlying viewpoints at Peckingell and Tytherton Lucas. Beyond it is possible to see the industrial unit at Parsonage Way on the eastern edge of Chippenham.

- 3.4.2.3. Pewsham and Rowden Hill settlement edge are visible in views generally from the south of Chippenham along approach roads and from footpaths within the River Avon corridor. From the south the settlement edge of Chippenham is elevated. Rowden Manor provides a local landmark. There are glimpses of disused market garden and green houses at Showell Farm.
- 3.4.2.4. There are views across the study area as a generally semi-open landscape; however, the extents of views are contained by subtle changes in landform, localised hillocks or ridges and intervening woodland. There are some prominent ridges, particularly around the edges of Pewsham.
- 3.4.2.5. Long distance views are possible from the slopes of the limestone ridge from rural roads and footpaths at Derry Hill, Snaith Hill and Bencroft Hill. Generally, these views include the settlement of Chippenham and the countryside edge to the east and south. In some instances, both the eastern and southern countryside edges are visible. It is possible to see the local landmarks of the St Paul's and St Andrew's Church spires as well as the modern built form of the new Wiltshire College campus near Chippenham station.
- 3.4.2.6. There are views from approach roads such as the A4 which descends from Derry Hill eastwards and also from Patterdown, a southerly approach road connecting from the A350 to the south.

### 3.4.3. Typical Views

- 3.4.3.1. Typical views of the Future Chippenham study area can be described as follows:

#### Elevated long-distance views

- The study area is visible in longer distance views from Stanley Lane (Bencroft Hill) and is also visible from viewpoints and properties along the escarpments of Naish Hill, Derry Hill or Bencroft Hill. Views are extensive (see Photo 1).
- View from Bencroft Hill with both Strategic Areas C and D visible in a panoramic view across the study area (see Photo 2).

#### Views relating to Strategic Area C

- There are views of the eastern half of Strategic Area C from the settlement edges of Manor Park and Harden's Mead (see Photo 3).
- Views within Strategic Area C include receptors along Stanley Lane and NCR403 and from public rights of way (PRoW) and vary in terms of the degree of visibility (see Photo 4).
- Areas that contribute to the visual setting to Listed Buildings would include Harden's Farm, Gate House Farm, on London Road and a handful of properties along Stanley Lane such as Hither Farm Cottage and Middle Farm (see Photo 5).
- There are views south across the River Marden towards Strategic Area C from Tytherton Lucas.

#### Views relating to Strategic Area D

- There are views from outlying farmsteads to the south, closely located to both the Lackham Agriculture College and from Notton Park (see Photo 6).
- There are views from the recreation route along the Wilts and Berks Canal, which look north and eastwards across Strategic Area D (see Photo 7).

#### Approach views

- The approach along the A4, London Road is a key view and ridge between Pewsham and the sports grounds; this point marks a transition from the more rural part of the A4 to the settlement edge of Chippenham (see Photo 8).
- NCR403 is a well-used recreational route for both walking and cycling towards Chippenham (see Photo 9).
- Approach view along footpaths within the River Avon floodplain south of Rowden Manor (see Photo 10).

### Views to and from the settlement edges

- General presence of receptors – Settlement edges and the presence or absence of screening contributes to the inter-visibility of the study area and areas C and D from the adjoining areas of Pewsham, Harden’s Mead and Monkton Park (see Photo 11).
- Views along Pewsham Way are largely contained by topography and the road. The existing vegetation along the line of the former canal to the south of Pewsham reduces the views in and out (see Photo 12).
- Public Rights of Way (PRoW) vary in condition and continuity across the study area. In places there are close up views of the two strategic areas, especially parts of recreation routes close to the edge of settlements (see Photo 13).
- Views from outlying settlements to the north of Rawlings Farm towards Chippenham are currently well screened by existing vegetation, some of which are contained by elevated sections of NCR403 as it crosses the River Avon on embankment (see Photo 14).

## 3.5. Policy Context

### 3.5.1. Wiltshire Core Strategy

- 3.5.1.1. The Wiltshire Core Strategy was adopted by Wiltshire Council on 20 January 2015. It covers the whole of Wiltshire, (excluding Swindon) and sets out the council's spatial vision, key objectives and overall principles for development in the county to the year 2026. The Core Strategy has been produced to be consistent with national policy and the Wiltshire Community Plan.
- 3.5.1.2. The strategy is based on delivering job growth and offering a range of accessible employment opportunities through provision of suitable distribution and choice of employment sites. It highlights the requirement to improve public transport connectivity, pedestrian and cycle links. The strategy recognises the importance of the River Avon running through the town and the need to protect the landscape character and biodiversity.
- 3.5.1.3. The Core Strategy provides guidance for development to comply with local demands and needs in order to improve the success of planning applications.
- 3.5.1.4. Six key challenges were identified for the whole of Wiltshire:
- *“Economic growth to reduce levels of out commuting from many of Wiltshire's settlements;*
  - *Climate change opportunities to reduce greenhouse gas emissions and mitigate the consequences of a changing climate;*
  - *Providing new homes to complement economic growth and a growing population;*
  - *Planning for a more resilient community;*
  - *Safeguarding the environmental quality of the County whilst accommodating new growth;*
  - *Infrastructure investment to meet the needs of the growing population and economy.”*
- 3.5.1.5. The strategy sets out 69 Core Policies, of which Core Strategy 10, Spatial Strategy: Chippenham Community Area, identified the need to provide further dwellings and land for employment on land adjoining built up areas; five Strategic Areas were identified, A – E, located to the north, east and south of Chippenham, of which Strategic Areas C and D are the basis of this study.
- 3.5.1.6. Of particular relevance to this study Core Policy 51 relates to Landscape and states: *“Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character... Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s)”*.
- 3.5.1.7. Core Policy 52 relates to Green infrastructure states that: *‘development shall make provision for retention and enhancement of Wiltshire’s green infrastructure network and shall ensure that suitable links to the network are provided and maintained.’*

3.5.1.8. Wiltshire’s canals are considered within Core Policy 53 in which states that:

*“The restoration and reconstruction of the Wilts and Berks and Thames and Severn canals as navigable waterways is supported in principle. The historic alignments of the Wilts and Berks Canal will be safeguarded with a view to their long-term re-establishment as navigable waterways.”*

### 3.5.2. Chippenham Site Allocations Plan

3.5.2.1. While the Wiltshire Core Strategy identified the overall level of housing and employment growth for Chippenham, it did not allocate strategic sites for development. The Chippenham Site Allocations Plan, (adopted 2017), identifies, strategic areas for expansion to locate large mixed-use sites.

3.5.2.2. The plan seeks to:

- *“Provide opportunities for appropriate economic growth which supports both inward investment and the expansion and creation of local businesses*
- *Manage development to ensure the timely delivery of supporting infrastructure to mitigate the impact of growth on local services and facilities*
- *Promote mixed use development to provide the opportunity for people to choose to live and work locally*
- *Protect, and where possible enhance, the natural, historic and built environment within and surrounding the town whilst recognising development on the periphery of the town is inevitable*
- *Create new green infrastructure which improves access to and appreciation of the river corridor running through the town*
- *Respect the individual identities of villages”*

3.5.2.3. In relation to Strategic Areas C and D, the plan designates the following areas as ‘Mixed Use Allocation’ which are of relevant to understanding the changing context of the wider study area:

- CH1: South West Chippenham, within Strategic Area D, is approximately 171 hectares and proposes the following:
  - *1000 dwellings*
  - *18 ha of land for employment*
  - *Land for a 2-form entry primary school*
  - *A local centre*
  - *Approx. 100 ha as a riverside country park*
  - *Strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting*
- CH2: Rawlings Green, to the north west of Strategic Area C, is approximately 50 hectares of land and proposes the following:
  - *No more than 650 dwellings*
  - *5 ha of land for employment*
  - *Land for a 2-form entry primary school*
  - *Strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting, including strong groups of new tree planting along the lower eastern edge of development*
  - *An approx. 10-ha Country Park along the northern and eastern edge of new development linking to the existing recreational areas along the river to Monkton Park.*

### 3.5.3. NP3 Bremhill Neighbourhood Plan

- 3.5.3.1. Policy 3, within the Bremhill Neighbourhood Plan<sup>4</sup> sets out the importance of the landscape quality of land within the northern part of Strategic Area C, north of NCR 403, as reflected and cited in The Environment Partnership (TEP) Chippenham Landscape Setting Assessment:  
*“Development should not be permitted in the open countryside north of the North Rivers Cycle Route, between the cycle route and the Tytherton Lucas Conservation Area. This will allow users of the cycle route to enjoy a clear uninterrupted view to the north and east, maintain the unspoilt nature of the River Marden valley for amenity and leisure and visually separate Tytherton Lucas from coalescence with Chippenham.”*
- 3.5.3.2. This is considered in the assessment of the sub-area and reviewed on site, especially in views from Tytherton Lucas.

## 3.6. Designations

### 3.6.1. Cultural Designations

- 3.6.1.1. The historic core of Chippenham is a designated conservation area, with Chippenham Conservation Area Management Plan (adopted April 2010 as Supplementary Planning Guidance) highlighting the importance of the interaction between buildings and their surrounding spaces in defining the character of Chippenham. In particular:  
*“Open land around the fringes of and within the conservation area should be given special attention to preserve the contribution it makes to the views into and out of the conservation area.”*

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<sup>4</sup> Bremhill Parish Neighbourhood Plan, Part 1: policies, evidence & context, FINAL DRAFT - June 2016

- 3.6.1.2. Significant assets that are prominent in the wider landscape include Grade II\* St Pauls Church and Grade II\* St Andrew's Church, where the prominence of their spires is particularly evident both within the town and from longer distances; the setting of these key assets needs to be protected.
- 3.6.1.3. Immediately to the south of Chippenham, Rowden Park Conservation Area occupies a substantial area within the River Avon valley, and includes the Grade II Rowden Manor. The conservation objectives include preservation of the historic landscape setting of Rowden Farm and Manor, which is also the site of a scheduled monument.
- 3.6.1.4. The village of Tytherton Lucas to the north of Strategic Area C is a designated conservation area and contains important listed buildings, including St Nicholas Church. Conservation objectives include maintaining the visual separation between the village and the outskirts of Chippenham and protecting the unspoilt nature of the River Marden valley. The centre of Chippenham has been shaped by the course of the river and its bridges. The main highway routes to London, Bath and Bristol converge on the historic bridge. The historic core was first designated a Conservation Area in 1973 and the Chippenham Conservation Area Appraisal defines 18 distinct character areas. Character Area 11 Monkton Park adjoins the land east of Pewsham. It is the remains of the parkland associated with Monkton House and forms a green corridor through the town. The siting of development in this area will need to carefully consider the river and its floodplain, and the opportunity exists to frame views to the steeple of St Andrew's Church.
- 3.6.1.5. The pre-Victorian historic core of Chippenham has many listed buildings, particularly focused around the Causeway and St Mary Street south of the River Avon. St Mary Street is one of the oldest streets in Chippenham, with houses dating back to the 16<sup>th</sup> century. John Betjeman described it as *"the most perfect unselfconscious bit of English country townscape one could hope to find"*.
- 3.6.1.6. The Palladian style mansion of Lackham House is an important local landmark and Grade II listed building, sat on top of the ridge to the south of the River Avon. The wooded estate was originally part of the Royal Forest of Pewsham. Refer to Figure 7, Designations.
- 3.6.1.7. Various PRoW are present within the study area, giving access from the town into the wider landscape, particularly to the north and northeast of Chippenham.
- 3.6.1.8. National Cycle Route 43 follows the line of the River Avon corridor out of Chippenham to the east along the line of the disused railway linking the town with Marlborough. The North Wiltshire Rivers Route, follows part of NCR403, passing through Chippenham to connect Avebury with Melksham.
- 3.6.1.9. Westmead Open Space, open space and woodland to the west of Pewsham was funded/delivered by a charity called Chippenham Borough Lands, an organisation that dates back to 1554.
- 3.6.1.10. The ancient woodland of Mortimore's Wood, to the south of West Mead Open Space, can be traced back to the 12<sup>th</sup> century. The study area was historically forested and there is still significant woodland on the limestone ridge to the south. The Royal Forest of Pewsham, being one of four royal forests in western Wiltshire, was a royal hunting forest from the 13<sup>th</sup> century extending from Chippenham to Devizes. The historical associations with the Royal Forest are still reflected in local place names such as Forest Lane, Forest Farm, Forest Gate, Lower Lodge and Middle Lodge.
- 3.6.1.11. The Wilts and Berks Canal dates to 1810 and was closed in 1914. The Wilts & Berks Canal Trust, Calne and Chippenham branch, are currently restoring Pewsham lock and have successfully dewatered a length of the canal to the south of the lock. The undesignated Avon Valley Pedestrian and Bicycle route partially follows the line of the canal before it turns west to follow the line of the River Avon into Chippenham.
- 3.6.1.12. Medieval field patterns persist and there is evidence of ridge and furrow field patterns on aerial photography.

## 3.6.2. Environmental Designations:

- 3.6.2.1. Environmental designations within the study area are illustrated on Figure 6.
- 3.6.2.2. East of Chippenham there are two sites of Special Scientific Interest (SSSI); Kellaways – West Tytherton, River Avon SSSI, north of Manor Farm and Bencroft Hill Meadows SSSI at Stanley. Ancient woodlands are present with Close Wood to the east of Strategic Area C on the lower slopes of Derry Hill, Lackham Wood to the south of Strategic Area D and Mortimores Wood to the north-west of Strategic Area D.
- 3.6.2.3. Mortimores Wood County Wildlife Site and Local Nature Reserve is located adjacent to the River Avon to the south of Chippenham.
- 3.6.2.4. Areas adjacent to the River Avon are designated as Flood Zone 2 and 3 with the River Avon floodplain having an average breadth of 500m throughout the study area. As demonstrated in Figure 2, most of the study area land is not designated as ‘at risk of flooding’ and, therefore, flooding is not a major constraint on development.
- 3.6.2.5. The national significance of the landscape of Wiltshire is acknowledged in the designation of 44% of the area administered by Wiltshire Council as an Area of Outstanding Natural Beauty (AONB). However, neither of the two strategic areas are located within the AONB boundary or within designated green belt land. There are no Registered Parks and Gardens or Country Parks inside or near the Strategic Area boundaries. There are no veteran trees recorded, however it is anticipated that there will be veteran trees on site, which will need to be confirmed by a further arboricultural survey.

## 3.7. Other Supporting Studies

### 3.7.1. Chippenham Landscape Setting Assessment, 2014

- 3.7.1.1. The Environment Partnership’s (TEP) Chippenham Landscape Setting Assessment 2014 sets out a series of findings that are discussed below and also reflected in the Wiltshire Council Site Allocations Plan: Sustainability Report February 2020. This work goes some way towards defining the area of potential development with recommended mitigating measures for Strategic Areas C and D.
- 3.7.1.2. The report developed a series of recommendations on how and where new development might be accommodated in Strategic Areas A to E. The development assessed was assumed to be residential, 30-40 dwellings per hectare with a proportion of B2 employment and social infrastructure – including a local centre, shop, pub and primary school. The report notes the potential future eastern link road between the A350 (Malmesbury Road) and A4 (London Road), which will form a spine road through Strategic Areas A to E.
- “The development capacity and scope for mitigation will be assessed either as being ‘high’, ‘moderate-high’, ‘moderate-low’ or ‘low’. Those locations where implementation of development, with appropriate mitigation appears most achievable (high or moderate-high) would be more favourable options to be taken forward in the Local Plan evaluation process in landscape terms than those which are less achievable with mitigation (moderate-low or low).”*
- 3.7.1.3. The findings for the two of the Strategic Areas, C and D, were broken down into sub-areas and were noted as follows:
- Strategic Area C - The strategic area was divided into five sub-areas with the assessment recording the whole area as ranging between moderate-high to low for capacity for development.

- 3.7.1.4. Strategic Area D – The strategic area was not subdivided, with the assessment recording the whole area as moderate-low for capacity for development. The summary noted that the development capacity for the area forming the setting to the listed Rowden Manor and the flood zone associated with the River Avon have been ascribed a moderate/low capacity for development.
- 3.7.1.5. The TEP report concluded that for much of the areas within both Strategic Area C and D there is potential for development with mitigation measures.
- 3.7.1.6. It is understood that work is currently being undertaken by Chris Blandford Associates (CBA), to review the draft landscape capacity of the borough. Findings have not been issued yet.

## 4. Analysis of Landscape and Visual Qualities

### 4.1. Review of Landscape Character

4.1.1. This section outlines an analysis of the landscape and visual qualities and identifies the sensitivities to change setting the sub-area assessments in context. Refer also to Figures 8 and 9 for significant existing vegetation. The descriptions consider aspects which contribute to the positive qualities of the landscape as well as detracting elements. This section also discusses management issues, elements of the landscape and visual sensitivities that are vulnerable to change and opportunities for enhancement. This is set in the context of the published character assessments at national, regional and local levels. The management issues identified in these assessments are subsumed into the analysis of Strategic Areas C and D as aspects to be safeguarded and identify the basis for enhancements that can inform mitigating measures.

#### 4.1.2. Strategic Area C

4.1.2.1. The study area is predominantly made up of riverside open green space and countryside edge within the outskirts of the town suburbs to the northeast of the town's historic core. The landscape is influenced by the low-lying valley of the River Avon and its tributary, the River Marden and a gently undulating, predominately arable landscape. There are localised ridges and hillocks at Rawlings Farm at 50-70m AOD, New Leaze Farm (61m AOD) rising to a high point at 72m AOD on Stanley Lane, adjacent to Hither Farm. The river corridor provides an attractive setting to both the Strategic Area C and the Chippenham settlement edge.

4.1.2.2. The River Marden valley provides a transition into a more distinctive and open character to the north of this higher ground with the valley landscape north of the river becoming more expansive and open with varied field size bordered by low hedgerows and some trees. There are filtered views towards Tytherton Lucas conservation area with buildings that include Grade II\* listed Church of St Nicholas as a local landmark located on the edge of the settlement. Riparian vegetation and groups of trees line the River Avon, River Marden and numerous smaller watercourses across the valley. This tract of land between NCR 403 and the River Marden contribute the setting of Tytherton Lucas.

4.1.2.3. West of the River Avon, the linear open space is contained by predominantly modern development on higher ground with views of prominent steeples within Chippenham on the skyline and Harden's farmstead to the east, a Grade II listed property, Harden's Farm House. The area of land within the floodplain provides setting to the cluster of buildings at Harden's farm when viewed from the settlement edge.

4.1.2.4. NCR 403 runs from within the town onto the line of the disused railway line linking Calne and Avebury, crossing the river on a pedestrian/cycle modern bridge. Settlement edges are characterised by late 20<sup>th</sup> century residential estates such as Monkton Park.

4.1.2.5. To the east the partially wooded limestone ridge at Bencroft Hill and Derry Hill provides containment, with the A4 London Road descending from Derry Hill being one of the key approaches into the town and the eastern settlement edge and string of houses and farmsteads strung along the London Road.

4.1.2.6. In terms of built form, areas of post-war suburban housing include Monkton Park and Harden's Mead to the east of the town centre, bordering Strategic Area C. Monkton Park also contains Wiltshire College and University Centre. The northern edge of the area is bound by a former disused railway (now NCR 403) and the boundaries to the route have become well vegetated and former stone bridge abutments remain at the bridge crossing the River Avon. Within Strategic Area C are several farmsteads and group of cottages, some of which are listed. Larger scale uses include Abbeyfield School and Stanley Lane Sports Ground. Lighting and electricity transmission lines and pylons cross the sports ground and the strategic area and are detracting urbanising features.

### 4.1.3. Strategic Area D

- 4.1.3.1. The River Avon, the most influential feature in the wider landscape, forms a boundary to Strategic Area D to the south and to the west, as it flows northwards through the town. Riparian vegetation, groups of trees and small areas of woodland, including Mortimores Wood, line the river's edge giving partially screening to the southern edge of Chippenham, which is located on higher ground. This area provides an important green corridor into the town. The southern edge of Chippenham is influenced by the River Avon in the low-lying valley with the higher ground of the settlement rising to the north. Pewsham is partly screened from the River Avon corridor by the intervening undulating landscape.
- 4.1.3.2. Despite a broad river valley, the river has a limited influence on the local landscape due to screening and enclosure of riparian vegetation and the adjacent linear field patterns with mature hedgerows which become less defined towards the town. Rowden Manor, Grade II\* listed, provides a distinctive feature within the Rowden Manor conservation area.
- 4.1.3.3. South of the river the land rises to a partially wooded local high point at 50m AOD adjacent to the access road to Lackham Agricultural College with Lackham House being a Grade II listed property. The river and surrounding area form an attractive setting to Lackham House with views across the floodplain to the arable farmland on the higher ground.
- 4.1.3.4. Cocklemore Brook flows from Derry Hill flows into River Avon, crossing the line of the disused canal. The access corridors of the A350 and the Great Western Main Line railway provide containment to the west.
- 4.1.3.5. In terms of topography, the undulating landform wraps around the east and south of Pewsham with the low-lying valley landscape rising to the partially wooded limestone ridge to the south at Nocketts Hill and Naish Hill at 150m AOD. To the south of the Pewsham the undulating land is characterised by single, predominantly arable farmsteads with a strong pattern of fields with hedgerows with a localised high point at 60m AOD resembling a dome-like land form. The ridge landform surrounding the north, south and eastern settlement edges of Pewsham creates separation between the residential edge of Pewsham, and the land to the east and south of Pewsham which transitions toward the valley floor.
- 4.1.3.6. To the south of Pewsham the A4 is contained within a green corridor with partially filtered longer distance views to the eastern ridgeline. The Avon Pedestrian and Bicycle route runs parallel with the road for a length, to then cross arable adjacent to follow the line of the Wiltshire and Berkshire canal (disused) running in a north south direction. Along this route there are attractive views of the Strategic Area D and in places the canal is elevated along parts of its length.
- 4.1.3.7. In terms of built form, farmsteads and groups of cottages are strung east-west across the sub area and punctuate the landscape building clusters, which are characteristic to the area. Some detract from the wider landscape where recent development has introduced employment areas. The settlement edges of Pewsham and Rowden Hill are typified by small areas of early 20<sup>th</sup> century housing surrounded by larger post-war suburban housing developments. There is some employment to the southern edge of Chippenham at Patterdown.
- 4.1.3.8. Modern development is visible from PRoW that form walking routes within the landscape corridor alongside the River Avon.
- 4.1.3.9. Urbanising elements include pylons and Chippenham's sewage treatment works, which is close to the River Avon and is only partially screened to the north of the river's edge.

## 4.2. Landscape Value, Designations and Local Interests

- 4.2.1. There are no national or regional landscape designations upon which to differentiate the study area and inform the Landscape Value. Local interest includes the work of the following stakeholder groups and associated initiatives at sites within each of the strategic areas:

### Strategic Area C

- Public open spaces such as Stanley Park Sports Ground and Monkton Park are under the management of Chippenham Town Council who are actively managing the parkland and riverside area.
- Chippenham Borough Lands funded and implemented a landscape project at Westmead Open Space, an accessible tract of land which provides local open space with dedicated parking and signage.

### Strategic Area D

- Mortimores Wood is a small area of Ancient Woodland with a recorded history extending back over 800 years and houses a diversity of plant and bird life only found in such old woodlands. The wood is owned by the Chippenham Borough Lands Charity and managed by the Mortimores Wood Volunteers. It is both a designated County Wildlife Site and Local Nature Reserve.
- The Woodland Trust planted Baydons Wood opposite Monkton Park, an active local group.
- The Wilts and Berks Canal has a Friends group, with voluntary work presently being undertaken to reconstruct sections of the canal at Pewsham Lock.

## 4.3. Landscape Qualities to be Safeguarded and Enhanced

4.3.1. This section sets out the landscape aspects to be safeguarded and elements that could be enhanced, both of which will inform the landscape and green infrastructure strategy for development at Future Chippenham and the mitigating measures. General observations draw upon the County and Borough recommendations and the findings of the earlier TEP assessment work for consistency.

### 4.3.2. General landscape qualities to be safeguarded and enhanced for the study area as a whole:

- Conserve valley bottoms including wetland features, open ditches, meadows and riparian vegetation, especially willows.
- Extend and enhance the varied wetland habitats with new tree planting along watercourses using typical riparian species such as alder and willow.
- Retain and enhance public access along the River Avon to Chippenham, where consistent with nature conservation objectives.
- Conserve and enhance the rural character and ensure development of the urban fringe and communication corridors does not compromise the nature and built character of the area.
- Enhance the sense of place through use of locally distinctive building materials in respect of new development.
- Reinforcement of existing green infrastructure, particularly the existing framework of hedgerows and ditch networks.
- Reduce fragmented hedgerows and ditch networks with new hedgerow trees, to reduce effects of enlarged field patterns.
- Promote appropriate management of arable land including retaining open areas of fallow land, hay meadows and field margins to encourage biodiversity.
- New development should reflect existing character and structure of settlements. Conserve historical and archaeological interest relating to man's use of this wet landscape and early settlement features.
- Conserve the setting and rural character of scattered listed properties and farmsteads.
- Conserve the alignment and enhance the features of the Wilts and Berks Canal and its setting.
- Consider screening views to intrusive urban edges through planting new woodland.

- Retain and ameliorate effects upon views to the more wooded ridgeline to the east contrasting with the low lying, open arable landscape.

#### 4.3.3. Strategic Area C - landscape qualities to be safeguarded and enhanced

- Retain integrity of the river corridors for the River Avon and River Marden setting and riparian vegetation with willows.
- Retain and consider the setting of listed buildings at Harden's Farm, Hither Farm and Middle Farm.
- Consider the landscape setting and character to Tytherton Lucas Conservation Area with the open expansiveness of river valley floodplain to the north of New Leaze farm and east to the ridgeline to the east at Bencroft Hill.
- Retain the open nature of local hillocks at New Leaze Farm and the land south of Hither Farm.
- Consider the semi-rural views from Chippenham settlement edge towards the countryside, particularly along Riverside Drive, Monkton Park.
- Consider the remote rural character of the land to the north of the North Wiltshire Rivers Route characterised by large arable fields bounded by tree lined watercourses and onward views over the expansive river floodplain flanked by the wooded limestone ridge to the east.
- Retain the remote character of Tytherton Lucas with the edge of Chippenham appearing generally distant and wooded.
- Retain and enhance the rural country lane character to Stanley Lane interspersed with isolated properties.
- Retain rural character of small scattered settlements such as Tytherton Lucas and small clusters of farm buildings or barn redevelopments with distinctive vernacular using local stone.

#### 4.3.4. Strategic Area D - landscape qualities to be safeguarded and enhanced

- Maintain the separation of the river valley and ridgeline from Pewsham settlement edge.
- Maintain the green corridor along the A4 and the open approach to the east of the settlement edge of Pewsham.
- Maintain and enhance the integrity of River Avon valley
- Retain and enhance the network of mature intact hedgerows and hedgerow trees including the distinctive mature oak trees.
- Consider the setting to Rowden Manor Conservation Area and listed buildings such as Lackham College and its riverside setting.
- Consider the panoramic views to and from the Limestone Ridge (Naish Hill) and Old Derry Hill.
- Consider the separation between the Limestone Ridge (Naish Hill) and Pewsham and opportunity to introduce a new woodland framework.
- Consider the rural character of the south eastern approach to Chippenham via Pewsham Way, retain a green corridor around the existing settlement edge.

## 4.4. Visual Qualities to be Safeguarded and Enhanced

4.4.1. This section sets out the aspects to be safeguarded and elements that could be enhance, both of which will inform the proposed visual framework and screen planting or mitigating measures and previous observations draw upon from the County, Borough and TEP recommendations. Typical viewpoints are recorded on Figure 6. Existing views have been analysed as follows:

### 4.4.2. Views to and from settlement edges

- The roofline of Chippenham is two-storey with little variance in views, varying only through topographic changes. There are views towards the Chippenham settlement edge and the landmarks of St Paul's and St Andrew's churches from both strategic areas, and along key route corridors such as NCR403, the A4, London Road and along the River Avon corridor;
- Variable views to or from the settlement edge, as some parts well vegetated, other sections are more open. There are views from the settlement edges of Harden's Mead and Manor Park neighbourhoods on the eastern edge of Chippenham across Strategic Area C and some views from the Pewsham settlement edge southwards across Strategic Area D possesses variable enclosure but generally a hard urban edge is visible on the eastern settlement edge of Monkton Park. The Pewsham urban edge of Chippenham is generally well vegetated but views towards the roofline of Chippenham are possible.
- Properties on Rowden Hill and the community hospital is partially visible within the open space of the river corridor but are softened by hedgerow and tree planting.
- Within Strategic Area C, the settlement edge is harder and less contained with the settlement edge being visible across the river corridor between London Road and Monkton Park.
- Properties between Webbington Road and Avenue La Fleche in an area to the south of Chippenham town centre are more visible but lengths of roadside tree planting provide some screening. Generally, the settlement edge to the south of the town is well vegetated.
- More locally, the settlement edge to Pewsham, fronting onto Pewsham Way between Webbington Road and the junction with London Road, is predominantly enclosed from the wider landscape, with screen planting and raised embankments filtering most views of properties.
- There is a progression of views along the river valley towards Chippenham and the local landmark steeple of St Andrew's Church, Grade II listed, located in the Market Place in central Chippenham. It is visually prominent and provides connectivity between the town and the river landscape.

### 4.4.3. Localised views within the strategic areas

- Within or near the strategic area, there are localised high points which are viewpoints.
- Enclosed and localised views due to landform, hedgerows and trees with urban edges generally not noticeable.
- In these landscapes the urban edge is close, although it may not always be visible dependent upon viewpoint elevation.
- There is variable visual enclosure formed by strong hedgerows, trees and woodland but sometime more open views are possible across larger field patterns.
- In places there are long views towards Chippenham are often possible with the church spires as local landmarks.

### 4.4.4. Longer distance views

- Views to and from outlying settlements such as Tytherton Lucas and East Tytherton to the north-east of Chippenham.
- Longer distance elevated views are possible from PRoWs, a limited number of resident receptors and country lanes located on Bencroft Hill, Naith Hill and Derry Hill. These views are expansive across gently undulating farmland of the Rivers Avon and Marden floodplain which interface with the settlement edge of Chippenham.

- Generally enclosed views but on high ground with opportunities for long distance views which include Chippenham.
- Longer distance views towards the wider countryside beyond the strategic areas to the east include the distinctive backdrop of the limestone ridge.

## 4.5. General Visual Qualities to be Safeguarded and Enhanced

4.5.1. The following views characteristic should be considered in the sub-area assessments:

- Consider potential to add screen planting to existing settlements edge where appropriate.
- Retain and create view corridors to the prominent St Paul's and St Andrew's church steeples.
- Retain views towards Chippenham and St Paul's visible from PRow some distance way, for example, when viewed from PRow BREM39 at bridge on the River Marden.
- Distant views of Chippenham with a wooded edge and appearing on rising ground from Derry Hill, Bencroft Hill and Wick Hill.
- Retain riparian character to views along the River Avon and River Marden.
- Maintain filtered edge of Chippenham with Riverside Drive and the River Avon providing a distinctive setting in views towards Chippenham.
- Maintain the visual separation between The River Avon corridor and Pewsham settlement edge.

## 5. Development Capacity Recommendations

### 5.1. Introduction

- 5.1.1. This section of the report sets out the sub-areas and how they were identified and assessed (see Figures 10 and 11 for Plans of Assessment Sub-areas). The study seeks to confirm the sensitivities to development of the sub-areas of Strategic Areas C and D. It provides a series of assessment proforma (contained in Appendix B) and a concise report that brings together the findings and recommendations for each sub-area.

### 5.2. Summary of Findings and Mitigation Measures

- 5.2.1. Table 3, 4 and 5 set out the findings for each of the sub-areas ( as shown in Table 2 below). These should be read in conjunction with Figure 12, Development Capacity of Sub-Areas and Figures 13 and 14 for details of mitigation measures.

**Table 2 - Sub-Area Codes and Names**

Sub-Area	Name
C1	New Leaze Farm and land north of the disused rail line.
C2	Harden's Farm
C3	Hither Farm
C4	Stanley Lane/London Road Approach
C5	Berks and Wiltshire Canal and Pudding Brook Corridor
D1	Mortimores Wood
D2	Land to the north of Middle Lodge Farm
D3	Forest Farm
D4	Middle Lodge Farm
D5	Cocklemore Brook

### 5.3. Findings

- 5.3.1. The detailed findings for each Strategic Area includes a review of the key aspects as shown in the following tables 3, 4 and 5. Further detail is shown in the proforma provided in Appendix B.

#### 5.3.2. Strategic Area C

**Table 3 - Findings of Strategic Area C**

Sub-Area	Summary of Findings and Mitigation measures
C1	<p><b>New Leaze Farm and land north of the disused rail line.</b></p> <p>New Leaze Farm and the land north of the disused rail line has a combined rating for Landscape and Visual Sensitivity of <b>Medium/High</b>.</p> <p>The Landscape Value is <b>Medium/High</b>.</p> <p>This area has a <b>Low</b> capacity for development. This is due mainly to the localised hillocks and their contribution the wider landscape. It is worth noting the lower-lying, less visible</p>

areas, closer to the River Marden may be able to accommodate mitigating planting to integrate this area into the wider development and overall green infrastructure.

**Mitigation** would include:

All site vegetation should be retained, and a tree survey undertaken to understand the existing quality, presence of TPOs/veteran trees to inform a 25-year management plan to ensure the existing green infrastructure is maintained.

Existing vegetation along the disused railway, NCR 403 should be interplanted with woodland belts and interplanting to hedgerows, as part of the wider development, this would contribute to mitigating the elevated views.

Hedgerows within C1 should be reinforced with additional interplanting and hedgerow trees.

Explore potential for planting along the River Marden corridor to provide some softening of views from Tytherton Lucas.

**C2**

**Harden's Farm**

Harden's Farm has a combined rating for Landscape and Visual Sensitivity of **Medium**.

The Landscape Value for this parcel is **Medium/Low**.

This area has **Medium/High** capacity for development. This is due to the relative containment of this area topographically and the screening effect of higher land to the south east of the area. Visually there are receptors which will experience a change in their view, but this can be mitigated in part.

**Mitigation** would include:

All site vegetation should be retained, and a tree survey undertaken to understand the existing quality, presence of TPOs/veteran trees to inform a 25-year management plan to ensure the existing green infrastructure is maintained.

Existing vegetation along the entire route NCR 403 should be enhanced with new woodland belts as part of the wider development.

Interplant existing hedgerows with interplanting of eastern hedgerows contributing to the mitigation of development post 2036. In places create new tree belts alongside existing hedges with some mature tree stock.

Retain an open frontage along the riverside area (C6, which is floodplain) with enhanced riverside parkland and a well-designed edge to the development.

Maintain views to the church spires.

**C3**

**Hither Farm**

Hither Farm has a combined rating for Landscape and Visual Sensitivity of **Medium/Low**.

The Landscape Value is **Medium**.

This area has **Medium** capacity for development, due to its relative distance from the settlement edge and the contribution of this area to the wider context and setting of the listed Hither Farm Cottage Farm. The receptors of greatest visual sensitivity include the residential views described above from Chippenham settlement edge, NCR403 and from elevated viewpoints. Most receptors have mid-distance views of the sub-area and the visual effects can be ameliorated for these medium and longer distance views.

**Mitigation** would include:

Existing vegetation along the disused railway should be enhanced as part of the wider development with woodland belt planting to strengthen this boundary.

Interplant existing hedgerows and alongside with tree belts, this could be implemented in advance of potential future development post 2036.

Some additional planting beyond the areas to the east (C4 & C5) would help to mitigate elevated views, again setting the context for potential longer term development beyond 2036.

**C4 Stanley Lane/London Road Approach**

Stanley Lane/London Road Approach has a combined rating for Landscape and Visual Sensitivity of **Medium/Low**.

The Landscape Value of this area is **Medium/High**

This area has **Medium** capacity for development, noting variance across the parcel between the north and west slopes which could be developed and could be more visually contained. These areas do not form part of either approach views or longer distance/elevated views. The southerly and eastern slope would retain a more open character, as they form parts of approach and elevated views.

**Mitigation** would include:

Existing vegetation along hedge boundaries should be enhanced plugging gaps and reintroduced where previously removed both for the development up to 2036 and as part of the wider development post 2036. Planting alongside hedgerows with new tree belts.

Woodland planting to north-western slopes of the hillock to integrate development to the north and west up to and beyond 2036.

Retain an open aspect to the summit, south and easterly slopes of the highpoint or hillock.

Some additional planting beyond the parcel to the east (C5) would help to mitigate elevated views from Bencroft Hill and the setting to development post 2036.

**C5 Berkshire and Wiltshire Canal and Pudding Brook Corridor**

Berkshire and Wiltshire Canal and Pudding Brook Corridor has a combined rating for Landscape and Visual Sensitivity of **Medium/Low**.

The Landscape Value of this area is **Medium/High**

This area has **Medium/Low** capacity for development, noting any variance across the parcel where it forms part of approach and elevated views. This is due to the overall distance from the settlement edge and the open nature of this area. It is visible in longer distance approach and elevated viewpoints. Development would need to be lower in density and maintain areas of open landscape.

**Mitigation** would include:

Existing vegetation along NCR 403 should be enhanced as part of the wider development with woodland belts planting to strengthen this boundary.

Reintroduce lost hedgerows.

Reintroduce hedgerows and interplant existing hedgerows.

Provide a landscape buffer to the Wilts and Berks Canal and Pudding Brook.

Reintroduce new woodland blocks.

Additional woodland planting along the eastern boundary of the parcel to the east would help to mitigate elevated views.

All mitigation for this sub-area would help integrate development post 2036.

**C6**

C6 is within the floodplain and is therefore a key part of the river corridor and landscape resource. An assessment proforma has not been prepared for this area as it is not developable.

### 5.3.3. Summary of Overall Capacity for Development for Strategic Area C

- 5.3.3.1. **C1 New Leaze Farm and land to north of disused railway:** There is an abrupt change in character to the north of the disused railway line and the open landscape has a **Low** capacity for development. There is little existing vegetation to provide a setting for new development and new planting on the skyline would adversely affect the existing open landscape character.
- 5.3.3.2. **C2 Harden’s Farm:** The lower lying topography provides a greater degree of spatial containment and the area is close to the edge of Harden’s Mead. The sub-area has **Medium/High** capacity; development would be visible but there is the opportunity to mitigate its impact by reinforcing existing hedgerows and introducing new copses of woodland. The setting of the listed Harden’s Farm should be protected.
- 5.3.3.3. **C3 Hither Farm:** This sub-area is assessed as **Medium** capacity due to the relative distance from the settlement edge and most receptors.
- 5.3.3.4. **C4 Stanley Lane/London Road Approach:** The local high point to the south of Stanley Lane should be kept open. This hillock helps conceal views from higher ground of the remainder of the sub-area which has a **Medium** capacity for development.
- 5.3.3.5. **C5 Wilts and Berks Canal and Pudding Brook:** This more easterly sub-area is visually quite exposed and is considered to have a **Medium/Low** capacity. It is recommended that the view along the A4 approach to Chippenham is kept partly open in character.
- 5.3.3.6. **C6 River Avon Floodplain:** Is not developable and is important to retain as a strong green river corridor extending north to the wider landscape.

### 5.3.4. Strategic Area D

**Table 4 - Findings of Strategic Area D**

Sub-Area	Summary of Findings and Mitigation measures
D1	<p><b>Mortimores Wood</b></p> <p>D1 has a combined rating for Landscape and Visual Sensitivity of <b>Medium/Low</b>.</p> <p>The Landscape Value of this area is <b>Medium</b>.</p> <p>This parcel has <b>Medium/High capacity for development</b>, due to the relative enclosure of the area, limited viewpoints, and for mitigation to assist in protecting the key cultural assets in the wider landscape.</p> <p><b>Mitigation</b> would include:</p> <p>Conserve the network of intact hedgerows within the area to retain their good condition and reinforce boundary hedgerows with interplanting.</p> <p>Maintain the distinctive mature hedgerow trees and woodlands throughout the landscape and seek opportunities for new woodland and hedgerow planting to maintain green links between wooded areas</p> <p>Conserve and enhance the riparian character along the River Avon and its tributary with a network of planting extending from the river corridor as a part of measures related to a future Country Park.</p> <p>Enhance the green corridor along Pewsham Way.</p> <p>All mitigation would contribute to development up to 2036.</p>
D2	<p><b>Land to the north of Middle Lodge Farm</b></p>

D2 has a combined rating for Landscape and Visual Sensitivity of **Medium**.

The Landscape Value is **Medium/Low**.

This parcel has **Medium/High** capacity for development due to containment of the area from the wider landscape and the limited number of receptors. This is due the containment of this area, from the wider landscape, due to topography and the woodland. The topography slopes towards Pewsham and relates well to the Pewsham Way and the settlement edge.

**Mitigation** would include:

Conserve the network of intact hedgerows within the area to retain their good condition and infill any intermittent hedges.

Opportunities to extend the woodland belt to provide containment.

Plant further hedgerows and individual trees to further divide the larger fields.

Increase the planting along the southern boundary, to assist in mitigating longer distance and elevated views.

All mitigation would contribute to development up to 2036.

**D3**

### **Forest Farm**

D3 has a combined rating for Landscape and Visual Sensitivity of **Medium**.

The Landscape Value is **Medium**.

This parcel has **Medium** capacity for development, as the sloping landscape limits the potential to mitigate development and there is a need to retain a positive transition between the settlement edge and the countryside. Mitigation can assist in reducing impact upon views from the north if development is focused adjacent to the existing urban influence.

**Mitigation** would include:

All site vegetation should be retained, and a tree survey undertaken to understand the existing quality, presence of TPOs/veteran trees to inform a 25-year management plan to ensure the existing green infrastructure is maintained.

Conserve the network of hedgerows within the area to retain their good condition and supplement with further tree planting.

Reinforce existing planting along Pewsham Way and provide new structural planting to assist screening the development from longer distance and elevated views.

Provide hedgerow and tree planting adjacent to London Road.

Seek opportunities for new hedgerow planting to maintain green links with the surrounding countryside.

Provide screen planting to properties on London Road that back onto the sub area.

All mitigation would contribute to development up to 2036.

**D4**

### **Middle Lodge Farm**

D4 has a combined rating for Landscape and Visual Sensitivity of **Medium**

The Landscape Value is **Medium**.

This parcel has a **Medium** capacity for development, due to being within the setting to Lackham House and the river environment and the open connectivity with the wider landscape. Mitigation can assist in reducing the impact of development if carefully located, but there would be an impact on the open character of the area as development encroaches into the valley reducing the separation between Chippenham and the ridgeline.

**Mitigation** would include:

Conserve the network of intact hedgerows within the area to retain their condition and plant further hedgerows to infill intermittent hedges; look for further opportunities to plant hedgerows as part of the mitigation of development up to and post 2036.

Seek opportunities for new woodland planting to replicate small woodlands in the area and maintain green links, this is of particular relevance to mitigating elevated views and to define the setting to the development post 2036.

Enhance the riparian vegetation along Cocklemore Brook

Retain open riverside areas to provide a buffer between the development and the River Avon's riparian environment.

<p><b>D5</b></p>	<p><b>Cocklemore Brook</b></p> <p>D5 has a combined rating for Landscape and Visual Sensitivity of <b>Medium/Low</b></p> <p>The Landscape Value is <b>Medium/High</b>.</p> <p>This parcel has a <b>Medium</b> capacity for development, the area is not rare in the context of the wider landscape and the topography and existing vegetation provide some screening. This is due to the relative enclosure of the area and existing vegetation providing some containment to be further supported by additional planting.</p> <p>Visual receptor numbers are low and there is potential to provide mitigation without detrimental effect to the landscape character and features such as Cocklemore Brook whilst protecting the setting to the Wilts and Berks Canal.</p> <p><b>Mitigation</b> would include:</p> <p>Conserve and enhance the existing network of hedgerows within the area; interplant with individual trees.</p> <p>Enhance the riparian planting along the River Avon and Cocklemore Brook.</p> <p>Provide new copses to replicate those within the valley to mitigate elevated views and as part of the setting to the development up to and post 2036.</p> <p>Provide a green setting to the disused canal and Avon Valley Bicycle and Pedestrian Route.</p>
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<p><b>D6</b></p>	<p><b>River Avon Floodplain</b></p> <p>This area lies within the floodplain and is therefore a key part of the river corridor and landscape resource. An assessment proforma has not been prepared for this area.</p>
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### 5.3.5. Summary of overall capacity for development for Strategic Area D

- 5.3.5.1. **D1 - Mortimores Wood:** is relatively enclosed with limited viewpoints and has **Medium/High** development capacity. Careful consideration is required of the brook and valley formation. Woodland planting is appropriate to extend the Forest of Pewsham.
- 5.3.5.2. **D2 - Land to north of Middle Lodge Farm:** The containment of the sub-area from the wider landscape and its proximity to Pewsham has meant that this area has **Medium/High** development capacity.
- 5.3.5.3. **D3 - Forest Farm:** Overall this area has **Medium** development capacity with the section to the north of the overhead power line closest to the A4 Pewsham Way more developable. It is recommended that the view corridor along the A4 is kept partly open in character. Woodland planting would help mitigate views from the Limestone Ridge.
- 5.3.5.4. **D4 - Middle Lodge Farm:** This area has **Medium** development capacity. It is within the setting of Lackham House and visible within the wider landscape. New woodland planting that replicates the existing small copses would help mitigate visual impact in views from the Limestone Ridge.
- 5.3.5.5. **D5 - Cocklemore Brook:** The relative enclosure and existing vegetation provide some containment, there are also few receptors. The sub-area is considered to have **Medium** capacity. A buffer is required to the Canal and Cocklemore Brook.
- 5.3.5.6. **D6 - River Avon Floodplain:** Is not developable and provides an important setting to Lackham House.

## 6. Conclusion

### 6.1 Landscape mitigation for pre- and post-2036 development

- 6.1.1 It is important to differentiate between landscape mitigation required to accommodate development within the new Local Plan up to 2036 and that required for potential development beyond 2036. The siting of proposed development up to 2036 has been informed by both the TEP Landscape Setting Assessment and the more detailed Atkins Draft landscape capacity Study. The selected locations are those that can most readily accommodate new homes and require the least mitigation in terms of visual impact.
- 6.1.2 In order to meet the longer-term objective of 7,500 homes in Future Chippenham, development post-2036 would need to extend into areas which would benefit from new strategic woodland and hedgerow planting in advance of development. This would create a strong new landscape framework, and if implemented in the next five years the planting would have at least ten years to establish. The later phases of housing would form the transition with open countryside and should be lower in density. The housing could take the form of detached homes set in their own grounds or clusters of homes grouped around a central courtyard similar in form and scale to a traditional farmstead.
- 6.1.3 Lower density housing set into the landscape would also be an appropriate response in areas requiring an open character to be retained, for example, the approach into Chippenham along the A4 London Road.

### 6.2 Development and mitigation within the sub-areas

- 6.2.1 The sub-areas considered to have the best capacity to accommodate development within the new Local Plan period up to 2036 are:
- **C2 Harden’s Farm and C3 Hither Farm in Strategic Area C and,**
  - **D1 Mortimores Wood, D2 Land to the north of Middle Lodge Farm, D3 Forest Farm and D4 in Strategic Area D.**
- 6.2.2 The following recommendations have been made and form a summary of the mitigation measures from the sub-area assessments:
- **Siting of development up to 2036** - The sub-areas considered to have the best capacity to accommodate development within the new Local Plan period up to 2036 are: C2 Harden’s Farm and C3 Hither Farm in Strategic Area C and; D1 Mortimores Wood, D2 Land to the north of Middle Lodge Farm, D3 Forest Farm and D4 in Strategic Area D.
  - **River Avon Country Park** - A 110 ha extension to the planned country park within the floodplain of River Avon is proposed as part of the green infrastructure in the Draft Draft Concept Framework. This is similar in size to the country park associated with the South West Chippenham development. It will include a range of riparian habitats and green spaces, which are managed for wildlife to flourish and people to enjoy, providing attractive spaces for relaxation and active recreation.

A range of landscape and biodiversity improvements could include wetland habitat creation with ponds, scrapes and reed beds. The fields would be managed as low intensity grazing pasture or hay meadow. Lost hedgerows would be restored, and willows planted to provide roosts for bats. These enhancements would help achieve the 10% biodiversity uplift required by the new Environment Bill and help restore the traditional riparian landscape character of the floodplain.

- **New woodlands** - Pewsham was historically a Royal Forest and a hunting preserve of the King. There are small remaining patches of Ancient Woodland such as Mortimores Wood. Major new woodland planting in recent years on the Westmead Open Space to the west of Pewsham has helped restore the former Pewsham Forest. This bold initiative has been led and funded by the Chippenham Borough Lands Charity which has a broad and rich history dating back to the rule of Queen Mary in the sixteenth century.

Significant new woodland planting is proposed within Future Chippenham, this could cover between 60 to 70 hectares. This would extend the new woodland within the Westmead Open Space and help restore the former Pewsham Forest. The growing trees would enhance biodiversity and 'fix' carbon helping to mitigate climate change. They would also act as shelterbelts moderating wind speeds and reducing energy needs in neighbourhoods.

The new planting would provide containment on the south and eastern boundaries to help assimilate the development in elevated views from the Limestone Ridge and viewpoints such as Bencroft Hill, Derry Woods and Naish Hill.

- **Green Corridors** - Green corridors based on tributary streams such as Pudding Brook and Cocklemore Brook should thread through residential areas providing accessible natural green space and provide space for sustainable drainage features such as swales. Existing lanes such as Forest Lane should also be converted into green corridors with shared foot/cycle routes. A green corridor should also run parallel to the Wilts and Berks Canal.

The green corridors would help in the long-term filtering of elevated views by including native tree planting throughout the development. This should include the retention and management of mature forest scale trees along the historic network of lanes and hedgerows.

- **Mitigation of Elevated Views** - As identified in this assessment, there will be views of the proposed development from PRow on the Limestone Ridge to the south. These can be partially mitigated by the siting of development, proposed up to 2036, in areas with the best degree of containment and closest to the existing urban edge.

New planting along retained hedgerows, streams and lanes would have a filtering effect on views – breaking down the scale and mass of development. Development should also be kept away from local ridge lines, such as the top of the 'dome' to the south of Pewsham.

- **Settings of Listed Buildings** - The only listed building included within Future Chippenham development area up to 2036 is Harden's Farm in sub-area C2. The setting of the existing farm complex should be protected. It could be sensitively converted into community facilities. The settings of other listed buildings on the edge of the study area, for example the Georgian Lackham House, should be protected. The proposed country park at the foot of Lackham House should consider the historic character of the former Palladian style mansion.
- **Mature Trees** - Strategic Area D includes several mature hedgerow trees that make an important contribution to the character of the landscape. A more detailed tree survey is required to assess the age and condition of these, possibly, veteran trees, and to ensure development properly protects their setting. Veteran trees will be identified from tree surveys.
- **Density and Form of Development** - It is important that there is a graduation of housing density towards the countryside edge, and that the lowest densities provide a transition to the open farmland. This could take the form of larger detached properties set within their own grounds, or clusters of development similar to the traditional farmsteads found in this part of North Wiltshire. This approach has been adopted by the Rowden Park development where it adjoins the Rowden Manor Conservation Area.

- **Framing Views** - There is the opportunity to frame views within the development to the existing tall church spires of St Paul's and St Andrew's, which are important landmarks in the town. Views can also be framed to Lackham House and towards the Limestone Ridge to the south. The approach towards Chippenham from the south along the A4 (London Road) will also need careful consideration and it is proposed that development along this view corridor is kept partly open and set within a strong landscape framework.
- **Mitigation for development post-2036** - This study has primarily addressed proposed development within the new Local Plan period up to 2036. The longer-term objective of the Future Chippenham is to deliver 7,500 homes up to 2046. This would require extending development further to the east into sub-area C4 to the south of Stanley Lane, as well as closer to the River Avon in sub-areas D4 and D5. The opportunity exists to undertake major woodland planting over the next decade, which would provide the landscape setting for future development and help mitigate views from elevated viewpoints.

# Appendices



# 7 Assessment Methodology

## 7.1 Assessment Methodology Overview

- 7.1.1 The assessment methodology is based on similar studies for other local authorities that have been tested at both examination in public and through the LDF process.
- 7.1.2 The assessment was undertaken by two Chartered Landscape Architects, with site work undertaken in February and March 2020. It should be noted the assessment was undertaken from publicly accessible land or footpaths/highways and areas which were inaccessible are noted. The assessment is based on professional judgement. An independent review was undertaken by one of the LVIA technical leads from the wider business. The assessment methodology has been developed with reference to:
- 7.1.3 Guidelines for Landscape and Visual Impact Assessment (GLVIA3)
- 7.1.4 'An Approach to Landscape Character Assessment' (Natural England, 2014)
- 7.1.5 Topic Paper 6 'Techniques and Criteria for Judging Draft landscape capacity and Sensitivity' (Countryside Agency and Scottish Natural Heritage, 2004)
- 7.1.6 The assessment considered the land within the study area, as shown on Figure 1, and specifically those areas of land identified for future urban expansion in the Chippenham Site Allocations Plan, known as Strategic Areas C and D. Landscape sensitivity and capacity were assessed against a specific change. The Study Area has been divided into sub-areas, which have been assessed for their sensitivity and capacity to residential development with associated infrastructure, schools, employment and highways. Consideration has been given to the density of development to apply to different parts of the proposed masterplan area.
- 7.1.7 It should be noted that a landscape with a high sensitivity does not automatically mean that landscape has a low capacity for change, but that capacity is all a question of the interaction between the sensitivity of the landscape, the type and amount of change and the way that the landscape is valued.
- 7.1.8 The assessment comprised the following tasks:
- Task 1 – Identify Sub-Areas
  - Task 2 – Assess Landscape Sensitivity
  - Task 3 – Assess Visual Sensitivity
  - Task 4 - Determine combined Landscape and Visual Sensitivity
  - Task 6 – Assess Landscape Value
  - Task 7 – Determine Draft landscape capacity
  - Conclusions and Recommendations

## 7.2 Task 1 – Identify Sub-Areas

- 7.2.1 The study seeks to confirm the sensitivities to development of defined sub-areas within Strategic Areas C and D. The study output provides an assessment proforma for each sub-area and a concise report that brings together the findings and recommendations for the sub-areas. The sub-areas have been defined from our initial desk and site reviews as a desk-top exercise, which was then reviewed and refined on two further site visits.
- 7.2.2 The boundaries of the assessment sub areas were defined by analysing the topography of the area combined with identifying areas with broadly similar landscape features, such as common field sizes and the presence of boundaries that contained the sub-area and provide a distinct transition from one sub-area to another. These areas are broadly homogenous and spatially rationalised to provide a logical sub-division of the strategic areas. They are defined visually by limits such as strong boundaries, topographic differences and changes in the pattern of landscape features, such as the regularity size and layout of hedgerows. Each area was assessed on site and the following aspects recorded on the proforma:
- 7.2.3 For each sub-area, the proforma is devised to capture the following:
- Location of sub-area illustrated on plans with an indication of the topography and existing vegetation to assist in explaining the rationale for the definition and description of the sub-area.
  - Current land use and other proposed nearby development;
  - Local landscape character and landscape designations (including adjacent or nearby designations).
  - Presence of Public Rights of Way and/or other designated footpaths/bridleways
  - Topography, containment and boundaries.
  - Baseline landscape character, including published assessments and site observations with consideration of the role in terms of the wider landscape and settlement edges.
  - Typical viewpoints from receptors - residential, commercial units and footpaths, some of which are elevated and more distant.
  - An assessment of the sub-area landscape sensitivity in the context of the wider landscape – this is then scored to generate a numerical value.
  - An assessment of the overall visual sensitivity from a site review of the viewpoints/dwellings near/on the site - this is then scored to generate a numerical value.
  - An overall judgement on combined landscape and visual sensitivity to development, combining scores for the landscape and visual sensitivities.
  - Landscape Value, presence of national/regional/local designations and/or locally significance to user or 'friends of groups' or local initiatives. This includes perceptual considerations and historical significance. This is also scored.
  - Draft landscape capacity Rating derived from combining Landscape and Visual Sensitivity.
  - Recommendations relating to measures to mitigate impact, if the area is developed.

7.2.4 The study highlights any adjacent areas or parts of Strategic Areas C and D that may be undevelopable as exceptions to the presumption for development - for example, areas within floodplain (assuming EA data has not changed) - if there is variance in these areas and provide a rationale and/or revised extents of the strategic development areas. The findings are provided in the summary proforma, supported by plans of the existing area and appropriate mitigating proposals to be considered as part of the capacity assessment for each sub-area.

## 7.3 Task 2 Assessment of Landscape Sensitivity

7.3.1 This considers the natural, cultural and perceptual factors that make up the landscape character. The level of sensitivity is influenced by existing landscape interest and diversity, the presence of historically important features and cultural associations, degree of access, perceptions of tranquillity and strong landscape pattern. Each factor is given a score from low = 1 to high = 5, based on the potential landscape attributes set out in Table 5 below. The scores are then added up to help guide the final assessment, using the matrix in Table 6 below. Aspects considered include presence or absence of:

- Varied landform and distinctive features or uniform, lacking features and how they contribute to character
- Strong landscape structure with or lacking tree cover/vegetation
- Presence or absence of habitat or designated sites
- Aesthetic of the landscape and the potential contribution to the wider landscape
- Geological features, presence of vernacular material use
- Rarity of landscape resource
- Tranquillity of the landscape resource
- Contribution to riverside environment/floodplains
- Presence of historic landscape patterns
- Conservations areas, listed buildings

**Table 5 - Notes on Landscape Sensitivity Assessment**

Factor	Higher Sensitivity 5	Medium Sensitivity 3	Lower Sensitivity 1
<b>Natural</b>	Varied landform and distinctive features of the area	Undulating landform	Uniform landform and lack of topographical features
	Significant water feature(s)	Presence of field drains/smaller scale water courses	No water feature(s)
	Significant tree or vegetation cover	Scattered or partial tree or vegetation cover	Minimal tree or vegetation cover
	Strong hedgerow structure with or without hedgerow trees	Patchy or gappy hedgerow structure	Weak hedgerow structure
	Presence of valued wildlife habitats and/or designated sites	Some parts of the site have habitats and/or designated sites	Absence of valued wildlife habitats and/or designated sites
	Diverse mosaic of habitats	Patchy presence of ecological diversity	Little ecological diversity
	High potential to support protected/ notable species and habitats	Medium potential to support protected/ notable species and habitats	Low potential to support protected/ notable species and habitats

Factor	Higher Sensitivity 5	Medium Sensitivity 3	Lower Sensitivity 1
	Positive contribution to wider landscape	Some contribution to wider landscape	Limited contribution to wider landscape
	Rare or valuable landscape resource	Semi-rare	Widespread or well catered landscape resource
	Pronounced Geology	Some geological features	Lack of geological features
	Soils significantly contribute to landscape features	Soils significantly contribute to landscape features to some or part of site	Soils are not an important feature
	Area in floodplain or prone to flooding	Edge of floodplain location/partially located in the floodplain	Area not in floodplain
<b>Cultural</b>	Evidence of surviving part of an historic landscape	Some evidence of surviving part of an historic landscape	No evidence of historic landscape
	Complex historic landscape pattern with good time depth	Mix of historic or modern landscape elements	Simple modern landscape
	Conservation area and/or listed buildings present or their setting	Some or minor elements of Conservation Areas or Listed buildings	Conservation area and/or listed buildings or their setting not present
	Scheduled monument present	N/A	Scheduled monument not present
	Locally distinctive built form and pattern	Some parts of site or limited features	Generic built form
	Evidence of visible social cultural associations	Some cultural associations	Lack of social cultural associations
	Open access land or common land present	Limited access via PRoW	No open access land or common land present
<b>Landscape quality/condition</b>	Area well used or appreciated by the public	Some access or use by public	Area inaccessible by the public
	Important PRoW/cycle routes present	PRoW/cycle routes, minor truncated or limited	No PRoW/cycle routes present
	Absence of detracting features and/or intrusive elements	Some detracting features and/or intrusive elements	Detracting features and/or intrusive elements present
	Open / large scale landscape	Some containment in all or part of the site	Enclosed visually contained landscape
	Unified landscape with strong landscape structure of good condition	Mixed features/landscape structural elements of fair condition.	Fragmented and/or featureless landscape in poor condition

**Table 6 - Matrix 1: of Landscape sensitivity**

<b>Natural factors</b>	L (1)	L/M (2)	M (3)	M/H (4)	H (5)
<b>Cultural factors</b>	L (1)	L/M (2)	M (3)	M/H (4)	H (5)
<b>Landscape quality/condition</b>	L (1)	L/M (2)	M (3)	M/H (4)	H (5)
<b>Landscape Sensitivity</b>	<b>3-4 = low; 5-7 = medium/low; 8-10 = medium; 11-13 medium /high; 14-15 = high</b>				

## 7.4 Task 3 – Assessment of Visual Sensitivity

7.4.1 We considered the nature of views and the visibility from typical receptors and the potential to mitigate the visual effects. The level of visual sensitivity is derived from the number of publicly accessible viewpoints, the level of visual exposure, the sensitivity of the receptors and the opportunities to mitigate the impact without adverse effect. Each factor is given a score from low = 1 to high = 5, based on the potential visual attributes set out in Table 7 below. The scores are then added up to help guide the final assessment, using the matrix in Table 8 below. Aspects considered include presence or absence of:

7.4.2 Aspects considered include presence or absence of:

- Progression of views, exposed views or limited views
- A key component in the wider area or incidental
- Prominent on skyline or not part of skyline
- Strong or weak inter-visibility
- Number and range of visual receptors
- Visibility from sensitive receptors
- Part of a valued or protected view

7.4.3 We determine the potential for mitigation and whether this might adversely affect key views or have an adverse impact on local character as part of this task. We record viewpoints on plan and take typical photos of each sub-area.

**Table 7 - Notes on Visual Sensitivity Assessment**

Factor	Higher Sensitivity	Medium Sensitivity	Lower Sensitivity
<b>General Visibility</b>	Sequenced and exposed views towards the area	Partially exposed and screened views	Fleeting and limited views
	Most of site area visible	Part of the site visible	Little of site area visible
	Site is a key focus in available wider views	Site is partially visible in available wider views	Not visible
	Site includes prominent and key landmarks	Site includes minor landmarks	No landmarks
	Important vistas or panoramas in/out of area	Some vistas or panoramas in/out of area	Unimportant vistas or panoramas
	Prominent skyline	Site partially on skyline	Not part of skyline
	Strong inter-visibility from adjacent landscapes or sensitive viewpoints	Some inter-visibility from adjacent landscapes or sensitive viewpoints	Limited inter-visibility from adjacent landscapes or sensitive viewpoints

Factor	Higher Sensitivity	Medium Sensitivity	Lower Sensitivity
<b>Population</b>	Large extent or range of key sensitive receptors	A limited number, extent or range of key sensitive receptors	Lack of sensitive receptors
	Large number of people see site	Site visible to some people	Few can see site
	Key view from a sensitive receptor	Views from receptors but not main view	Views of site are unimportant
	Site is part of valued view	Part of site is included within a valued view	Site does not form a part of a valued view
	Site in key views to/across/out of town	Site visible in a limited number of views to/from settlement edge	Not part of setting of settlement view
<b>Mitigation</b>	Mitigation not very feasible	Some mitigation is possible	Mitigation possible
	Mitigation would interrupt key views	Mitigation would partially interrupt key views	Would not obscure key views
	Mitigation would damage local character	Mitigation would partially damage local character	Mitigation would not harm local character

**Table 8 - Matrix 2: Visual Sensitivity**

General visibility	L (1)	L/M (2)	M (3)	M/H (4)	H (5)
Population	L (1)	L/M (2)	M (3)	M/H (4)	H (5)
Mitigation	L (1)	L/M (2)	M (3)	M/H (4)	H (5)
<b>Visual Sensitivity</b>	<b>3-4 = low; 5-7 = medium/low; 8-10 = medium; 11-13 = medium/high; 14-15 = high</b>				

## 7.5 Task 4 - Determination of Combined Landscape and Visual

7.5.1 The scoring for landscape and visual sensitivity is combined to achieve an overall scoring for each sub-area, using a matrix. This gives a comparative score to each sub-area. See Table 9.

**Table 9 - Matrix 3 combining Landscape and Visual Character Sensitivity**

<b>Visual Sensitivity</b>	<b>High</b>	M	M/H	M/H	H	H
	<b>Med/High</b>	M/L	M	M/H	M/H	H
	<b>Med</b>	M/L	M/L	M	M/H	M/H
	<b>Med/Low</b>	L	M/L	M/L	M	M/H
	<b>Low</b>	L	L	M/L	M/L	M
	<b>Low</b>	<b>Med/Low</b>	<b>Med</b>	<b>Med/High</b>	<b>High</b>	
	<b>Landscape Sensitivity</b>					

## 7.6 Task 5 – Assessing Landscape Value

- 7.6.1 Reference is made to the values assigned in published work to date where available or relevant. We ascribed value based on combining ratings for an area’s designations with those for perceptual associations or local initiatives:
- **High** – Of international or national importance, with national landscape related designations. The landscape of the sub-area has limited potential for substitution. Active management by authorities.
  - **Medium/High** – National or regional significance with national or county/borough landscape legislation. The landscape of the sub-area has limited potential for substitution. Active management by authorities;
  - **Medium** – Regional and/or local importance, assigned mainly through local publications/interests. The sub-area has local designations and has limited potential for substitution. This may be a local and regional park management with stakeholder involvement. Voluntary activity and local ‘friends of’ groups.
  - **Medium/Low** – The sub-area has some locally important features to local population and is of low importance or rarity. Voluntary activity and local ‘friends of’ groups.
  - **Low** – Sub-area is an area of low local importance, identified for potential improvements. No active interests locally recorded.
- 7.6.2 Designations include landscape, historic and ecological designations and recreational routes at national/international level, regional/district level, or local level.
- 7.6.3 Landscape value combines the rating in Tables 10 and 11 combined to determine the overall rating using Matrix 4 in Table 12.

**Table 10 - Landscape Value Criteria (designations and recreational value)**

Value	Typical Criteria	Typical Scale	Typical examples
<b>High</b>	High importance (or quality) and rarity. No or limited potential for substitution.	International National	World Heritage Site National Park/ Area of Outstanding Natural Beauty (AONB) Site of Special Scientific Interest (SSSI) English Heritage Register of Parks and Gardens Grade I and II* listed buildings and their settings National recreational route or area e.g. River Path/Open Access
<b>Medium/High</b>	High importance (or quality) and rarity. Limited potential for substitution	National Regional Local	National Park/AONB Area of Great Landscape Value /other local landscape designation Areas of landscape value identified in Supplementary Planning Documents Sites of Importance for Nature Conservation (SINC)/Conservation Areas Grade II listed buildings and their setting Local Wildlife sites Regional recreational route/area e.g. Wayfarer’s Route/Country Park
<b>Medium</b>	Medium importance (or quality) and rarity. Limited potential for substitution	Regional Local	Undesignated but value expressed through publications, Local buildings of historic interest and their settings Local recreational facilities of landscape value Public Right of Way(s) within or influenced by site.
<b>Medium/Low</b>	Low importance (or quality) or rarity	Local	Site has some value (redeeming feature/benefit to the community)

Value	Typical Criteria	Typical Scale	Typical examples
			Undesignated footpath(s) within or influenced by site.
<b>Low</b>	Low importance (or quality) or rarity	Local	Area of little value and identified for improvement

**Table 11 - Landscape Value Criteria (perceptual and user/interested users value)**

Factor	Higher Sensitivity	Medium Sensitivity	Lower Sensitivity
<b>Perceptual qualities of Landscape Value</b> (to be combined with Value Criteria for Designations <b>Perceptual Value</b>	Peaceful and tranquil	Some audible human activity	Visible and audible signs of human activity
	Quiet area	Semi-quiet area	Noisy area
	Dark skies	Some light pollution	High levels of light pollution
	Local initiatives active in area	Part of landscape subject to Local active initiatives.	No local initiatives active in area
<b>1-4 = low; 5-9 = medium/low; 10-14 = medium; 15-16 = medium/high; 17-20 = high</b>			

**Table 12 - Matrix 4: Landscape Value**

(combining designations, recreation value with perceptual or users interests).

<b>Designations and recreational value</b>	<b>High</b>	M	M/H	M/H	H	H
	<b>Med/High</b>	M/L	M	M/H	M/H	H
	<b>Med</b>	M/L	M/L	M	M/H	M/H
	<b>Med/Low</b>	L	M/L	M/L	M	M/H
	<b>Low</b>	L	L	M/L	M/L	M
		<b>Low</b>	<b>Medium /Low</b>	<b>Medium</b>	<b>Medium /High</b>	<b>High</b>
		<b>Perceptual and user value</b>				

## 7.7 Task 6 – Determining Draft landscape capacity

7.7.1 The draft landscape capacity is determined by combining the overall landscape sensitivity in Task 4 with the landscape value in Task 5, using the using Matrix 5 in Table 13 below:

**Table 13 - Matrix 5: Draft landscape capacity**

Overall Draft landscape capacity	High	M	M/L	L	L	L
	Med/High	M/H	M	M/L	L	L
	Med	H	M/H	M	M/L	L
	Med/Low	H	H	M/H	M	M/L
	Low	H	H	H	M/H	M
	<b>Low</b>	<b>Med/Low</b>	<b>Med</b>	<b>Med/High</b>	<b>High</b>	
	<b>Landscape Value</b>					

7.7.2 We present the findings according to the following levels of draft landscape capacity:

- **Low capacity** – The sub-area cannot accommodate areas of new development without a significant and adverse impact on the landscape character. Occasional, very small-scale development may be possible, providing it has regard to the setting and form of existing settlement and the character and the sensitivity of adjacent landscape character areas.
- **Low / medium capacity** – The sub-area may be able to accommodate some development, but it will be severely constrained by the need to avoid any adverse impact on the landscape character and will need to have regard to the setting and form of Chippenham or other smaller settlement clusters and the character and the sensitivity of adjacent landscape character areas. There are significant landscape constraints and therefore the key landscape and visual characteristics must be retained and enhanced.
- **Medium capacity** - The sub-area could be able to accommodate areas of new development in some parts, providing it has regard to the setting and form of existing Chippenham settlement edge and the character and sensitivity of adjacent landscape character areas. There are landscape constraints and therefore the key landscape and visual characteristics must be retained and enhanced.
- **Medium / high capacity** – The sub-area can accommodate development, providing it has regard to the setting and form of existing settlements and the character and the sensitivity of adjacent landscape character areas. Certain landscape and visual features in the sub-area may require protection.
- **High capacity** – Much of the sub-area is able accommodate significant areas of development, providing it has regard to the setting and form of existing settlement and the character and the sensitivity of adjacent landscape character areas.

7.7.3 Conclusions of the main landscape issues and influences affecting each site is provided at the end of each sub-area assessment.

## 7.8 Task 7 - Conclusions and Recommendations

7.8.1 The study outlines site specific landscape and visual mitigating measures that will be developed alongside the detailed design of the sub areas of each neighbourhood. We make recommendations that can apply to each sub-area and illustrate these in plan form. These recommendations will inform the design of the green infrastructure. The initial draft findings have fed into the Draft Concept Framework (April 2020) and will inform future detailed masterplanning as part of the iterative design process for built form. These are included as a summary to the report and relate to:

- Footpaths/public rights of way and viewpoints.
- The massing or height of built form, building lines/rooflines.
- Development lines, clusters or envelope.

- Landscape treatment to site boundaries or incorporation of site features.
- Off site or intervening planting to provide an enhanced new settlement edge.

7.8.2 We have devised and tested landscape recommendations in combination with the proposed development parcels as they stand at the time. This may mean that some areas are identified as too sensitive to change or, with enhanced baseline information, some areas may become less problematic than previously concluded.

7.8.3 With design dialogue, the assessment should inform the next stages of design, shaping densities of proposals, treatment of settlement edge and the disbursement of landscape structure across the development parcels to integrate the development into the wider landscape and to screen/filter/frame views.

# 8 Sub-Area Proforma

# 8.1 Figures

Figure 1 - Study Area

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Figure 3 - Topography

Figure 4 - County Published Character Types and Areas.

Figure 5 - Local Borough Published Character Areas.

Figure 6 - Designations (Conservation Areas / Listed Buildings and SMAs)

Figure 7 - Significant existing vegetation, (Sheet 1 of 2)

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Figure 9 - Zone of Visual Influence and Viewpoints.

Figure 10 - Plan of Assessment Sub-areas (Plan 1 of 2)

Figure 11 - Plan of Assessment Sub-areas (Plan 2 of 2)

Figure 12 - Development Capacity of Sub-Areas

Figure 13 - Mitigation Measures - Strategic Area C (Plan 1 of 2)

Figure 14 - Mitigation Measures - Strategic Area D (Plan 2 of 2)

Photo-sheets 1 to 4.

  
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CHIPP342b

## Future Chippenham Masterplanning

WC\_FCM-ATK-GEN-PL\_XX-RP-AX-000004

# Technical Paper: Employment

02/03/21

A1



# Notice

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This document has 22 pages including the cover.

## Document history

Revision	Suitability	Purpose description	Originated	Checked	Reviewed	Authorised	Date
C03	A1	Draft – Updated for Reg 18 Local Plan Reqs	AM	AJ	RB	RB	02/03/21

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# Introduction

Wiltshire Council (the Council) has identified Chippenham as a strategic location to meet current and future housing needs and improve infrastructure, transport, utilities, schools, recreation, and services. With the climate change emergency formally declared by the Council in 2019, there is a strong aspiration for the growth of Chippenham to be sustainable via low or zero-carbon development.

The Council established the Future Chippenham Project with an overall aim to deliver 7,500 homes, with 1,000,000 sq. ft (circa 9.3ha) of employment space. A new road linking the north, east and south of Chippenham will unlock the scheme. The new road will link the expanded and existing communities and improve connectivity around and through the town.

The Government has awarded £75 million of Housing Infrastructure Fund (HIF) grant to the Council to deliver the new road by 2026, subject to a range of terms and conditions being met.

In 2017, the Council started to review its current Core Strategy to ensure that it can continue to make provision for new homes, jobs, and infrastructure to support growth. The Council is currently engaging with the community, and various stakeholders on the Wiltshire Local Plan Review 2016-2036 (WLPR) documents under Regulation 18 of the Town and Country Planning (Local Planning) Act 2012.

The Future Chippenham Project is also developing a Future Chippenham Concept Framework to support the promotion of the Council's land (and adjoining land) to the south and east of Chippenham. These areas are identified as the preferred location for growth in WLPR.

An initial Strategic Draft Concept Framework was prepared in 2018 for the Council to support its bid for a HIF grant for the new road. Subsequently, a more detailed Future Chippenham Draft Concept Framework was provided as a working document to Council Officers in April 2020. The Draft Concept Framework provides the vision and early stages of masterplan development for 2,970 to 3,240 new homes, employment and supporting infrastructure that can be delivered within the new Local Plan period up to 2036.

The anticipated range of homes to be delivered at Future Chippenham is based on a likely delivery rate of 270 - 290 dwelling per annum (dpa). The lower end of this range is evidence-based through supporting deliverability work, whilst the upper end of the range is aspirational and provides scope for a greater proportion of development to be delivered within the Local Plan period up to 2036 if the market absorbs more housing than currently suggested by the evidence. Excluding 650 new homes that are already allocated at Rawlings Green, these delivery rates equate to 2,970 - 3,240 new homes at Future Chippenham by 2036 and are expected to generate an additional population of approximately 6,530 - 7,120 people.

The Future Chippenham Draft Concept Framework is underpinned by a series of Technical Papers, which set out the emerging evidence supporting the potential allocation of the site in the new Wiltshire Local Plan. This Paper is one of six in support of the Future Chippenham Draft Concept Framework. The papers are:

1. Housing
2. Employment
3. Infrastructure
4. Landscape
5. Sustainability
6. Viability – Deliverability

The Draft Concept Framework and supporting Technical Papers will inform detailed master planning and early, direct engagement with Chippenham Town Council, adjoining Parishes, landowners and other key stakeholders. A Framework Masterplan could be taken forward as a Supplementary Planning Document (SPD), supporting a strategic site allocation in the new Wiltshire Local Plan.

# 1. Purpose and context

## 1.1. Purpose

The purpose of this Technical Paper is to:

- Inform the options for the provision of employment land at Future Chippenham;
- Provide technical evidence and inform the Future Chippenham Draft Concept Framework (April 2020); and
- Inform plan-making and support the area's promotion as strategic allocation in the new Wiltshire Local Plan 2016- 2036.

It should be noted that the Paper does not address anticipated delivery timescales for employment development and costs, which are considered in the Viability and Deliverability Technical Paper (November 2020).

## 1.2. National context

The Government published its Industrial Strategy in 2019. The Industrial Strategy aims to boost productivity by backing businesses to create good jobs and increase people's earning power throughout the UK with investment in skills, industries, and infrastructure. It seeks to strengthen the five foundations of productivity- ideas, people, infrastructure, business environment and places - and sets 'Grand Challenges' to put the United Kingdom at the forefront of the industries of the future<sup>1</sup>, including:

- AI & Data Economy - Putting the UK at the forefront of the artificial intelligence and data revolution;
- Clean Growth - Maximising the advantages for the UK industry from the global shift to clean growth;
- Future of Mobility – Becoming a world leader in the way people, goods and services move; and
- Ageing Society - Harnessing the power of innovation to help meet the needs of an ageing society.

As part of its transition to a low carbon economy, in 2019, the UK government introduced targets that will require to bring all greenhouse gas emissions to net-zero by 2050, compared with the previous target of at least 80% reduction from 1990 levels. Whilst nationally, emissions have already reduced significantly, the economy has grown. This trend has put clean growth at the heart of the Government's Industrial Strategy. The shift to clean growth will be achieved through leading the world in the development, manufacture and use of low carbon technologies, systems and services that cost less than high carbon alternatives.

## 1.3. Regional context

At a regional level, the Swindon Wiltshire Strategic Economic Plan (SEP) 2016 builds on the work achieved to date in bringing forward key developments approved through rounds 1 and 2 of the Local Growth Deal as well as progress towards the delivery of the European Structural and Investment Fund, the Higher Futures Programme and the Swindon and Wiltshire Growth Hub. The SEP identifies Chippenham at the intersection of two Growth Zones, the Swindon-M4 Growth Zone and the A350 Growth Zone, as a pivotal location in the development of both the M4 and A350 economic corridors.

Chippenham's inclusion in the Swindon M4 Growth Zone is important as it offers the potential to extend growth into the area that has developed out of London through to Reading and Swindon, as well as the potential to draw in investment from the west out of Bristol and Bath through the development potential at Junction 17.

Chippenham also forms an important link in the A350 Growth Zone, fostering business development and creating clusters of like-minded businesses. Under strategic objective SO1, the SEP identifies the delivery of a master plan for the regeneration of Chippenham to deliver a strong economic, cultural, leisure and visitor offer as a priority action for investment.

Working with its partners, the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) sets the economic priorities for Swindon and Wiltshire and facilitates projects that help accelerate economic growth and job creation in the area. The SWLEP, in partnership with the UK Government and local businesses, is developing a Local Industrial Strategy for Swindon and Wiltshire and identify Swindon and Wiltshire are the ideal locations for New Energy Vehicle research, design and manufacturing<sup>2</sup>.

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<sup>1</sup> HM Industrial Strategy White Paper– Building a Britain fit for the Future (2019),

<sup>2</sup> Research, Design and Manufacturing of New Energy Vehicles in Swindon & Wiltshire, SWLEP, page 2

Global brand names such as BMW, Dyson, Honda UK Manufacturing, Hyundai, Johnson Matthey and Toyota attract a broad supply chain and a strong, experienced workforce. Nearby Universities and R&D institutions excel in New Energy Vehicle-related products and technology, such as the High-Value Manufacturing Catapult, National Composites Centre and the Universities of Bath, Oxford Brookes and Southampton.

Swindon and Wiltshire are committed to supporting low carbon industries. Swindon is the only metropolis outside London with 2 Hydrogen Refuelling Stations, including the UK's 1st public access station at Honda. Similarly, Wiltshire Council recently installed twin fast charging units as part of the Local Sustainable Transport Fund project. Ideally located within one hour of London Heathrow and Gatwick Airports and Bristol and Southampton Ports, Swindon and Wiltshire offer several sectors complementary to automotive for supply chain companies, including aerospace, agricultural technology, digital and rail, and are amongst the top five business locations in the country.

The SWLEP Industrial Strategy showcases several innovative businesses in or near Chippenham working across the Swindon and Wiltshire automotive supply chain, with applications relevant to New Energy Vehicles<sup>3</sup>. The transition to low-carbon transport and grasping the clean growth economic opportunity is also a key objective identified in the SWLEP Energy Strategy (2018)<sup>4</sup>.

## 1.4. Local context

### **Wiltshire Core Strategy 2015**

The Wiltshire Core Strategy (2015) designates Chippenham as a Principal Settlement, one of just three such settlements in Wiltshire. As a strategically important centre and the primary focus for growth, Chippenham is expected to continue to provide significant levels of new homes and jobs, together with supporting community facilities and infrastructure into the future.

Chippenham has excellent transport links, sits near the M4 and is located on the main Bristol to London railway route. As such, the town is an attractive location for employers, but this has also led to significant out-commuting levels, which is sought to be addressed. Chippenham benefits further from the electrification of the railway. Faster and large capacity trains are being introduced, resulting in reduced journey times, which further increases the attractiveness of Chippenham employment sites, particularly those located near the railway station, (e.g. Langley Park). This locational strength is a distinct reason for the town's important economic position and a focus for growth capitalising on Chippenham's access to the M4 corridor, London and wider markets.

The Core Strategy requires that 4,510 homes be delivered in Chippenham alongside approximately 26.5 ha of employment land by 2026. A priority for the strategy is to ensure appropriate economic development to prevent existing and prospective employers from moving elsewhere. The strategy for the Chippenham Community Area is based on delivering significant job growth, which will help improve the self-containment of the town by providing more jobs for local people. A sustainable distribution and choice of employment sites will be provided to ensure employment is accessible to the local population,

### **Wiltshire Local Plan Review 2021 draft for consultation**

In 2017, the Council started to review its Core Strategy to ensure that it can continue to make provision for new homes, jobs and infrastructure to support growth.

The Local Plan Review is re-assessing the current spatial strategy for Wiltshire. A spatial strategy distributes the scale of growth for each part of the County. It is expressed in numbers of additional homes and land for employment development over the plan period 2016-2036.

The Council is currently engaging with the community, and various stakeholders on the Wiltshire Local Plan Review 2016-2036 (WLPR) documents under Regulation 18 of the Town and Country Planning (Local Planning) Act 2012.

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<sup>3</sup> Research, Design and Manufacturing of New Energy Vehicles in Swindon & Wiltshire, SWLEP, pages 6-7

<sup>4</sup> SWLEP Local Energy Strategy (2018), Ricardo Energy and Environment, page 4

## 2. Existing and allocated employment development up to 2026

### 2.1. Background

Wiltshire Core Strategy (2015) identifies principal employment areas, which are critical to the economic role of Chippenham and Wiltshire as a whole. To maintain a reasonable balance between jobs and homes to encourage self-containment, Core Policy 35 requires that these principal employment areas be protected from alternative uses with continued use and intensification for employment purposes (use classes B1, B2 and B8) encouraged<sup>5</sup>.

Regeneration of the town centre is also a key priority addressed by Core Policy 9 Chippenham Central Area of Opportunity<sup>6</sup>. One of the key principles in developing the town centre is for it to become a vibrant business location where mixed-use proposals will be supported, particularly including office development, if this is well integrated into high-quality development schemes providing for a range of appropriate town centre uses. The Masterplan for Chippenham Central Area of Opportunity provides further detail and guidance on development. It promotes working in the town centre to support shops and services and increase its vitality and vibrancy. It also identifies the potential for approximately 12,500sqm of office and industrial development opportunities in the area and up to 2,000 additional jobs.

### 2.2. Allocated employment provision up to 2026

Allocated employment sites identified through the Wiltshire Core Strategy include the following strategic sites:

**Table 2-1 - Strategic Employment Sites**

Policy Designation	Site area	Site
Principal Employment Area (CP35)	29 ha	Bumpers Farm
Principal Employment Area (CP35)	13.2 ha	Parsonage Way
Principal Employment Area (CP35)	9.3 ha	Methuen Park
Town centre regeneration (CP9)	16 ha	Langley Park

In years 1-10 of the Core Strategy plan-period (2006 to 2016), no employment land was delivered out of the total 26.5 ha of employment land required over the plan period. Since April 2016, 5ha of employment land has been committed through consents, leaving 21.5 ha to be delivered in the remainder of the plan period up to 2026<sup>7</sup>. Commitments by 2016 included the following sites<sup>8</sup>:

- **North Chippenham** - 750 homes and 2.7 ha of employment land (12/00560/OUT)
- **Hunters Moon** - 450 homes and 2.3 ha of employment land (13/01747/FUL).

The Chippenham Site Allocations Plan acknowledges that there is strong demand for suitable land for employment growth in Chippenham, but a serious shortage of supply exists<sup>9</sup> for B2 Industrial and B1 Light Industrial uses in particular. Therefore, one of the Plan's main aims is to remedy this shortage. Accordingly, the Chippenham Site Allocation Plan allocates the residual amount of employment land to be delivered by 2026 as part of mixed-use allocations. The Chippenham Site Allocations Plan allocates the following sites to deliver the residual employment land needed by 2026.

<sup>5</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 223

<sup>6</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 98

<sup>7</sup> Chippenham Site Allocations Plan (2017), Wiltshire Council, page 26, Table 4.2

<sup>8</sup> The final land developed for employment on each of these commitments will be determined through the development of masterplans and future detailed planning applications.

<sup>9</sup> Chippenham Site Allocations Plan (2017), Wiltshire Council, page 11, para 2.2

**Table 2 -2 - Chippenham Site Allocations Plan Employment Sites**

Policy Designation	Site	Employment Site Area and Proposed Use
South-West Chippenham (CH1)	Showell Farm	18 ha - greenfield
	Rowden Park	18 ha - B1, B2, and B8
Rawlings Green (CH2)	Rawlings Green	5 ha - B1, B2, C2, D1 and D2

### 2.3. Overview of employment sites in Chippenham

The Employment Land Review 2018 (ELR) for Wiltshire sets out an assessment of the future demand for B use class employment land in the County, a review of the supply of sites, and assesses the fit between the two<sup>10</sup>. The ELR builds on the Functional Economic Market Area (FEMA) Assessment 2016. The FEMA Assessment identified three distinct FEMAs in Wiltshire, including A350 FEMA, Swindon/M4 Corridor FEMA, and A303/Salisbury/Amesbury FEMA. Chippenham is identified as part of the A350 FEMA.

The ELR provides an indicative distribution of growth within each FEMA based on alternative scenarios. The ELR then makes recommendations on practical and policy interventions needed to ensure that there is a sufficient supply of sites in Wiltshire over the period to 2036.<sup>11</sup>

In addition to the employment sites currently allocated in the Council’s adopted Local Plan and/or committed through consents, the Wiltshire Employment Land Review (2018) considers further existing employment sites over 0.5 ha in Chippenham (A350 FEMA). An overview of existing, allocated, and committed sites is set out below<sup>12</sup>.

**Table 2-3 - Existing, allocated, and committed employment sites**

Site	Site size (ha)	FEMA	Community Area	Allocated/ existing site	Key issues
Bath Road Industrial Estate	3.6	A350	Chippenham	Existing site	Industrial estate located in central Chippenham, next to the A4. Main occupiers include Wiltshire Council, Chiesi, Fascia Graphics, Jewson, Bathwick Tyres. Mix of B and A uses with retail units at the front of the site (kitchen and tile showroom).
Hullavington <sup>13</sup>	200	A350	Chippenham	Existing site	Very large site located next to the M4. Hullavington airfield has been purchased by Dyson in 2017, with plans to turn it into a technology campus. Part of site is currently still used by the MOD (Buckley Barracks). B use - Research and Development.
Bumpers Farm Industrial Estate	28	A350	Chippenham	Existing site	Large industrial estate including mix of uses, predominately B1, B2, B8, however also includes Sui Generis and A uses. Some building stock on site in need of modernisation. Includes modern office developments. Key occupiers include Woods Group, Vecturer, Crane Merchandising, Dymag, Image Factory, CPI, Capita, Rota Val.
Greenways Business Park	3.5	A350	Chippenham	Existing site	A purpose-built office park on the northern edge of Chippenham. Main occupier is Expolink. B1a use. Potential expansion space near the entrance, currently used as a temporary car park.
Hunters Moon	2.3	A350	Chippenham	Allocated	Greenfield site proposed for a residential led mixed-use scheme, which includes a proposed 2.3ha of employment land, close to Methuen Business Park. Access and some topographical constraints. Outline permission in place.
Hill Corner (North Chippenham)	2.5	A350	Chippenham	Allocated	Employment allocation included as part of the residential led north Chippenham development. Site is greenfield, but consented in outline for 12,710 sq. m B1,B2,B8 uses. Situated next to residential areas (west and south), close to existing Greenways Business Park and Morrisons Supermarket.
Kington Park	0.9	A350	Chippenham	Existing site	Small light industrial park located to the north of Chippenham. Good links to the A350 and M4. Main occupiers include AMAC

<sup>10</sup> Local Plan Review: Chippenham HMA Alternative Development Strategies, January 2021, Page 9

<sup>11</sup> Local Plan Review: Chippenham HMA Alternative Development Strategies, January 2021, Page 9

<sup>12</sup> Employment Land Review (2018),Hardisty Jones Associates, Appendix 7

<sup>13</sup> The majority of site is currently not in employment use as it is an ex MOD airfield. Dyson have recently acquired the site to deliver a specialist technology campus, of which the first phase is underway

Site	Site size (ha)	FEMA	Community Area	Allocated/ existing site	Key issues
					window cleaning, Can Do Contracts, Practical Car and Van Hire. Mix of B uses.
Rawlings Green	4.5	A350	Chippenham	Allocated	Greenfield site allocated and consented in outline for a residential led mixed-use scheme which includes 650 new homes and 5ha of employment land. Site will require a new vehicular link over the railway line to facilitate access.
Langley Park	16	A350	Chippenham	Existing site	Industrial site in the centre of Chippenham next to the railway station. Large areas derelict which will be redeveloped as part of a residential led mixed-use scheme. Main occupiers include Siemens Rail Automation, NHS, and IXYS. Outline permission for B1, B2 & B8 floorspace (up to 13,656 sqm) as part of mixed-use development.
Methuen Park	9	A350	Chippenham	Existing site	High quality modern business park and well-established site with good occupancy and access to the A350 and the M4. Home to the HQ's of numerous large businesses (Herman Miller, Wincanton, SciSys, Green Square Group). predominantly made up of office uses (B1a), however uses nearby also include A uses and Sui Generis.
Parsonage Way Industrial Estate	13.2	A350	Chippenham	Existing site	Industrial site on the edge of Chippenham with good road links to the M4 via the B4069/B4122. Main occupier is Wavin, who have recently expanded. Other occupiers include Wiltshire Council and Bulk Hardware. B-uses.
Showell Farm	18	A350	Chippenham	Allocated	Large employment allocation located to the south of Chippenham and next to the A350. Site will provide serviced land for different B uses, supporting the expansion of existing businesses and inward investors. Outline planning permission for 50,000sqm B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) Uses in place.
Avon Reach Business Park	0.4	A350	Chippenham	Existing site	Small business park located in central Chippenham close to Council offices and the railway station Majority of users are B1a; main occupier is Good Energy.
Cricketts Lane Industrial Estate	0.6	A350	Chippenham	Existing site	Small industrial estate located in central Chippenham next to residential areas Main occupiers include Prestige Bodyworks, Spartans Gym, Fitzgraham Academy of Dance, Hughes Bros. Mix of A, B and D uses.
Forest Gate	0.9	A350	Chippenham	Existing site	A small business park located south east of Chippenham on the A4. Site is owned by Bowood Estate. Main occupiers include Fitzgraham Academy of Dance, DMI Finance, Body Revolution, Monahans, Alzheimer's Society. Mix of B and D uses.
Fowlswick Business Centre	2	A350	Chippenham	Existing site	A small business park on the outskirts of Chippenham with units ranging in size from approximately 600 sq. ft. (55sqm) up to 5,000 sq. ft (464sqm). Main occupiers include Salt Man, Casino to Go, JPS, and Lily's Barn Dog Grooming. Parts of the estate are also used for storage. Mix of B and A uses.
Ivy Lane Industrial Estate	0.4	A350	Chippenham	Existing site	Small industrial estate located in central Chippenham, with access off the Bridge Centre roundabout. Main occupiers include Chippenham Auction Rooms, Abbey Glass and Windows, Smith Office Supplies, Royal Sports Bar. Mix of A, B and D uses
Sheldon Business Park	0.87	A350	Chippenham	Existing site	Business park on the outskirts of Chippenham. Units range in size from approximately 600 square (55sqm) feet up to 5,000 square feet (464sqm). Main occupiers include Polydeck Group, Metrotile and Woods Business Services. Mix of B uses. Potential expansion space located to the south of the site but has been refused planning permission previously.

## 3. Employment land demand and supply 2016-2036

### 3.1. Employment land demand and supply across Wiltshire

Overall, the ELR identifies demand for 157-182 ha of employment land for 2016-2036<sup>14</sup>, including land for offices and industrial use. Against this anticipated demand, including allocated sites and those at low and medium risk of delivery, a total supply of 166 ha employment land is identified across Wiltshire, just below the top of the demand range<sup>15</sup>.

### 3.2. Employment land demand in the A350 FEMA and Chippenham Built-up Area (BUA)

#### 3.2.1 Indicative growth scenarios

The ELR considers employment land demand both at the Functional Economic Market Area (FEMA) level and Built-up Area level, using different indicative demand scenarios that are based on a range of assumptions.

The baseline scenario (**scenario 1**) allocates future demand across each of the Built-up Areas (BUA) and rural areas according to the distribution of current employment levels, reflecting the current distribution of employment and economic activity within each FEMA.

The baseline plus stock scenario (**scenario 2**) is similar to scenario 1 but assumes in addition that the portion of future demand determined by change or growth in employment is allocated across the BUAs and rural areas according to recent employment change in each BUA and rural area, over the period from 2010 to 2015, thereby taking account of changes in the drivers of demand.

The market-driven scenario (**scenario 3**) considers any market-led factors affecting the internal distribution of future demand within Wiltshire, including the market desire to see more development in Chippenham. Under this scenario, 50% of the demand driven by future growth in the A350 FEMA has been allocated to Chippenham.

Taking account of public policy drivers of the distribution of employment i.e. the settlement hierarchy agreed for the Wiltshire Local Plan and the Strategic Economic Plan for Swindon and Wiltshire, the public policy scenario (**scenario 4**) allocates 1/3 of the demand driven growth to Chippenham.

The Housing-led scenario 1 (**scenario 5**) assumes that some future demand is distributed within each FEMA on the same percentage distribution as the distribution of projected future housing growth based on the Council's current strategy.

The Housing-led scenario 2 (**scenario 6**) assumes that all future demand is distributed within each FEMA on the same percentage distribution as the distribution of planned future housing growth.

The different scenarios have a significant variation of assumed demand in Chippenham. In particular, Scenario 3 (Market-Driven) and Scenario 4 (Public Policy) focus more growth to Chippenham (and commensurately less growth into other BUAs and the rural part of the A350 FEMA).

The constrained availability of sites and premises in Chippenham in the past have limited historic employment growth here, which affects those scenarios which rely on historic employment growth, most notably Scenario 2. Overall, the indicative demand scenarios suggesting potential distributions across the BUAs and FEMAS show that the greatest level of demand is likely to be in Chippenham, Trowbridge and the rural part of the FEMA.

#### 3.2.2 Employment land demand in the A350 FEMA and Chippenham BUA

Total demand for employment land between 2016 -2036 across the A350 FEMA is anticipated to be between 91 and 104 ha<sup>16</sup>. Of the total demand, the majority relates to industrial uses (83 ha), with demand for offices estimated at a range between 8 and 21 ha up to 2036<sup>17</sup>.

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<sup>14</sup> Employment Land Review (2018),Hardisty Jones Associates, page 9, Figure 0.5

<sup>15</sup> Employment Land Review (2018),Hardisty Jones Associates, page 9, Figure 0.5

<sup>16</sup> Employment Land Review (2018),Hardisty Jones Associates, page 70, paragraph 6.3.1

<sup>17</sup> Employment Land Review (2018),Hardisty Jones Associates, page 36, Figure 3.1

Depending on the growth scenario applied, demand in the Chippenham BUA may range between 12 and 24 ha by 2036. The most significant demand is anticipated in both the market-driven scenario (24 ha) and the public policy-driven scenario (20 ha)<sup>18</sup>.

### 3.3. Employment land supply in A350 FEMA and Chippenham BUA

Out of 3.6 million sq. m. of existing employment floorspace across Wiltshire, the A350 FEMA has the largest amount of industrial space (67% of the Wiltshire total), warehousing/logistics space (61%), and office space (62%)<sup>19</sup>. Correspondingly, the A350 FEMA also provides the largest amount of total jobs in Wiltshire (112,000 jobs)<sup>20</sup>. Manufacturing, Public Administration and Defence and Financial and Insurance Services are the strongest sectors in the A350 FEMA, with Manufacturing providing the second-highest number of jobs.

Across the A350 FEMA, there is just over one million sq. m. of B1c and B2 floorspace. Out of the total floorspace, Chippenham currently accommodates 7% or 106,000 sq. m. of industrial floorspace. This breaks down into 94,000 sqm (or 6.1% of total stock) for logistics and warehousing<sup>21</sup> and 55,000 sqm (or 11.2% of total stock) for offices<sup>22</sup>.

When only existing and allocated sites are considered, the potential supply across the A350 FEMA is 109 ha. However, when sites with a high risk of non-delivery are excluded (2 ha), the potential supply comes down to 107 ha. This breaks down into 45 ha of employment land supply at low delivery risk and 62 ha at medium delivery risk<sup>23</sup>.

At BUA level, over the Local Plan period, there is a current potential supply of 29 ha in Chippenham.

### 3.4. Fit of total supply and demand 2016-2036

In the A350 FEMA, there is a potential match of site supply and forecast demand over the plan period. At 107 ha, potential supply across the A350 FEMA is just above the top of the demand range, from 91 ha to 104 ha.

There is a current potential supply of 29 ha in Chippenham at BUA level, which is just above the top of the demand range, from 12 ha to 25 ha of employment land over the Local Plan period.

Accordingly, there is a potential match of site supply and forecast demand over the plan period both at BUA and A350 FEMA level.

**Table 3-1 - Fit of total Supply and Demand in A350 FEMA 2016-2036**

Total demand (office and industrial)	91 ha -104 ha
Total existing sites and allocated supply	109 ha
Total existing sites and allocated supply at medium and low risk of delivery	107 ha

### 3.5. Five-year employment land supply

Over 60% of the existing and allocated employment land supply is available in the next five years across the whole of Wiltshire. Accordingly, there is an excess of supply over demand, irrespective of risk to delivery, during the first five years of the local plan period.

Across the A350 FEMA, the ELR identifies demand for 32 to 36 ha of employment land in total in the first 5 years of the plan period (2016-2021), including demand for 2-6 ha of land for offices and demand for 30 ha of land for industry<sup>24</sup>. However, total availability on existing sites and allocations is 69 ha, falling to 68 ha when sites at high risk of non-delivery are excluded, but still well beyond the level of demand. Accordingly, total potential supply of employment land across the FEMA is also significantly in excess of the first five-year demand.

<sup>18</sup> Employment Land Review (2018),Hardisty Jones Associates, page 39, Figure 3.4

<sup>19</sup> Employment Land Review (2018),Hardisty Jones Associates, page 5, section 3

<sup>20</sup> Employment Land Review (2018),Hardisty Jones Associates, page 5, paragraph 2.3.2

<sup>21</sup> Employment Land Review (2018),Hardisty Jones Associates, page 45, paragraph 4.2.2

<sup>22</sup> Employment Land Review (2018),Hardisty Jones Associates, page 46, paragraph 4.2.3

<sup>23</sup> Employment Land Review (2018),Hardisty Jones Associates, page 58, Figure 5.9

<sup>24</sup> Employment Land Review (2018),Hardisty Jones Associates, page 37, Figure 3.3

### 3.6. Allocated employment sites at risk of non-delivery

The ELR considers sites against a range of indicators of risk of non-delivery, including legal or ownership problems, a history of unimplemented planning consents, and infrastructure constraints, both on and off the sites, and combines these into a single score for low, medium or high delivery risk.

Whilst there is an excess of supply over demand across Wiltshire during the first five years of the local plan period (2016 to 2036), a significant amount of the current supply across the A350 FEMA has been assessed as 'medium' risk of non-delivery. Where sites cannot be viably developed during the Local Plan period, these may distort the view of the supply of employment sites.

**Table 3-2 - Delivery risk on allocated employment sites**

	<b>Total potential supply that is existing or allocated (Ha)</b>	<b>Existing, allocated and low delivery risk (Ha)</b>	<b>Existing, allocated and medium delivery risk (Ha)</b>
<b>Wiltshire</b>	172	80	86
<b>A350 FEMA</b>	109	45	62

The availability or deliverability of suitable sites and premises, particularly workspace that meets local needs, has been identified as a potential concern by strategically important businesses looking to move, including a lack of choice in local markets, little available allocated land sites with extant planning permission. Businesses have given a variety of reasons for the identified risk of non-delivery in Chippenham. These include:

- Developers being cautious about promoting employment activities on mixed-use allocations, preferring to concentrate on residential development.
- Insufficient financial incentive to promote employment development/planning controls.
- Despite evidence of occupier demand, market failure deters new employment development.
- Gap funding requirements and development finance being difficult to obtain.
- Landowner aspiration to promote residential, rather than employment.

When the risk of non-delivery is taken into account, there is a need to allocate additional allocations across the A350 FEMA to:

- Support the delivery of a portfolio of sites;
- Meet forecast demand, and allow for flexibility and choice; and

Ensure a range of site types and sizes are available throughout the plan period to meet a variety of demand.

## 4. Potential employment site allocations for the new Local Plan 2036

There are strong growth drivers within the A350 FEMA and in Chippenham (a principal town in Wiltshire) that are attractive to the market. It is therefore essential to protect key existing employment sites and also allocate new sites for employment development<sup>25</sup>.

### 4.1. Recommendations for existing and allocated employment sites up to 2036

The Council's ELR makes recommendations for the new Local Plan period up to 2036 on existing employment sites and sites allocated in the adopted Local Plan. These seek, overall, to retain employment sites in their current employment use without significant change. Table 5.1 below summarises these sites<sup>26</sup>:

**Table 4 -1 - Rolling forward of employment sites in the Local Plan**

Site	Site Area (ha)	FEMA	Community Area	Allocated/ non-allocated	Remain in current employment use without significant change?	Remain employment use with significant change, including redevelopment and/or change of use?	Should the site be developed for non-employment use(s)?
Bath Road Industrial Estate	3.6	A350	Chippenham	Existing site	Yes	No	No
<b>Hullavington</b>	200	<b>A350</b>	<b>Chippenham</b>	<b>Existing site</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
Bumpers Farm Industrial Estate	28	A350	Chippenham	Existing site	Yes	No	No
Greenways Business Park	3.5	A350	Chippenham	Existing site	Yes	No	No
Hunters Moon	2.3	A350	Chippenham	Allocated	Yes	No	No
Hill Corner (North Chippenham)	2.5	A350	Chippenham	Allocated	Yes	No	No
Kington Park	0.9	A350	Chippenham	Existing site	Yes	No	No
Rawlings Green	4.5	A350	Chippenham	Allocated	Yes	No	No
Langley Park	16	A350	Chippenham	Existing site	Yes	No	No
Methuen Park	9	A350	Chippenham	Existing site	Yes	No	No
Parsonage Way Industrial Estate	13.2	A350	Chippenham	Existing site	Yes	No	No
Showell Farm	18	A350	Chippenham	Allocated	Yes	No	No
Avon Reach Business Park	0.4	A350	Chippenham	Existing site	Yes	No	No
Cricketts Lane Industrial Estate	0.6	A350	Chippenham	Existing site	Yes	No	No
Forest Gate	0.9	A350	Chippenham	Existing site	Yes	No	No
Fowlswick Business Centre	2	A350	Chippenham	Existing site	Yes	No	No

<sup>25</sup> Employment Land Review (2018), Hardisty Jones Associates, page 74, paragraph 7.2.1

<sup>26</sup> Correct as April 2020

Site	Site Area (ha)	FEMA	Community Area	Allocated/non-allocated	Remain in current employment use without significant change?	Remain employment use with significant change, including redevelopment and/or change of use?	Should the site be developed for non-employment use(s)?
Ivy Lane Industrial Estate	0.4	A350	Chippenham	Existing site	Yes	No	No
Sheldon Business Park	0.87	A350	Chippenham	Existing site	Yes	No	No

## 4.2. Recommendations for new employment allocations up to 2036

A number of the existing employment sites in and around Chippenham, currently not allocated, are recommended in the ELR for consideration as strategic employment allocations in the new Local Plan 2036. These are set out below<sup>27</sup>:

- **Hullavington:** this is recommended for retention in employment use, but incorporating education uses with employment. Consideration should be given to allocating this site as employment land to reflect the site's emerging change of use proposals.
- **Greenways Business Park:** due to the site's location, age of units and longevity of business occupiers, the site should be identified as a principal employment area in the new Local Plan 2036.
- **Langley Park:** due to the site's location, age of units and longevity of the business, the site should be identified as a principal employment area in the new Local Plan 2036.

In addition, two greenfield sites are recommended to be considered for allocation as strategic employment sites in the new Local Plan.

- **Chippenham Gateway:** A 30 ha greenfield site located immediately south-east of Junction 17 of the M4 Motorway, next to the B4122. The site is very well positioned to access the M4 and A350 but not close to local amenities and public transport connections. Neighbouring uses include a Truckstop and recycling centre, which site to the northeast of the site, and farmland borders the site's southern and eastern edge. To the south are agricultural buildings and residential uses. The site is outside the A350 FEMA and included in M4 Corridor FEMA.

The ELR identifies the Chippenham Gateway site at Junction 17 of the M4 as potentially being able to meet strategic regional requirements for sites, rather than purely meeting locally derived demand. Planning permission (17/03417/OUT) was granted in August 2018 for up to 1,000,000 sq. ft (9.3ha) of B8 use (distribution and logistics park). Construction works (relating to the drainage system) started on the site in 2020.

- **Stanton Park:** close to the Chippenham Gateway site, this 50-ha greenfield site lies immediately to the north-east of J17 of the M4. It has no planning status and is not currently being advertised for development. The site has very good access to the M4 and A350, but is not close to local amenities or public transport connections. Neighbouring uses include agricultural, small scale commercial uses, and open countryside.

The developer believes that the site is commercially viable and the ELR recommends that Wiltshire Council should consider whether all or part of this site should be allocated in the review of the Local Plan.

- **South of Pewsham Way:** is located within the southern section of Future Chippenham. It is an undeveloped farm of around 100 ha, with just over 10 ha of potential employment land. The site has no planning status, and no recent planning applications. The ELR considers it could accommodate a mix of B1c and B1a uses, subject to further work to consider the access and site preparation work required, the likely costs thereof and the overall financial viability.

The ELR states that the land south of Pewsham Way should not be allocated at this stage because the current supply of employment land in the A350 FEMA can accommodate forecast demand over the plan period. However, it recommends that given the growth prospects at Chippenham, there may be a requirement to allocate additional employment land in this BUA. The Council should appraise this site,

<sup>27</sup> Employment Land Review (2018), Hardisty Jones Associates, Appendix 9

using the guidance in the ELR, to consider potential additional allocations after completion of this exercise<sup>28</sup>.

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<sup>28</sup> Employment Land Review (2018), Hardisty Jones Associates, Appendix 9, page 310

## 5. Local Plan Review: emerging spatial strategy (2021 draft for consultation)

In February 2019, the Council resolved to acknowledge a climate emergency and make the county carbon neutral by 2030. The WLPR will play a key role in delivering the council's carbon reduction aspirations and achieving compliance with legislation and national planning policy expectations. The draft Spatial Strategy focuses on new development within the county's main settlements to reduce carbon emissions in different ways, including providing opportunities to design new neighbourhoods for renewable energy supply. The review does not change the status of Chippenham as a Principal Settlement which will be the primary focus for development and will provide significant levels of jobs and homes.

### 5.1. Assessment of potential scales of growth

Past development trends in A350 HMA show that Chippenham is underperforming in terms of the employment development that was envisaged. The same applies to the market towns of Calne and Devizes. However, the rest of the HMA and Melksham have experienced higher employment development rates than envisaged in the current strategy. This might suggest that they should plan for over and above the level of growth in the current strategy.<sup>29</sup>

Further evidence that complements these findings can be drawn from deliverable supply, (i.e. unimplemented planning permissions and plan allocations for employment development considered capable of delivery within five years), which may point to investments in the pipeline that might also suggest a change in a local economy and market preferences. If a high proportion of land needed to roll forward the current strategy, it indicates need for higher amounts of employment land. Where the opposite occurs, this might indicate alternatives for less growth.<sup>30</sup>

Based on the evidence, the review suggests that Corsham, Calne, and Melksham would be the only settlements requiring additional employment land to be identified to carry forward the current strategy. With the remainder of the HMA (including Chippenham) having sufficient supply to meet current strategy requirements. The analysis of the deliverable supply also shows that despite the historic trend, the strategy remains deliverable for Chippenham. This is due to granting permission for most employment site allocations in the adopted Chippenham Site Allocations Plan.<sup>31</sup>

The Scenarios produced by the ELR (see section 3.2.1 of this Paper) are based on the current distribution of employment, past job growth and market signals. For Chippenham, the ELR scenarios confirm there will be lower employment land growth than rolling forward the current strategy, but higher than following past trends. Overall, the assessment indicates some scope to consider higher rates of growth in Chippenham, on the basis that business and job growth has been suppressed because of a lack of land available for development.<sup>32</sup>

### 5.2. Local Plan Review Forecasts for Chippenham HMA 2016-2036

The ELR data has informed the WLPR baseline analysis and strategy development for Chippenham and the FEMA data therein has been used to derive HMA based employment data for the area.<sup>33</sup>

The Council has tested different distributions of growth, and in doing so, it has subdivided the county into four different Housing Market Areas (HMAs). These include Chippenham, Salisbury, Swindon (the Wiltshire Part), and Trowbridge. In total, the WLPR forecasts 40,840 to 45,630 new homes for Wiltshire HMAs over the plan period (2016 to 2036), acknowledging that the outcome of the Government reviewing the housing needs assessment methodology may change this forecast.

Based on the same HMAs, the WLPR also forecasts a total of 26 ha of employment land. The review suggests that the Core Strategy identified and allocated a significant supply of land for employment needs. The scale of

<sup>29</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 29

<sup>30</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 29-31

<sup>31</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 29-31

<sup>32</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 31. For Melksham, Corsham and the rest of the HMA suggesting a need higher than under the current strategy. They also confirm that Calne and Malmesbury which are forecast to see lower growth than under the current strategy.

<sup>33</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 9

supply far exceeded forecast need to provide a good choice of sites and flexibility. The Council has reviewed existing employment land supply alongside the forecasts it has received. Taking account of forecast rates of take-up and demand, WLPR suggest that the current pool of land for industry and office uses will continue to meet anticipated needs. The WLPR, therefore, identifies no requirements for most Settlements. Instead, work has identified where there may be particular needs or where it would complement planned growth, focusing on supporting economic recovery from the impacts of the COVID-19 Pandemic.<sup>34</sup>

For Chippenham HMA (including Chippenham, Calne, Corsham, Devizes, Malmesbury and Melksham), the WLPR forecasts 17,410-20,400 additional homes and 9ha of employment land. Through this forecast, 5ha of employment land requirement is identified for Chippenham. Table 4.1 below summarises the WLPR forecast for Chippenham HMA.

**Table 5-1 - Forecast housing and employment land in Chippenham HMA settlements<sup>35</sup>**

			Overall Housing Requirement (Dwellings)		Overall Employment Requirement (ha)
	Wiltshire Core Strategy 2006-2026	Brownfield target 2021-2031	Emerging Strategy 2016-2036	Residual at 1st April 2019	
Calne	1440	60	1610	360	4
Chippenham	4510	240	9225	5100	5
Corsham	1220	160	815	120	0
Devizes	2010	150	1330	330	0
Malmesbury	885	70	665	95	0
Melksham	2240	130	3950	2585	0
Rest of HMA	1992		2805	1270	0
<b>Total</b>	14297		20400	9860	9

At face value, assessments of need indicate a strategy that would result in planning for more homes but less employment development. However, the Wiltshire Core Strategy deliberately allocated a large amount of land for employment land more than assessed need. It allows businesses greater choice and flexibility and provides much greater encouragement to local economic growth. There are several assumptions at this stage<sup>36</sup>:

- Alternative development strategies should accommodate the scale of housing and employment needs identified;
- It is not proposed to review the current plan allocations. In general, these are necessary to support a developable supply of land for housing development; and
- It is assumed there that there is no strategic need for a review of green belt designation boundaries.<sup>37</sup>

### 5.3. Potential Development Sites in Chippenham

The land around much of Chippenham is being promoted for development by landowners or prospective developers. From this larger amount of land, the council focussed its assessment on a smaller pool of potential development sites and has selected preferred ones. The WLPR seeks to ensure that the amount of land to be allocated will be able to accommodate the proposed scale of growth. In doing so, the review takes account of development that is already certain and in the pipeline, including as many brownfield sites as can be relied on, such as those with planning permission. It also supports re-use of previously developed land within the existing urban area. Given the need for a substantial scale of growth for Chippenham, the WLPR considers broad development areas to the east and south of Chippenham as preferred options for future growth of Chippenham. The size of these areas is likely to see construction continuing beyond the end of the plan period (2036). In employment terms, the proposals for each allocation is as follows:

<sup>34</sup> Wiltshire Council Local Plan Review: Emerging Spatial Strategy (January 2021), page 11

<sup>35</sup> Wiltshire Council Local Plan Review: Emerging Spatial Strategy (January 2021), page 14

<sup>36</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 10-11

<sup>37</sup> Wiltshire Council Local Plan Review: Chippenham HMA Alternative Development Strategies (January 2021), Page 11

- **Site1: East Chippenham** – approx. 3ha employment land and other employment generating uses such as district centre and local centre, community use, two 2FE Primary Schools, four 100 space nurseries, and land for renewable energy site. The employment land is proposed to the south of the existing North Wiltshire Rivers Route, which is a national cycle route NCR403.
- **Site 2: South Chippenham and Site 3: East of Showell Farm** – approx. 5ha employment land, and other employment generating uses such as district centre and local centre, community use, one 10FE Secondary Schools, three 2FE Primary Schools, two 100 space nurseries, and one 80 space nursery, as well as land for renewable energy site. The local plan employment land provision (2 sites) is proposed south of London Road.<sup>38</sup>

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<sup>38</sup> Wiltshire Council Local Plan Review: Principal Settlement Planning for Chippenham (January 2021), pages 9-10

## 6. Engagement

Further engagement is planned with key stakeholders including South West LEP, landowners within Future Chippenham, the Council's Economic Development Team and key property market agents to inform the next stage of development of the Future Chippenham Draft Concept Framework and detailed masterplan. The aim will be to identify the amount, type and location of employment land needed within Future Chippenham and elsewhere within Chippenham and the wider FEMA to meet the needs of Future Chippenham and achieve the desired sustainability objectives. This will be achieved through considering the employment land needs of Future Chippenham against the current identified oversupply of employment land within Chippenham during the majority of the Local Plan period.

As part of this work we will consider the changing nature of work, in part catalysed by the COVID -19 lockdowns, as well as the potential impact of recent changes to planning guidance and regulations. In particular this will focus on the Planning Use Classes Order and the introduction in September 2020 of the new Use Class E, the effect of which allows change of use between shops; financial and professional services; restaurants and cafes; and business (former class B1a light industrial use without the need for planning permission. This regulatory change is expected to result in significant changes to the function of town centres such as Chippenham and to existing employment locations, in particular light industrial / business and employment estates and premises.

The change to "traditional" employment locations will be more pronounced if the government introduces changes to Permitted Development Rights allowing to change from Class E to residential use without the need for planning permission, a possible regulatory change on which the Government consulted on late in 2020. The potential use of planning powers, such as Article 4 Directions, to give future protection to key employment area in Future Chippenham and those serving local needs elsewhere within the Chippenham area will be a key part of these discussions.



CHIPP342c

## Future Chippenham Masterplanning

WC\_FCM-ATK-GEN-PL\_XX-RP-AX-000003

## Technical Paper: Housing

02/03/21

A1



# Notice

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This document has 28 pages including the cover.

## Document history

Revision	Suitability	Purpose description	Originated	Checked	Reviewed	Authorised	Date
C05	A1	Draft – Updated for Reg 18 Local Plan Repls	SN	AJ	HD	RB	02/03/21

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# Introduction

Wiltshire Council (the Council) has identified Chippenham as a strategic location to meet current and future housing needs and improve infrastructure, transport, utilities, schools, recreation, and services. With the climate change emergency formally declared by the Council in 2019, there is a strong aspiration for the growth of Chippenham to be sustainable via low or zero-carbon development.

The Council established the Future Chippenham Project with an overall aim to deliver 7,500 homes, with 1,000,000 sq. ft (circa 9.3ha) of employment space. A new road linking the north, east and south of Chippenham will unlock the scheme. The new road will link the expanded and existing communities and improve connectivity around and through the town.

The Government has awarded £75 million of Housing Infrastructure Fund (HIF) grant to the Council to deliver the new road by 2026, subject to a range of terms and conditions being met.

In 2017, the Council started to review its current Core Strategy to ensure that it can continue to make provision for new homes, jobs, and infrastructure to support growth. The Council is currently engaging with the community, and various stakeholders on the Wiltshire Local Plan Review 2016-2036 (WLPR) documents under Regulation 18 of the Town and Country Planning (Local Planning) Act 2012.

The Future Chippenham Project is also developing a Future Chippenham Draft Concept Framework to support the promotion of the Council's land (and adjoining land) to the south and east of Chippenham. These areas are identified as the preferred location for growth in WLPR.

An initial Strategic Draft Concept Framework was prepared in 2018 for the Council to support its bid for a HIF grant for the new road. Subsequently, a more detailed Future Chippenham Concept Framework was provided as a working document to Council Officers in April 2020. The Draft Concept Framework provides the vision and early stages of masterplan development for 2,970 to 3,240 new homes, employment and supporting infrastructure that can be delivered within the new Local Plan period up to 2036.

The anticipated range of homes to be delivered at Future Chippenham is based on a likely delivery rate of 270 - 290 dwelling per annum (dpa). The lower end of this range is evidence-based through supporting deliverability work, whilst the upper end of the range is aspirational and provides scope for a greater proportion of development to be delivered within the Local Plan period up to 2036 if the market absorbs more housing than currently suggested by the evidence. Excluding 650 new homes that are already allocated at Rawlings Green, these delivery rates equate to 2,970 - 3,240 new homes at Future Chippenham by 2036 and are expected to generate an additional population of approximately 6,530 - 7,120 people.

The Future Chippenham Draft Concept Framework is underpinned by a series of Technical Papers, which set out the emerging evidence supporting the potential allocation of the site in the new Wiltshire Local Plan. This Paper is one of six in support of the Future Chippenham Draft Concept Framework. The papers are:

1. **Housing**
2. Employment
3. Infrastructure
4. Landscape
5. Sustainability
6. Viability – Deliverability

The Draft Concept Framework and supporting Technical Papers will inform detailed master planning and early, direct engagement with Chippenham Town Council, adjoining Parishes, landowners and other key stakeholders. A Framework Masterplan could be taken forward as a Supplementary Planning Document (SPD), supporting a strategic site allocation in the new Wiltshire Local Plan.

# 1. Purpose and Context

This Technical Paper has been prepared as part of the evidence gathering process to support development at Future Chippenham and its promotion as a strategic site allocation in the emerging Wiltshire Local Plan Review 2016-2036 (WLPR) up to 2036.

## 1.1. Purpose of the Technical Paper

This Technical Paper provides an overview of the housing policy and early evidence/background to support and inform development of the Draft Concept Framework / master plans and viability / deliverability work of the Future Chippenham Project Team to:

- demonstrate that the amount and type of housing proposed accords with the WLPR Emerging Spatial Strategy;
- consider opportunities to use housing provision to support the delivery of new sustainable mixed communities within Future Chippenham;
- inform the appropriate mix of housing types to meet a wide range of community needs: and
- facilitate intergenerational living through the master planning process,

Going forward this Technical Paper will be updated to incorporate detail on how these housing issues have been addressed through the planning and master planning work. It will be aligned with the Draft Concept Framework and the Viability / Feasibility Technical Paper and, when revised and amended, it is intended that it will be submitted as part of Local Plan representations to the WLPR Emerging Spatial Strategy on Future Chippenham and inform preparation of the Housing Delivery and Viability Papers.

## 1.2. Context

### 1.2.1. National planning context

The National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG) set out the Government's overarching housing policy. The NPPF seeks to deliver a wide choice of high-quality homes and to boost significantly the supply of housing, requiring local planning authorities meet the full, objectively assessed need for market and affordable housing in their housing market area.

The NPPF (2019) places a stronger emphasis on the potential for the supply of a significant number of new homes through new settlements and urban extensions, recognising that the timeframe to implement large scale urban extensions may extend beyond individual plans periods.

The PPG provides guidance to local planning authorities on assessing housing land supply and housing need, including guidance on build to rent, self-build and custom housebuilding, starter homes and brownfield land registers.

The Government's National Design Guidance January 2021 illustrates how well-designed places that are beautiful enduring and successful can be achieved in practice in line with the renewed emphasis on design in the NPPF (2019).

The Project Team is using the key principles for the sustainable housing growth at Chippenham that accord with the NPPF and the National Design Guidance. The emerging Draft Concept Framework also is being designed to meet other key national agendas – such as Climate Change Emergency and Net Zero Carbon development – as set out in the Sustainability Technical Paper.

### 1.2.2. Regional planning context

The Swindon and Wiltshire Strategic Housing Market Assessment (SHMA) 2017 covers the Housing Market Areas (HMA) for both Wiltshire and Swindon Borough Councils and identifies the Objectively Assessed Need (OAN) for housing between 2016-2036. There is substantial scope for new homes at Future Chippenham to meet a substantial proportion of the OAN in the North & West Wiltshire HMA within which Chippenham is located.

### 1.3. Local Policy Context (Adopted)

The Wiltshire Core Strategy (WCS) (adopted 2015) guides planning decisions in Wiltshire up to 2026<sup>1</sup>. The 2026 Vision for Chippenham seeks to support stronger, more resilient communities based on a sustainable pattern of development. The WCS establishes the policy aspiration for significant levels of housing and job growth to be directed to Chippenham and identifies Chippenham as a “Principal Settlement”.

Core Policy 10 requires approximately 5,090 new homes, specifying that at least 4,510 new homes are to be delivered at Chippenham<sup>2</sup>. The policy indicates that, taking account of delivered and committed sites and other delivery routes, at least 2,625 of these new homes should be identified in the Chippenham Site Allocations Plan (CSAP).

Subsequently, the CSAP was prepared to identify specific sites for mixed-use development to accommodate planned growth set out in the WCS. It sets out the long-term pattern and direction of growth for Chippenham Town’s expansion. The CSAP has set a requirement for 26.5 hectares of new employment land and at least 2,625 new homes to be provided at strategic site allocations in the town by 2026. Land within the Future Chippenham Project area was identified for housing development in the draft plan but not included in the CSAP when adopted due, primarily, to road infrastructure capacity constraints.

The Wiltshire Housing Site Allocations Plan (WHSAP) was adopted in February 2020. The Plan corresponds with the adopted Core Strategy which covers Wiltshire. The plan excludes the area of the Chippenham Site Allocations Plan (CSAP) 2017. The land within the Future Chippenham area is excluded from this WHSAP.

### 1.4. Local policy context (emerging)

The WLPR will roll forward the current plan period up to 2036 and seeks to drive forward the sustainable growth and development of Wiltshire over the next 20 years. Early consultation on the WLPR: Consultation Paper (November 2017) and Swindon and Wiltshire Joint Spatial Framework: Issues Paper (November 2017) sought to understand the issues for the Local Plan review. The Wiltshire Local Plan Review: Consultation Paper sets out the proposed scope of the Wiltshire Local Plan Review<sup>3</sup>. The Swindon and Wiltshire Joint Spatial Framework: Issues Paper considers the four housing market areas and provides profiles and information on each of the main settlements in Swindon and Wiltshire.

A ‘Call for Sites’ exercise undertaken by Wiltshire Council, in 2018 invited developers and landowners to submit development sites, to help identify available land supply to accommodate growth over the plan period. Representations were submitted by Wiltshire Council Property Team for land within their ownership in the Project area.

Subsequently, the Council consulted on the WLPR Update: Strategy Development (April 2019). This considers alternative development strategies for each housing market area and identifies different growth options, ranging from 40,840 to 45,600 homes for the period 2016 to 2036.

The Future Chippenham Project development area is located within Strategic area Chippenham B (CH-B) considered through the consultation; para 25 of the consultation document confirms that CH-B is the most favoured option.

The WLPR (Scale and Distribution of Growth), acknowledges that Chippenham has the “*potential for significant growth supported by strategic road investment that could form a new boundary to the town on the east and south*”<sup>4</sup>.

Options for future growth were further discussed at a Developers’ Forum held in July 2019. Representations were made on behalf of the Project Team in August 2019, supporting the CH-B growth option.

Wiltshire Housing Site Allocations Plan seeks to support delivery of new housing set out in the adopted Wiltshire Core Strategy 2015 in the wider Wiltshire area. It aims to ensure the delivery of homes across the plan period in order to maintain a five-year land supply in each of Wiltshire’s three Housing Market Areas.

### 1.5. Wiltshire Council Local Plan (Emerging Spatial Strategy)

In February 2019, Wiltshire Council resolved to acknowledge a climate emergency and make the county carbon neutral by 2030. The WLPR will play a key role in delivering the council’s carbon reduction aspirations and

<sup>1</sup> Wiltshire Core Strategy (2015), Wiltshire Council

<sup>2</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 101

<sup>3</sup> Wiltshire Local Plan Review, (2017), Wiltshire Council

<sup>4</sup> Wiltshire Local Plan Review Update: Strategy Development, Cabinet, (2019), Wiltshire Council, paragraph 25

achieving compliance with legislation and national planning policy expectations. The emerging spatial strategy focuses on new development within the county’s main settlements to reduce carbon emissions in different ways, including providing opportunities to design new neighbourhoods for renewable energy supply. The review does not change the status of Chippenham as a Principal Settlement which will be the primary focus for development and will provide significant levels of jobs and homes.

The WLPR Emerging Spatial Strategy sets out housing need assessments within each housing market area. The strategy states that housing need is calculated in two ways, providing a lower and a higher figure. This is presented as follows:

1. The lower figure uses the National Standard Method (Standard Method); and
2. The higher figure takes account of longer-term migration and economic forecasts and produces an upper range result (Local Housing Need Assessment (LHNA) <sup>5</sup>

The Emerging Spatial Strategy identifies the housing need for North and West (Chippenham) HMA as being between 17,410 (870.5 dwellings per annum (dpa)) and 20,400 (1,020 dpa).

Housing Market Area	Standard Method (additional dwellings 2016-2036)	Local Housing Need Assessment (additional dwellings 2016-2036)
Chippenham	17,410	20,400
Salisbury	10,470	10,975
Swindon (the Wiltshire part)	2,935	3,255
Trowbridge	10,020	11,000

The emerging spatial strategy recognises that Wiltshire needs between 40,840 (2,042 dpa) and 45,630 (2,281 dpa) new homes over the plan period (2016 to 2036). The breakdown of housing identified within the North and West (HMA) seeks to ensure 9,225 (461.25 dpa) homes are proposed at Chippenham <sup>6</sup>

	Wiltshire Core Strategy 2006-2026	Brownfield target 2021-2031	Overall Housing Requirement (Dwellings)	Residual at 1 April 2019	Overall Employment Requirement (Hectares)
Chippenham	4510	240	9225	5100	5

## 1.6. Neighbourhood plans

The Chippenham Neighbourhood Plan area encompasses most of Future Chippenham<sup>7</sup>. The “Vision” which is an early stage in the plan development seeks to preserve the Town’s special character and distinctive identity and the surrounding landscape and to prevent coalescence of Chippenham with outlying villages.

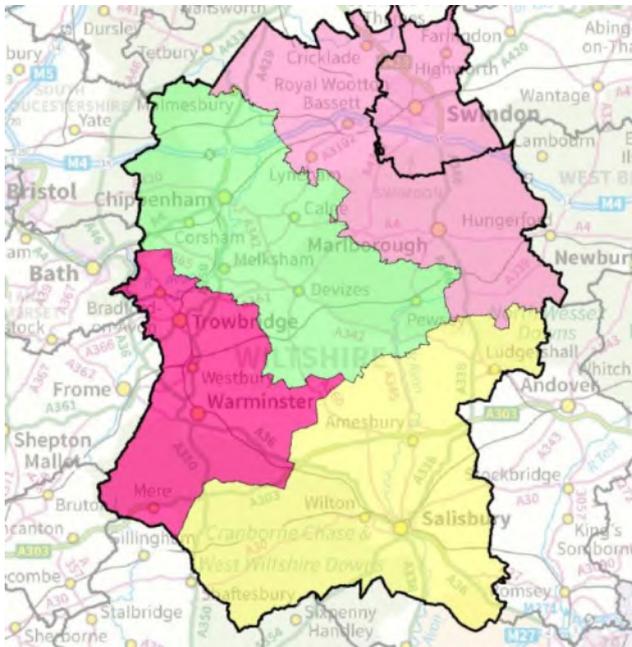
Abutting Chippenham to the east, the Calne Community Neighbourhood Plan<sup>8</sup> aligns with the current plan period 2016-2026 and seeks to promote high quality and sustainable growth, protect and enhance the historic built environment, countryside and landscape setting as well as improve Calne Town Centre.

The Bremhill Neighbourhood Plan 2016-2030<sup>9</sup>, to the east of Chippenham, aims to preserve the neighbourhood plan area as the rural buffer between Chippenham and Calne, providing countryside and recreational activities for both Chippenham and Calne residents.

<sup>5</sup> Wiltshire Local Plan - Emerging Spatial Strategy (January 2021), page 7  
<sup>6</sup> Wiltshire Local Plan - Emerging Spatial Strategy (January 2021), page 14  
<sup>7</sup> Chippenham Neighbourhood Plan Vision (May 2019)  
<sup>8</sup> Calne Community Neighbourhood Plan (2016-2026)  
<sup>9</sup> Bremhill Parish Neighbourhood Plan (February 2018)

## 2. Housing Market Areas

Prior to exploring need for housing in Chapter 4 of this Technical Paper, it is important to understand the geographical areas in which housing need for Wiltshire is being considered.



**Figure 2-1 - HMA identified through the SHMA (2017)**<sup>10</sup>

These parish-boundary based HMAs have been used to monitor housing land supply in Wiltshire and inform the local plan review since the publication of the SHMA (2017) and are used in the Swindon and Wiltshire Local Housing Needs Assessment (SWLHNA) (2019). The Swindon and Wiltshire Local Housing Needs Assessment updates the SHMA in line with the revised requirements in the NPPF (2019), which stipulates that *'in determining the minimum number of homes needed, strategic policies should be informed by a local housing need assessment conducted using the government's new standard method, unless exceptional circumstances justify an alternative approach which also reflects current and future demographic trends and market signals'*<sup>11</sup>. The 'best-fit' HMAs proposed by the Local Housing Needs Assessment are identified in Figure 2.2.

The Local Needs Assessment identifies Chippenham within the Chippenham HMA

The latest Housing Land Supply Statement (2019) uses a base date of April 2018, but covers the HMA in Wiltshire, as set out in the WCS - including North & West Wiltshire HMA, East Wiltshire HMA and South Wiltshire HMA (see Figure 2.3 below).

The SHMA (2017) identifies 4 functional Housing Market Areas (HMAs) in Swindon and Wiltshire, which include Chippenham, Trowbridge, Salisbury and Swindon. (see Figure 2.1).

However, these HMAs were constrained by administrative boundaries. Parts of the administrative area covered by other functional HMAs (such as Andover, Bath and Bristol) were reallocated to the proposed "best fit" HMAs based on the strength of the functional relationships.

There are some practical difficulties as these functional relationship boundaries cut across parishes and community areas., so the Council refined the "best fit" HMAs that were identified by the SHMA (2017) using parishes and community areas as the basic building block, to ensure alignment between the "best fit" HMA and parish boundaries.

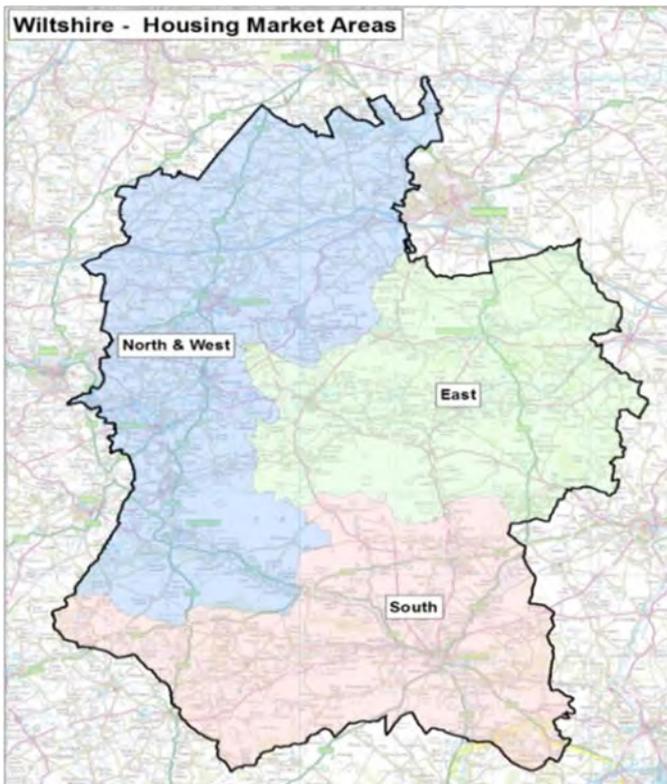


**Figure 2.2: Best-fit HMAs identified through the Local Housing Needs Assessment**

<sup>10</sup> Strategic Housing Market Assessment (2017), Opinion Research Services, page 8

<sup>11</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, paragraph 60

**Figure 2.3: HMA identified through the Core Strategy<sup>12</sup>**



The Housing Land Supply Statement identifies Chippenham in the North-West Wiltshire HMA which also includes the settlements:

- Trowbridge
- Warminster
- Warminster Community Area Remainder
- Chippenham Community Area Remainder
- Malmesbury Community Area Remainder and
- Westbury Community Area Remainder.

The East Wiltshire HMA encompasses

- Ludgershall
- Devizes Community Area Remainder.

The South Wiltshire HMA

- Salisbury
- Amesbury
- Bulford
- Durrington.

It is important to note that where this Technical Paper makes reference to different HMAs, these refer to the areas identified in Figures 2.1 – 2.2 above.

<sup>12</sup> The Housing Land Supply Statement (2019), Wiltshire Council, page 3, Figure 1.

## 3. Demographic Change

Demographic change across the 4 HMAs in Swindon and Wiltshire is considered in the SHMA (2017)<sup>13</sup>, informed by 2012-based ONS household and population projections. In April 2019 an update to the 2017 SHMA was jointly commissioned by Wiltshire and Swindon Borough Councils.

The Swindon and Wiltshire Local Housing Needs Assessment April 2019<sup>14</sup> updates the SHMA (2017) and identifies the minimum local housing need for the two local planning authorities in line with the requirements of the NPPF 2019 and the PPG.

### 3.1. Projected population growth

The predictions anticipate where population growth will take place across the four HMAs within Swindon and Wiltshire. Table 3.1 below summarises the distribution population change for the 5-year period 2011-16 and the 20-year period 2016-36<sup>15</sup>.

**Table 3-1 - Population projections area 2011-16 and 2016-36 (based on 10-year migration trend scenario by Unitary Authority and Housing Market Area)**

Local Authorities	Projected change prior to Plan period			Projected change during Plan period		
	2011	2016	Net change 2011-16	2016	2036	Net change
Swindon	209,709	224,001	+14, 292	224,001	275,090	+51, 090
Wiltshire	474,319	491,811	+17, 492	491,811	558,370	+66, 559
<b>Housing Market Areas</b>						
Chippenham	166,001	175,388	+9, 387	175,388	212,826	+37, 439
Salisbury	133,464	136,462	+2, 998	136,462	148,127	+11, 665
Swindon	270,668	283,877	+13, 209	283,877	328,930	+45, 053
Trowbridge	113,895	120,085	+6, 190	120,085	143,576	+23, 492
<b>Total</b>	<b>684,028</b>	<b>715,811</b>	<b>+31,783</b>	<b>715,811</b>	<b>833,460</b>	<b>+117,64</b>

The population in Chippenham HMA is expected to increase by 37,400 (20%) between 2016 and 2036 to almost 213,000.

### 3.2. Household projections for Wiltshire

The household projections used to inform the SHMA (2017)<sup>16</sup> are based on the 2012-based ONS Sub National Population Projections (SNPP) together with the previous projections based on the 2010-SNPP. Household projections show an increase of 1,634 households each year over the 25-year period 2012-37, and a marginally higher rate (1,764 pa) in the initial 10-year period within Wiltshire. Table 3.2 below shows the annual average growth within Wiltshire as identified in the SHMA (2017)<sup>17</sup>.

**Table 3-2 - CLG Household projections for Wiltshire UA: annual average growth**

	2012-based		2011-based interim		2008-based	
	10 years 2012-22	25 years 2012-37	10 years 2011-21	25 years Not published	10 years 2008-18	25 years 2008-33
<b>Wiltshire</b>	1,764	1,634	1,663	-	2,131	2,124

<sup>13</sup> Swindon & Wiltshire Strategic Housing Market Assessment (2017), Opinion Research Services

<sup>14</sup> Swindon Borough Council & Wiltshire Council Local Housing Needs Assessment, (2019) Opinion Research Services

<sup>15</sup> Swindon & Wiltshire Strategic Housing Market Assessment (2017), Opinion Research Services, Figure 22, Page 30

<sup>16</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services

<sup>17</sup> Swindon & Wiltshire Strategic Housing Market Assessment (2017), Opinion Research Services, figure 3, page 11

Table 3.3 provides the household projections for the Chippenham HMA<sup>18</sup> and demonstrates that there will be a net change of 21,173 households from the period 2016-36, at an annual rate of 1,059 households.

**Table 3-3 - Projected households and dwellings over the 25-year period 2011-36**

	Projected Change during the Plan Period			Annual rate
	2016	2036	Net change 2016-36	
Chippenham HMA	76,717	97,890	+21,173	1,059

Further information on demographic trends in the older persons age groups is contained in Chapter 6 of this Technical Paper.

<sup>18</sup> Swindon & Wiltshire Strategic Housing Market Assessment (2017), Opinion Research Services, figure 31, page 42

## 4. Housing Need and Land Supply

### 4.1. Housing need

In line with national policy requirements, Wiltshire Council must meet the Objectively Assessed (OAN) Need for housing in Wiltshire over the new Local Plan period up to 2036. Housing need is considered in the Swindon & Wiltshire Strategic Housing Market Assessment (March 2017). However, the NPPF 2019 no longer requires local planning authorities to produce an SHMA, but instead requires local planning authorities to determine the minimum number of homes needed through a local housing need assessment, conducted using the standard method in national planning guidance. In response, Swindon Borough Council & Wiltshire Council commissioned a Local Housing Needs Assessment (April 2019). Housing need is further considered in the Council's Housing Land Supply Statement (April 2018).

#### 4.1.1. Objectively Assessed Housing Need (OAN)

The Objectively Assessed Need for housing in Wiltshire (OAN) is considered in the SHMA (2017) and identifies the quantity of housing needed (both market and affordable) over the new Local Plan period up to 2036. To determine the OAN, external market and macro-economic constraints are applied to the demographic projections (market Signals') in order to ensure that an appropriate balance is achieved between demand for and supply of dwellings.

The 2017 SHMA shows that an additional 44,000 homes are needed in Wiltshire between 2016-36 of which 23,100 (1,155 per annum should be affordable housing (based on 22,756 households). Affordable housing need is further explored in Chapter 5 of this Technical Paper.

Out of the total OAN of 44,000 dwellings in Wiltshire, 22,250 dwellings (over 50%) are needed within Chippenham HMA<sup>19</sup>.

#### 4.1.2. Local housing need

In April 2019 an update to the 2017 SHMA was commissioned by Wiltshire Council and Swindon Borough Council. The Local Housing Needs Assessment identifies the minimum local housing need for the area in line with the requirements of the (revised) NPPF 2019 and PPG. The local housing need assessment is based upon the standard national method.

The study identified that the minimum need for Wiltshire in 2019/20 is 2,042 dwellings per year. This yields an overall minimum housing need of 40,840 dwellings over the 20-year Local Plan period 2016-2036, marginally higher than the OAN identified in the SHMA (2017) for the same period (44,000). However, the Local Plan housing target has not yet been determined and the study notes that the Council would need to consider whether or not a housing target that is higher than this minimum would be appropriate to use in the development of the new Local Plan.

When considering the distribution between housing market areas, the Local Housing Needs Assessment identifies between 16,900 and 20,400 dwellings overall in the Chippenham HMA, equivalent to 845-1,020 dpa on average up to 2036. This compares to an OAN of 22,250 dwellings identified by the SHMA (2017)<sup>20</sup>.

#### 4.1.3. The Housing Land Supply Statement (2020)

The Housing Land Supply Statement (2020) identifies a need for 22,500 new homes (1,125 homes each year) in North and West Wiltshire HMA between 2016-2036. This is a significant (57%) increase in annual housing delivery compared to the period 2006-2016 (rising from 5,090 (255 dpa) to 7,000 (350 dpa)).

The NPPF requires the emerging new Local Plan to consider identifying strategic sites to achieve this level of growth and to assist in the delivery of sustainable, economically viable, high-quality development.

Future Chippenham would be capable of delivering sustainable development at a scale that achieves this.

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<sup>19</sup> Swindon & Wiltshire Strategic Housing Market Assessment (2017), Opinion Research Services, page 94, paragraph 4.98

<sup>20</sup> Swindon Borough Council & Wiltshire Council Local Housing Needs Assessment (2019), Opinion Research Services,

\* For the purpose of this paper reference to the 2017 SHMA is required to ensure that the full detail of the population and household projections are considered. The 2019 LHNA relies on these projections and therefore the 2017 SHMA

## 4.2. Housing land supply

Land supply within Wiltshire is considered in the Council’s Strategic Housing and Economic Land Availability Assessment (SHELAA) 2017 and Housing Land Supply Statement (2020).

### 4.2.1. The Strategic Housing and Economic Land Availability Assessment (2017)

The Strategic Housing and Economic Land Availability Assessment (SHELAA) 2017 identifies the potential land supply that could accommodate development across Wiltshire Council and the three HMAs. The SHELAA considers suitability, availability, achievability and deliverability of land for both housing and economic development. Sites in the SHELAA include sites that have been carried forward from the Council’s previous SHLAA as well as new sites submitted to the Council through their Call for Sites.

Appendix 5.4 Chippenham Community Area of the SHELAA identifies housing sites in and around Chippenham Community Area. Some of these are located within the Project development area, (see Table 4.1<sup>21</sup> below). In line with the requirements of the PPG, each of these sites has been considered by Wiltshire Council in terms of potential capacity, suitability for development, availability, achievability and deliverability.

**Table 4-1 - SHELAA sites within the Future Chippenham development area**

Sites	Developable area (ha)	Capacity (units)	Suitable	Available	Achievable	Deliverable
Land South of Pewsham (Ref 456)	148	4523	yes	yes	yes	yes
Land West of Abbeyfield School (Ref 458)	4	125	yes	yes	yes	no
Forest Farm (Ref 494)	42	1311	yes	yes	yes	yes
Land East of Chippenham (Ref 506a)	47	1444	yes	yes	yes	yes
South of Pewsham Way (Ref 809)	41	1282	yes	unknown	yes	no
Patterdown/Rowden (Ref 3234)	14	427	yes	yes	yes	yes

The total land area within the Future Chippenham Project currently identified for development is approx. 590 ha. The developable area has capacity for 7,500 new homes up to 2036 and beyond. This includes land on which to deliver up to 3,620 to 3,886 new homes by the end of the new Local Plan period (2036). Out of this total 650 new homes have already been allocated on the Rawlings Green site, leaving a remainder of 2,970 new homes, appropriate infrastructure and up to 1 million sq ft of employment / recreational use to be developed in appropriate locations within the remainder of Future Chippenham.

Whilst Future Chippenham is in multiple land ownership, the Council owns most of the land and, in its capacity as landowner, is engaging with other landowners. Ongoing engagement is seeking to establish agreement in principle and commitment to the joint promotion of the Project through the Local Plan review process.

In principle agreement for the delivery of the HIF-funded distributor road was established through the application for HIF-funding, and further engagement with landowners has continued since that time. Public consultation has been undertaken on three options for the distributor road alignment and work is ongoing on the Draft Concept Framework for Future Chippenham to ensure the preferred route alignment is reflected within the Framework.

<sup>21</sup> Strategic Housing and Economic Land Availability Study (2017), Wiltshire Council, Appendix 5.4

## 5. Affordable Housing

The NPPF (2019) defines affordable housing as housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers). The definition includes affordable rent, starter homes, discount market sales housing (at least 20% below local market value) and other affordable routes to home ownership, such as shared ownership, relevant equity loans and other low-cost homes for sale<sup>22</sup>.

Wiltshire Core Strategy Policy 43 'Providing affordable homes' sets out a target of 13,000 affordable homes within Wiltshire by 2026<sup>23</sup>. The Plan also identifies 2 separate affordable housing zones where at least 30% or 40% (net) affordable housing provision on-site is sought depending upon the location of development. Affordable housing zones are identified in the Council's Planning Obligations SPD<sup>24</sup>. Chippenham lies within the 40% affordable housing zone.

Further, Core Policy 45 'Meeting Wiltshire's housing needs' requires that affordable homes provided should meet identified local needs including the appropriate tenure, size and type of home<sup>25</sup>.

### 5.1. Affordable housing needs up to 2036

The need for affordable homes in Wiltshire and Swindon is set out in the SHMA (2017). Whilst the SHMA (2017)<sup>26</sup> indicates a projected increase of 17,253 households over the period 2016-36 across Swindon and Wiltshire, it identifies a likely need for a total of 23,100 affordable dwellings (1,155dpa) over the same period. This includes the unmet need of affordable housing in 2016 for 5,500 households; and equates to 32% of all new housing. Across Wiltshire, there is an identified need for 14,376 affordable homes.

The creation of genuinely mixed communities is a key objective of development at Future Chippenham and the provision of the right mix of affordable homes is central to achieving this. Although the HIF funding application assumed that the Project would provide 30% affordable housing, the detailed proposals for affordable housing are being refined through ongoing work on the Draft Concept Framework and deliverability. This is taking account of evidence of local need and viability. Where possible affordable housing provision will seek to exceed the minimum requirements set out in the Council's Planning Obligations SPD.

### 5.2. Size and mix of homes needed

The SHMA (2017) provides an analysis on the size of affordable homes required to meet projected need. This is based on demographic modelling of the size and type of households in need and the size of homes they occupy. The modelling also uses information on total population and changes size and structure of households to assess the likely projected need for housing mix and size for Swindon & Wiltshire up to 2036.

**Table 5-1 - Housing Mix of OAN for Market and Affordable Housing (\*Rounded to the nearest 0.5%)**

		Market Housing	Affordable Housing	Total
<b>Flats</b>	1 bedroom	300	3,550	3,830
	2 + bedrooms	890	2,180	3,670
<b>Houses</b>	1-2 bedrooms	5,470	7,300	12,600
	3 bedrooms	30,310	8,240	37,950
	4 bedrooms	10,510	950	11,310
	5+ bedrooms	2,420	250	2,640
<b>Total</b>		48,900	23,100	73,000

According to demographic projections<sup>27</sup>, around 31.5% of households needing affordable housing over the next 20 years will need 1- and 2-bedroom properties. The greatest need is identified for 3-bed affordable homes.

<sup>22</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, page 66, Annex 2

<sup>23</sup> Wiltshire Council Core Strategy (2015), Wiltshire Council, page 242

<sup>24</sup> Revised Planning Obligations SPD (2016), Wiltshire Council, page 37, Appendix 1

<sup>25</sup> Wiltshire Council Core Strategy (2015), Wiltshire Council, page 244

<sup>26</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, paragraph 4.99, page 95

<sup>27</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, table 77, page 102

### 5.3. Affordable housing tenure

The SMHA (2017) states that the number of claimants in social rented housing across Swindon and Wiltshire has increased from 24,880 to 28,300 over the period 2008-09 to 2014-15 – an increase of 3,400 families (14%). Over the same period the number of claimants in private rented housing increased from 8,409 to 11,132 families – an increase of 2,700 families (32%)<sup>28</sup>.

Further, when considering the need by affordable housing tenure, around three-quarters of households in need of affordable housing need Affordable Rented housing (or Social Rented housing), and many would need housing benefit to pay their rent. Nevertheless, up to a quarter could afford intermediate affordable housing products, such as shared equity or other forms of low-cost home ownership. Marginally higher proportions of need for 2-3-bedroom properties (27-28%) is for intermediate affordable housing, but very few households that need 1-bedroom flats and houses with 4 or more bedrooms could afford the cost of intermediate affordable housing (15% and 19% respectively)<sup>29</sup>.

An overview of affordable housing need by tenure types in Wiltshire up to 2036 is set out in Table 5.2<sup>30</sup> below.

**Table 5-2 - Overview of need for affordable housing tenures (SHMA, 2017)**

Dwellings		Wiltshire
<b>Affordable Rent</b>		
Flat	1 bed	1,250
	2+ bed	1,180
House	1-2 bed	3,780
	3 bed	3,850
	4+ bed	640
<b>Sub-total</b>		<b>10,700</b>
<b>% of affordable housing</b>		<b>73%</b>
<b>Intermediate Affordable Housing</b>		
Flats	1 bed	210
	2+ bed	460
House	1-2 bed	1,500
	3 bed	1,590
	4+ bed	140
<b>Sub-total</b>		<b>3,900</b>
<b>% of affordable housing</b>		<b>27%</b>

This indicates that out of a total of 14,600 affordable housing units needed in Wiltshire, 10,700 units are needed for affordable rent (73%) and 3,900 units are needed for intermediate housing (27%). This suggests a significantly greater need for affordable rent, particularly in the larger towns, such as Chippenham and surrounding areas.

Appropriate tenure and affordability are key to meeting affordable housing needs and to developing mixed, balanced and inclusive communities and Core Policy 43 'Providing Affordable Homes' states that 'tenure will be negotiated on a site-by-site basis to reflect the nature of the development and local needs as set out in Core Policy 45 'Meeting Wiltshire's housing needs.

The HIF-funding application assumed that development at Future Chippenham will provide 7,500 housing units up to 2036 and beyond, comprising 20% 2-bed units, 20% 3-bed units, 20% 4-bed 10% 5-bed units, in addition to 30% affordable housing. Going forward, the master planning process is taking account of evidence of local need and viability. Work is ongoing to refine the housing proposals at Future Chippenham within the Local Plan period up to 2036. A key objective of this work to achieve sustainable, mixed communities and maximise opportunity for intergenerational living through a mix of affordable housing tenures, that addresses local needs.

<sup>28</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, page 57, paragraph 3.34

<sup>29</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, page 96, paragraph 4.102

<sup>30</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, page 95, Figure 70

## 5.4. Affordability indicators in Wiltshire

While demographic trends are a key to the assessment of housing need, it is also important to consider the current property market signals and how these may affect housing need. Market signals include;

- Land and house prices;
- Rents and affordability'
- Rates of development; and
- Overcrowding

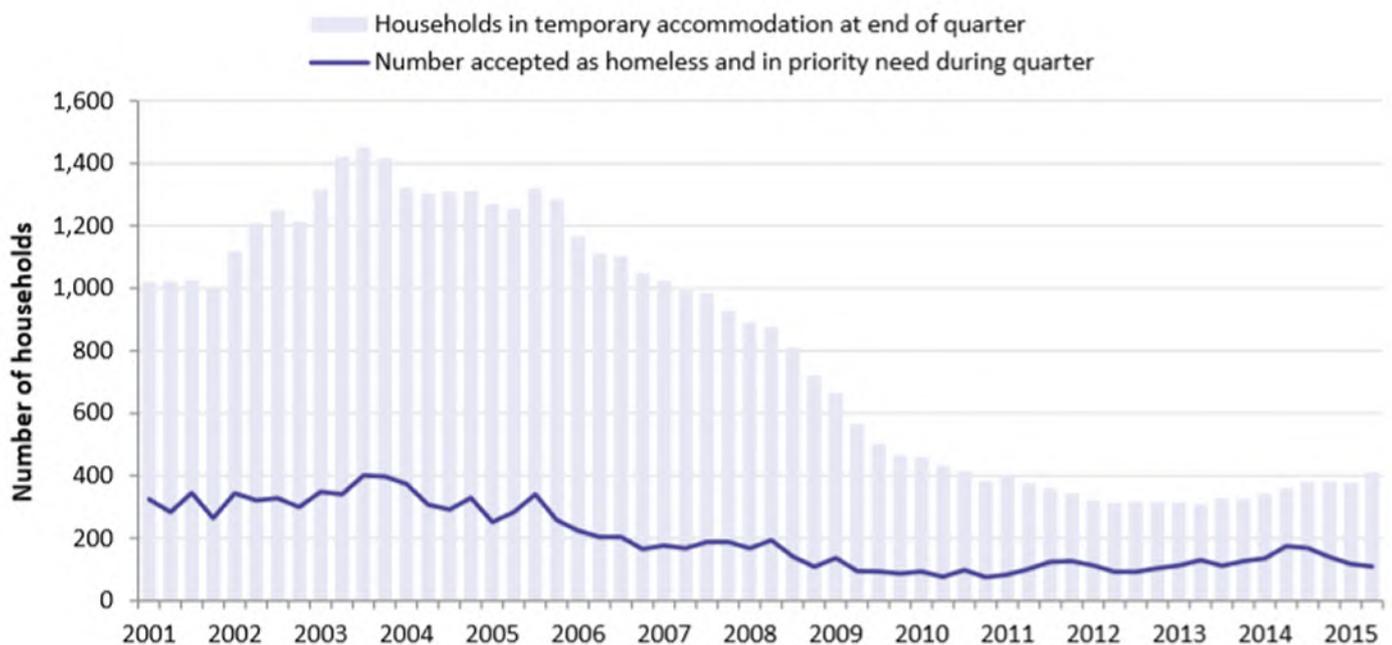
Based on these market signals the SHMA 2017 recommends more homes are needed over and above the demographic projections. The SHMA 2017 states "the housing need (market and affordable) across Swindon and Wiltshire increases from 67,606 to 70,722 dwellings over the 20-year period 2016-36, equivalent to an overall increase of around 5%".

The SHMA recommends an overall uplift of 5% on the baseline household projections.

### 6.4.1 Wiltshire Council housing register and households in priority need

Homes4Wiltshire is the Council's housing register. In mid 2020 there were approximately, 2,250 households in need of affordable homes and more than 2,000 new applications are registered each year. The SHMA, 2017 identifies that there was a long-term downward trend in the number of households accepted as being homeless and in priority need. The figure below illustrates the trends in households in temporary accommodation and households accepted as homeless and in priority need across Wiltshire.

Figure 5-1 - Households accepted as homeless and in priority need and households<sup>31</sup>



## 6. Housing Mix and Standards

One of the key elements of a sustainable community is a well-integrated mix of quality housing of different types of tenures in order to support a wide range of households of different sizes, ages and incomes. One of the key objectives of the NPPF is to achieve sustainable development and this incorporates the need for inclusive and mixed communities that contain a variety of different types, sizes and tenures that will have a mix

<sup>31</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, page 46, Figure 33

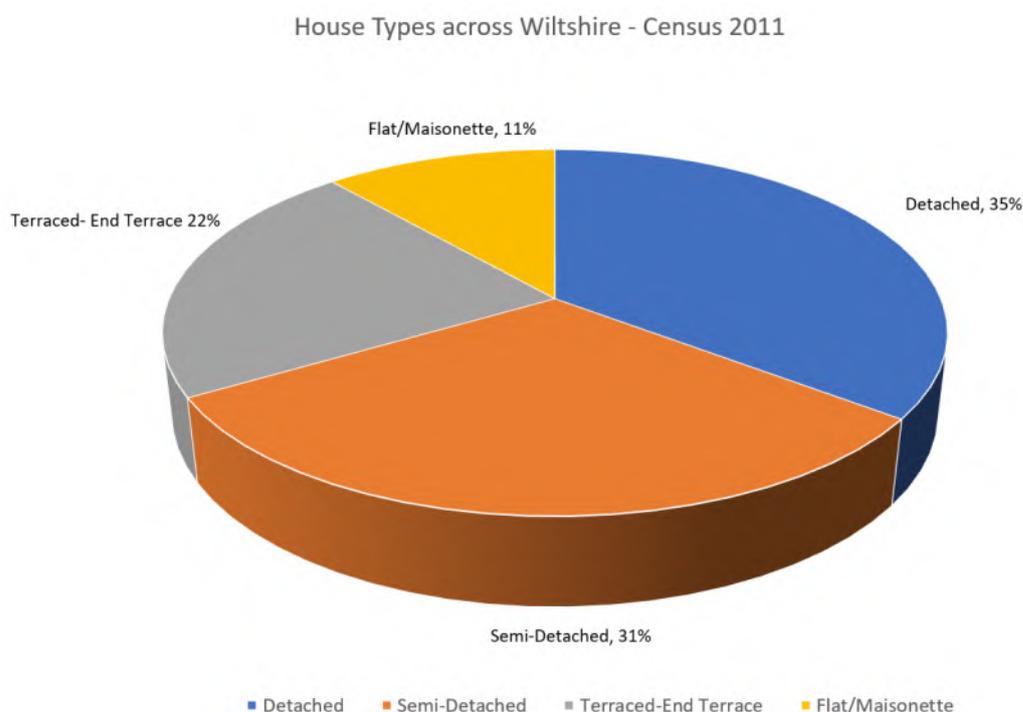
of households with differing characteristics such as families with children, single person households and older people.

## 6.1. Types of existing homes in Wiltshire

Figure 6.1 provides a breakdown of the general house types within Wiltshire based on the 2011 Census. It shows that a significant majority of the current dwelling stock is made up of houses, rather than flats and maisonettes, equating to 88% of the total stock. Semi-detached properties (31%) and detached properties (35%) are the predominant house types with a 66% share, whilst detached dwellings accounting for nearly one out of every five dwellings across Wiltshire. Only 11% of the current stock is made up by flats, most of which is purpose built. These figures illustrate that the housing market across Wiltshire caters mainly for family type accommodation.

The 2011 Census shows that the types of existing homes within Chippenham reflect those within Wiltshire, although Chippenham has a slightly higher number of flats and maisonettes – 12% compared to 11% across Wiltshire.

**Figure 6-1 - House Types across Wiltshire – Census 2011<sup>32</sup>**



## 6.2. Housing size

Alongside an appropriate mix of types of homes, new developments also need to provide a mix of homes of different sizes to ensure there is sufficient choice to meet demand. The SHMA (2017) considers the overall size and type of housing that may be needed in Wiltshire over the Local Plan period up to 2036 on the basis of 2012-based population projections. The modelling predicts the strongest growth in the number of one person households, which are likely to be formed by residents of all age groups. This includes a larger than average increase in those aged 65-74.

As identified within the SHMA (2017)<sup>33</sup>, out of the total need for market housing (around 44,000 dwellings over the 20-year period), there is a need for 1,190 flats. Out of the total need for affordable housing (14,600 dwellings) there is a need for around 6,360 flats. Table 6.2 shows the anticipated need for a range of housing sizes by house type up to 2036, as identified in the SHMA (2017). This indicates that there will be significantly greater need for houses in Wiltshire, rather than flats, with the greatest proportion of anticipated need, over 50%, for 3-bedroom houses (market and affordable housing).

<sup>32</sup> <https://www.nomisweb.co.uk/census/2011/ks401uk>

<sup>33</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, table 70, page 95

**Table 6-1 - Housing Mix for Market and Affordable housing<sup>34</sup>**

		Market Housing	Affordable Housing	Total	% Market Housing*	% Affordable*	Total (including Market & Affordable)
<b>Flat</b>	1 bedroom	300	3,550	3,830	0.5%	15.5%	5.3%
	2 + bedrooms	890	2,180	3,670	2%	9.5%	4.2%
<b>House</b>	1-2 bedrooms	5,470	7,300	12,600	11%	31.5%	17.6%
	3 bedrooms	30,310	8,240	37,950	62%	35.5%	53.3%
	4 bedrooms	10,510	950	11,310	21.5%	4%	15.8%
	5+ bedrooms	2,420	250	2,640	5%	1%	3.7%
<b>Total</b>		48,900	23,100	73,000	100%	100%	100%

The HIF-funding application assumed that development at Future Chippenham will provide 7,500 housing units beyond 2036, comprising 20% 2-bed units, 20% 3-bed units, 20% 4-bed 10% 5-bed units, in addition to 30% affordable housing. Going forward, the master planning process will refine detailed proposals for housing at Future Chippenham within the Local Plan period up to 2036 to achieve sustainable, mixed communities and maximise opportunity for intergenerational living through a mix of housing, taking account of evidence of local need and viability evidence.

### 6.3. Housing standards

In 2014 the Government carried out a Housing Standards Review, which was aimed at cutting red tape for the housing construction sector by consolidating the wide range of different housing standards that were used across the country. The Housing Standards Review resulted in the publication of a new set of Technical Standards, introducing a set of 'Nationally Described Space Standards as well as optional building regulations requirements for access (volumes 1 and 2). Optional requirements can provide a higher standard than the minimum national building regulations. However, where local authorities opt for higher standards, these must be justified in the Local Plan,

Paragraph 150 of the revised NPPF (2019) states that any local requirements for the sustainability of buildings should reflect the Government's policy for national technical standards and planning policies for housing should make use of the Government's optional technical standards for accessible and adaptable housing, where this would address an identified need for such properties<sup>35</sup>. The Wiltshire Core Strategy (2015) does not include optional requirements but states that 'the provision of Lifetime Homes will play an important role in meeting future housing needs in Wiltshire and this is reflected in Core Policy 46 'Meeting the needs of Wiltshire's Vulnerable and older People'.

It is not known at this stage, whether or not the council intends to include optional requirements in its new Local Plan up to 2036. However, relevant standards for new housing in Wiltshire are currently under review and will be considered in the development of detailed housing proposals for Future Chippenham.

#### 6.3.1. Lifetime homes

Wiltshire has an ageing population profile and research also suggests that many older people across Wiltshire continue to live at home. In 2008 UK Government announced its intention to work towards all new homes being built to Lifetime Homes Standards. The Lifetime Homes standard is a series of sixteen design criteria intended to make homes more easily adaptable for lifetime use at minimal cost. They include:

- Parking (width or widening capability)
- Approach to dwelling from parking (distance, gradients and widths)
- Approach to all entrances
- Entrances
- Communal stairs and lifts
- Internal doorways and hallways
- Circulation space

<sup>34</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, table 77, page 102

<sup>35</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, page 39, paragraph 150

- Entrance level living space
- Potential for entrance level bed space
- Entrance level WC and shower drainage
- WC and bathroom walls
- Stairs and potential through-floor lift in dwellings
- Potential for fitting of hoists and bedroom / bathroom relationship
- Bathrooms
- Glazing and window handle
- Location of service controls

As part of the Government’s Housing Standards Review the Lifetime Home Standard has been integrated into Part M of the Building Regulations. However, whilst the Lifetime Homes Standard is reflected in Part M of the Building Regulations (which deals with accessibility) and some elements of Part M are similar to the Lifetime Homes requirements, the Lifetime Home Standard is generally higher than that required by Part M of the Building Regulations.

To achieve the highest standard of sustainable development and enable households to easily adapt their properties as their circumstances change, housing provision at Future Chippenham will be guided by the Lifetime Homes Standard in addition to the Government’s Technical Standards. The application for HIF-funding assumed that 30% of all new homes at Future Chippenham (7,500 units beyond 2036) would be lifetime homes. However, detailed proposals for lifetime homes as part of Future Chippenham are being further developed through the master planning process, taking account of local need and viability considerations.

### 6.3.2. Code for Sustainable Homes

The Code for Sustainable Homes is an environmental assessment method for rating and certifying the performance of new homes in the UK. First introduced in 2006, it was a national standard for use in the design and construction of new homes with a view to encouraging continuous improvement in sustainable home building. However, in 2015, as part of the Housing Standards Review, the Government in England withdrew the Code for Sustainable Homes, consolidating some standards into the Building Regulations.

## 6.4. Housing for older people

Specialist housing for older people covers a broad spectrum of accommodation, from sheltered housing to care and extra care homes and specifically meets the needs of the elderly.

### 6.4.1. Demographic change in the older persons age groups

Wiltshire has an ageing population and whilst this is a national phenomenon, Wiltshire’s population has a higher proportion of older people than at the national and regional level. In 2016, 18.4% (87,800) of the resident population were aged 65 and over. This compares to 15.8% (85,500) for England. By 2036, the proportion of those aged 65 and over are projected to make up 25.7% of Wiltshire’s population. The 65+ age group will increase by (0.9%) between 2016 to 2036, whilst the age group 75-79 will increase by 2.6 %.

**Table 6-2 - Age Structure of the Population in Wiltshire against England<sup>36</sup>.**

Age	Wiltshire (2016)	Wiltshire (2036)	Wiltshire (2016) %	Wiltshire (2036) %	England %
60-64	29,200	32,600	6.1%	6.4%	5.4%
65-69	31,000	37,900	6.5%	7.4%	5.6%
70-74	25,000	37,900	5.2%	7.4%	4.4%
75-79	18,100	31,700	3.8%	6.2%	3.3%
80-84	13,700	23,900	2.9%	4.7%	2.5%

The trends indicated in Table 6.4 show that the older age groups are expected to grow faster than the population as a whole. The growth of the 85+ age group is expected to be the most rapid.

<sup>36</sup> <http://www.nomisweb.co.uk/census/2011/lc1102ew>, (2011), Office of National Statistics (Total population in Wiltshire and England aged 60-64 to 80-84 divided by each age group in percentages)

**Table 6-3 - Population growth amongst Older People between age (65+ & 85+) in comparison of the population in 2016 & 2036.**

	2016	2036	Change	% change
65+	46,800	67,300	20,500	52%
85+	13,600	32,600	19,000	48%
<b>Total</b>	60,400	99,900	39,500	100%

### 6.4.2. Identified need for older persons accommodation

The SHMA (2017) has drawn on data from the Housing Learning and Information Network (Housing LIN) to provide an indication of the potential level of additional specialist housing that might be required for older people in the future, although the amount and type of specialist accommodation required will depend on a range of factors including individual choice. Table 6.4 below identifies modelled demand for Older Person Housing up to 2036<sup>37</sup>.

**Table 6-4 - Modelled Demand for Older Person Housing up to 2036**

		Wiltshire
Change in population aged 75+ over the period 2016-36		+44,523
<b>Demand for Older Person Housing</b>		
Extra care	Owned	1,340
	Rented	670
Sheltered 'plus' or 'Enhanced' Sheltered	Owned	450
	Rented	450
Dementia		270
Leasehold Schemes for the Elderly (LSE)		5,340
<b>Total</b>		<b>8,520</b>
<b>% of overall OAN</b>		<b>19.4%</b>

The SHMA identifies a future need of 8,520 specialist older person housing units of various types over a 20-year period 2016-2036 within Wiltshire, which represents around 19.4% of the overall OAN<sup>38</sup>. Accordingly, there will be a substantial need for new specialist accommodation provision such as sheltered housing and extra care provision.

The scale and longevity of the Future Chippenham project provides significant opportunity to help meet the substantial need in Wiltshire for homes for older people. Wiltshire Council want to maximise the opportunity for intergenerational living. It is anticipated that older peoples housing will be integrated with other residential uses, a range of community uses, leisure and commercial development at the heart of the new communities within the new sustainable neighbourhood centres. This will maximise accessibility for the elderly to key services and help to create genuinely mixed communities.

Detailed proposals for housing will be developed through the masterplanning process, taking account of local need and viability, and explore opportunities for provision of older persons housing across the extra care, sheltered housing, care, special care (dementia) and nursing homes and leasehold scheme sectors.

<sup>37</sup> Swindon & Wiltshire Strategic Housing Assessment (2017), Opinion Research Services, page 117, paragraph 5.70

## 7. Housing Delivery

The NPPF states that Local Plans should be prepared positively, in a way that is aspirational but deliverable<sup>39</sup>. Deliverability is a key test for strategic sites at Local Plan examinations, which is considered through the tests of soundness. The NPPF (2019) has revised the definition of a deliverable site and requires that to be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years<sup>40</sup>. As a result of the revisions to national policy, going forward, local authorities will need to demonstrate a much greater focus on housing delivery.

### 7.1. Housing completions and subsequent shortfall

The WCS sets a target of 41,100 homes to be delivered between 2006-2026, which breaks down to 5,940 homes in the East Wiltshire HMA, 24,740 homes in the North & West Wiltshire HMA and 10,420 homes in the South Wiltshire HMA. However, actual completions in the three HMAs over the first 13 years of the plan period delivered 4,421 homes in the East Wiltshire HMA, 15,560 homes in the North & West HMA and 6,909 in the South Wiltshire HMA. Table 7.1 below illustrates the annual net completions from 2006/2007 to 2018/2019.

**Table 7-1 - Yearly net completions rate from 2006/2007 to 2018/2019**

	Annualised housing requirement	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	% of annualised requirement to date
East Wiltshire HMA	297	335	597	402	247	438	248	182	260	267	177	471	415	382	115%
North & West Wiltshire HMA	1,237	1,365	1,609	999	926	1,219	1,028	1,039	1,517	1,139	915	1,269	1,186	1,349	97%
South Wiltshire HMA	521	371	456	484	484	398	446	456	429	547	523	794	676	845	102%
Wiltshire	2,100	2,071	2,662	1,885	1,657	2,077	1,779	1,725	2,249	2,118	1,76	2,690	2,428	2,699	102%

When the completions over this period are totalled, a net gain of 27,756 units can be identified, equating to an average annual completion rate of 2,135 dwellings, which has risen since 2020 to be currently just above the identified annualised housing requirement of 2,100 dpa for the WCS plan period across the three HMAs.

In the North and West Wiltshire HMA, there has been a net gain of 15,560 units over the last 13 years, equating to an average annual completion rate of 1,197 dpa, which is lower than the annualised housing requirement of 1,237, leaving a shortfall of 533 dwelling in completions up to 2018/19. By comparison, in the East Wiltshire HMA there is no shortfall to be met as delivery has exceeded the annualised figure. Table 7.2 identifies the shortfall of housing across the HMA's over the 13 years (2006-2019)<sup>41</sup>.

**Table 7-2 - Shortfall of housing delivery over 13 years (2006-2019)**

	East Wiltshire HMA	North & West Wiltshire HMA	South Wiltshire HMA
Shortfall	+560	-521	+136

Adding the shortfall to the remaining years of the plan period will require higher completion rates for the remainder of the plan period up to 2026 to meet the identified housing target.

<sup>39</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, page 10, paragraph 16

<sup>40</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, page 68

<sup>41</sup> Housing Land Supply Statement (2020), Wiltshire Council, page 12, Table 2B

## 7.2. Windfall completions

Windfall sites are sites that are not specifically identified in the development plan and the NPPF (2019)<sup>42</sup> allows for an allowance to be made for windfall sites, where there is compelling evidence that they will provide a reliable source of supply.

Over past years there has been a significant number of completions on windfall sites in Wiltshire, averaging 262 units per annum and accounting for some 28% of housing delivery from 2006 to 2019<sup>43</sup>.

## 7.3. Housing Delivery Test (HDT)

The NPPF revisions (2019) introduced a housing delivery test, which is an annual measurement of housing delivery in the area. The NPPF (2019) requires that to maintain the supply of housing, local planning authorities should monitor progress in building out of sites with planning permission. Where the Housing Delivery Test indicates that delivery has fallen below 95% of the local planning authority's housing requirement over the previous three years, the authority must prepare an action plan in line with national planning guidance, to assess the causes of under-delivery and identify actions to increase delivery in future years.

Wiltshire needed 5,096 new homes in the three-year period 2015 to 2018 and delivered 7107 new homes during this period, achieving a measurement of 139% in the 2018 HDT<sup>44</sup>. Accordingly, Wiltshire met the 2018 HDT against the requirements of the WCS without facing consequences.

## 7.4. 5-year land supply

The NPPF (2019) requires local planning authorities to identify and update annually a supply of specific deliverable sites sufficient to provide a minimum of five years' worth of housing against their housing requirement set out in adopted strategic policies<sup>45</sup>. In addition, the supply of specific deliverable sites should include a buffer (moved forward from later in the plan period) of:

- 5% to ensure choice and competition in the market for land; or
- 10% where the local planning authority wishes to demonstrate a five-year supply of deliverable sites through an annual position statement or recently adopted plan, to account for any fluctuations in the market during that year; or
- 20% where there has been significant under delivery of housing over the previous three years, to improve the prospect of achieving the planned supply<sup>46</sup>.

The appropriate buffer to apply is now established through the HDT required by national policy. As set out in section 5.2 above, the latest HDT results (February 2019) show Wiltshire achieved 139% delivery; and this requires a 5% buffer to be added to the housing requirement in the 5-year housing land supply calculation for Wiltshire.

Table 7.3 below sets out the housing land supply against the housing requirement of the adopted WCS, as identified in the Housing Land Supply Statement (2020) and shows that the North and West Wiltshire HMA can demonstrate 4.29 years of deliverable supply of housing<sup>47</sup>. In the last year land supply has fallen from 5.07 years of deliverable supply of housing.

**Table 7-3 - Housing land supply against the housing requirement of the WCS**

Area	Housing requirement 2006-2026	Housing completions 2006-2019	Five year housing requirement (including 5% buffer) 2019-2024	Deliverable supply 2019- 2024	Number of years of deliverable supply
East Wiltshire HMA	5,940	4,421	1,139	1,220	5.35
North and West Wiltshire HMA	24,740	15,560	6,885	5,905	4.29

<sup>42</sup> National Planning Policy Framework (2019), Ministry of Housing, Communities and Local Government, paragraph 70

<sup>43</sup> Housing Land Supply Statement (2019), Wiltshire Council, Appendix 5 - Windfall allowance for land supply calculations

<sup>44</sup> <https://www.neighbourhood-planning.co.uk/p/housing-delivery-test-results-finder.html>

<sup>45</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, page 22, paragraph 73

<sup>46</sup> National Planning Policy Framework (2019), Ministry of Housing Communities and Local Government, page 23, paragraph 73

<sup>47</sup> Housing Land Supply Statement (2020), Wiltshire Council, Table 2a, page 11

<b>South Wiltshire HMA</b>	10,420	6,909	2,633	2,480	4.71
<b>Wiltshire HMAs</b>	41,100	26,890	N/A	N/A	N/A
<b>Swindon (within Wiltshire)</b>	900	896	N/A	N/A	N/A
<b>Wiltshire Total</b>	42,000	27,786	N/A	N/A	N/A

## 7.5. Housing delivery assumptions in the HIF bid

Delivery of housing at Future Chippenham is inextricably linked to the delivery of the new distributor road, required to unlock development. Initial high-level viability and deliverability work supporting the HIF bid provided indicative phasing for housing delivery at Future Chippenham (See Viability and Deliverability Paper for detail).

However, the evidence base situation has evolved and in line with the grant conditions of the HIF award the new distributor road is to be delivered by March 2026 and the housing delivery has been updated and assessed against this date and new emerging evidence.

## 7.6. Delivery rates

The Spatial Strategy for Chippenham Community Area identifies a total requirement for 5,090 dwellings between 2006 and 2026 in Chippenham and its Community Area<sup>48</sup>, which equates to an average of 255 homes per annum.

In order to deliver 3,620 to 3,880 new homes, at Future Chippenham, annual housing delivery rates will need to increase significantly, when compared to the current average annual delivery rates required across Chippenham Community Area. As the indicative phasing indicates annual delivery rates at Future Chippenham need to be around 270 -290 per annum (average at 280 dpa) in order to deliver 3,620 to 3,880 homes in the Local Plan period and 7,500 homes beyond 2036.

Future Chippenham Project Team's evidence demonstrates an average delivery rate of 280 dwellings per annum, with a peak number of dwellings between 2035-2040, of 330-380 dwellings per annum. This is based upon an analysis of similar sites being or have been delivered across the UK, with a similar mix of tenures and ancillary facilities. This evidence is further supported by statements from the Planning Inspector during Local Plan hearings. This proposed delivery rate would result in the delivery of circa 3,240 dwellings in the Local Plan period, reflected in the Future Chippenham Draft Concept Framework.

Whilst the Council has achieved 139% delivery against its strategic housing requirement over the three years recorded (2015-2018) across Wiltshire, actual completions within the Chippenham Community Area over the past 13 years, between 2006 and 2019, totalled 1,975<sup>49</sup>, which equates to an average annual delivery of 165 units.

## 7.7. Housing delivery in Chippenham

It is considered that delivery rates for housing in Chippenham are likely to significantly increase if appropriate sites are allocated through the Local Plan process and there will be increased pressure on the council to deliver housing against its strategic requirement for housing in the new Local Plan period, and continue to meet the requirements of the government's Housing Delivery Test. This is a trend, reflected in the identified increase in delivery rates over the past 4 years of the current plan period.

Further, Future Chippenham offers a strategic opportunity to deliver a significant number and mix of homes across numerous outlets. Future Chippenham is in multiple ownership with the council being the majority landowner with landholdings in both the eastern part and southern section of the wider Future Chippenham development area unlocked by the delivery of the HIF-funded distributor road. Whilst the road unlocks 7,500 new homes, only part of the scheme, 3,620 to 3,880 units, will be brought forward in the next Local Plan period up to 2036.

The council in its capacity as landowner is receiving strategic advice on a delivery strategy for the development at Future Chippenham on council-owned and adjoining land to the south and east of the existing settlement, and is engaging with landowners and other stakeholders and through soft market testing, to inform the emerging master plan and to demonstrate deliverability and viability of development at Future Chippenham through further evidence base work.

<sup>48</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 102, Table 5.4

<sup>49</sup> Housing Land Supply Statement (2020), Wiltshire Council, page 113, Appendix 6

The rate of housing delivery will be an important factor when considering deliverability of development at Future Chippenham and as majority landowner the council is suitably placed to drive forward both the delivery strategy and subsequent implementation, helping to ensure increased housing delivery rates across the wider site. The phasing programme for individual sites will reflect market take-up and take into account site characteristics and, in particular, the expected level of market demand.

## 8. Anticipated housing provision in Future Chippenham

As part of the Local Plan review process Wiltshire Council has considered the potential number and distribution of housing through the Wiltshire Local Plan Review Scale and Distribution of Growth - Regulation 18 Consultation, published January 2021. It is clear from the consultation that the new Local Plan process acknowledges that Chippenham has the *“potential for significant growth supported by strategic road investment that could form a new boundary to the town on the east and south.”* Integral to this focussed growth is high quality design with green infrastructure and recreation routes linking the existing community to the countryside.

As set out in Section 3 above, household projections indicate a steady population increase across North West Wiltshire HMA and an identified need for 22,250 dwellings over the 20-year period 2016-2036 (1,113 dpa). It is clear that Future Chippenham provides significant potential to meet a substantial proportion of the local housing need for Wiltshire.

Unlocked by the delivery of the HIF-funded distributor road, development at Future Chippenham provides capacity to deliver a total of 3,620 to 3,886 homes up to 2036. A further 3,880 - 3,614 homes can be accommodated beyond 2036, providing a total housing capacity of 7,500 homes. Accordingly, Future Chippenham has capacity to make a significant contribution to meeting housing need within and beyond the new Local Plan period. Detailed proposals for the mix and type of housing provision at Future Chippenham will be developed through the masterplanning process and take account of the deliverability and viability evidence as well as evidence of local need, including the significant demand for family housing as well as older persons accommodation.

In line with Core Policy 43 ‘Providing Affordable Homes’ affordable housing units will be dispersed throughout the development, integrated with market housing and other uses and designed to a high quality, so as to be indistinguishable from other development. In determining the level of integration that can be achieved, consideration will be given to the associated practicalities of management and maintenance, whilst still ensuring affordability, particularly in developments of flats. In addition, appropriate tenure and affordability are key to meeting housing needs and detailed proposals for tenure will be developed taking into account evidence of local need and viability of different types of housing tenures in the local area.

Build to Rent housing is purpose-built housing, which is 100% rented out, and will form part of wider multi-tenure development at Future Chippenham, comprising either flats or houses, offering longer tenancy agreements of three years or more. Build to Rent homes are anticipated to comprise professionally managed stock in single ownership and management control. For Build to Rent schemes, affordable rent is anticipated to be the primary form of affordable housing provision (Affordable Private Rent).

Density is interlinked with design and innovative design solutions will be applied to achieve higher density levels within the sustainable neighbourhood centres. To ensure the creation of sustainable and mixed communities, development at Future Chippenham will provide housing of the highest standard that will be designed, where possible, to exceed the minimum requirements set by the Government’s Technical Standards, meet any optional requirements if applicable and align with the 10 characteristics of well-designed places set out in National Design Guide (2019), national planning policy practice guidance and objectives for good design as set out in the National Planning Policy Framework. Further, innovative design at Future Chippenham will which help to raise the standard of design more generally in the area.

## 9. Next steps

The housing evidence supporting Future Chippenham Draft Concept Framework is evolving and this Technical Paper will be updated as further information becomes available. Key to developing the housing evidence base in the short-term is direct engagement with stakeholders, including:

- Landowners
- Infrastructure providers
- Chippenham Town Council and other local community groups
- The deliverability and viability assessment process
- The masterplanning process

In particular, the deliverability and viability considerations that are emerging will be key to determining the precise mix and type of housing that can be provided and viably delivered at Future Chippenham within the plan period up to 2036. Accordingly, the deliverability and viability evidence as well as the emerging masterplan for Future Chippenham will feed into the revision of this Technical Paper.



CHIPP342d

## Future Chippenham Masterplanning

WC\_FCM-ATK-GEN-PL\_XX-RP-AX-000002

## Technical Paper: Infrastructure

02/03/21

A1



# Notice

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This document has 30 pages including the cover.

## Document history

Revision	Suitability	Purpose description	Originated	Checked	Reviewed	Authorised	Date
C03	A1	Draft – Updated for Reg 18 Local Plan Repls	SN	AJ	HD	RB	02/03/21

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# Introduction

Wiltshire Council (the Council) has identified Chippenham as a strategic location to meet current and future housing needs and improve infrastructure, transport, utilities, schools, recreation, and services. With the climate change emergency formally declared by the Council in 2019, there is a strong aspiration for the growth of Chippenham to be sustainable via low or zero-carbon development.

The Council established the Future Chippenham Project with an overall aim to deliver 7,500 homes, with 1,000,000 sq. ft (circa 9.3ha) of employment space. A new road linking the north, east and south of Chippenham will unlock the scheme. The new road will link the expanded and existing communities and improve connectivity around and through the town.

The Government has awarded £75 million of Housing Infrastructure Fund (HIF) grant to the Council to deliver the new road by 2024, subject to a range of terms and conditions being met.

In 2017, the Council started to review its current Core Strategy to ensure that it can continue to make provision for new homes, jobs, and infrastructure to support growth. The Council is currently engaging with the community, and various stakeholders on the Wiltshire Local Plan Review 2016-2036 (WLPR) documents under Regulation 18 of the Town and Country Planning (Local Planning) Act 2012.

The Future Chippenham Project is also developing a Future Chippenham Draft Concept Framework to support the promotion of the Council's land (and adjoining land) to the south and east of Chippenham. These areas are identified as the preferred location for growth in WLPR.

An initial Strategic Draft Concept Framework was prepared in 2018 for the Council to support its bid for a HIF grant for the new road. Subsequently, a more detailed Future Chippenham Draft Concept Framework was provided as a working document to Council Officers in April 2020. The Draft Concept Framework provides the vision and early stages of masterplan development for 2,970 to 3,240 new homes, employment and supporting infrastructure that can be delivered within the new Local Plan period up to 2036.

The anticipated range of homes to be delivered at Future Chippenham is based on a likely delivery rate of 270 - 290 dwelling per annum (dpa). The lower end of this range is evidence-based through supporting deliverability work, whilst the upper end of the range is aspirational and provides scope for a greater proportion of development to be delivered within the Local Plan period up to 2036 if the market absorbs more housing than currently suggested by the evidence. Excluding 650 new homes that are already allocated at Rawlings Green, these delivery rates equate to 2,970 - 3,240 new homes at Future Chippenham by 2036 and are expected to generate an additional population of approximately 6,530 - 7,120 people.

The Future Chippenham Draft Concept Framework is underpinned by a series of Technical Papers, which set out the emerging evidence supporting the potential allocation of the site in the new Wiltshire Local Plan. This Paper is one of six in support of the Future Chippenham Draft Concept Framework. The papers are:

1. Housing
2. Employment
3. Infrastructure
4. Landscape
5. **Sustainability**
6. Viability – Deliverability

The Draft Concept Framework and supporting Technical Papers will inform detailed master planning and early, direct engagement with Chippenham Town Council, adjoining Parishes, landowners and other key stakeholders. A Framework Masterplan could be taken forward as a Supplementary Planning Document (SPD), supporting a strategic site allocation in the new Wiltshire Local Plan.

# 1. Context and Purpose

## 1.1. Context

Core Strategy Policy 3 'Infrastructure Requirements' sets out the strategic context and policy requirements for new infrastructure provision and is supported by the Revised Planning Obligations Supplementary Planning Document (SPD) 2016. Where new development proposals require the delivery of infrastructure, the Core Strategy states that the highest priority should be afforded to essential infrastructure<sup>1</sup>.

Essential infrastructure is identified as transport, water, energy, flood alleviation, sustainable urban drainage (SuDs), telecommunications, affordable housing, education, health care, emergency services and waste & recycling.

In addition to essential infrastructure, the Core Strategy identifies place-shaping infrastructure, including community safety in the public realm, maintenance and improvement of heritage assets & the storage of archaeological remains, leisure and recreation provision, open space and green infrastructure, town centre management schemes, employer engagement and training schemes, cultural and community facilities, libraries, public art and streetscape features as well as cemetery provision<sup>2</sup>.

The Core Strategy requires that place-shaping infrastructure is to be addressed as the 2nd priority after the essential infrastructure requirements.

In addition to managing the provision of the new infrastructure requirements of development proposals, the individual investment plans of infrastructure providers must be recognised and fully considered through direct engagement.

## 1.2. Purpose

This Technical Paper has been drafted in 2 sections. Essential infrastructure requirements are considered in section 2 and place-making infrastructure requirements are considered in section 3.

The purpose of this Technical Paper has been to:

- Identify the likely requirements for infrastructure at Future Chippenham (essential and place-shaping);
- Provide technical evidence and inform preparation of Future Chippenham Concept Framework (April 2020); and
- Inform plan-making and support the area's promotion as strategic allocation in the Emerging Spatial Strategy (WLPR) 2016- 2036.

It should be noted that this Technical Paper does not address anticipated delivery timescales and costs, which will be comprehensively considered as part of a Viability and Deliverability Study. Further, the issue of affordable housing (part of the essential infrastructure requirements for new development) is not addressed in this Technical Paper but considered in a separate Technical Paper on Housing.

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<sup>1</sup> Wiltshire Core Strategy (2015), Wiltshire Council, p. 57, paragraph 4.40

<sup>2</sup> Wiltshire Core Strategy (2015), Wiltshire Council, p. 58, paragraph 4.42

## 2. Essential infrastructure provision

### 2.1. Education

Likely education requirements for Future Chippenham have been arrived at based on the number of school age children that are anticipated to be generated by 3,620 – 3,886 new homes by 2036 at Future Chippenham and will necessitate new school provision

#### 2.1.1. Anticipated child yield

Based on average occupancy per dwelling of 2.2 persons<sup>3</sup>, it is anticipated that 3,620 -3,880 new dwellings by 2036, including 650 new homes at Rawlings Green, will result in an additional 7,960 - 8,550 residents.

The Council uses pupil product figures to estimate the number of nursery, primary and secondary school aged children from new housing development. These are identified in the Infrastructure Delivery Plan (IDP) 2016 and have been applied to the proposed new homes at Future Chippenham to arrive at the likely child yield<sup>4</sup>. All one bed properties are considered unlikely to generate school age children and have therefore been discounted from these calculations. 5% of market housing, 43% of affordable rent and 14% of shared ownership affordable housing are assumed to comprise one-bed properties<sup>5</sup>.

Accordingly, it is anticipated that, **excluding one-bedroom homes**, Future Chippenham will provide a residual range of 2,690 - 2,880 new homes up to 2036 that are likely to be occupied by school-age children. Table 2.1 below indicates the education provision needed, calculated by applying Wiltshire Council’s pupil product figures to the anticipated housing mix and child yield.

**Table 2-1 - Child yield and nursery/school place requirements**

Age Groups	Child Yield per dwelling	Child Yield up to 2036		Child places needed
		2,690 new homes	2,880 new homes	
0-2	0.04	107	115	349 – 374 Nursery places
3-4	0.09	242	259	
5-10 years old (primary school)	0.31	833	892	833-892
11—16 years old (secondary school)	0.22	591	633	591-633

#### 2.1.2. Anticipated education provision

##### 2.1.2.1. Primary schools

Wiltshire Council’s preferred size for primary schools is set out in the IDP 2016 and ranges between one (210 places) and three Forms of Entry (FE) (630 places). A 2FE primary school, providing capacity for 420 primary places, is planned as part of the development at Rawlings Green<sup>6</sup> and will provide school place capacity in excess of primary school place demand generated on that site. This reduces anticipated primary school place demand in Future Chippenham from 833-892 places to 413-472 places up to 2036.

The trigger point for new primary school is 1,500 new homes and to ensure that housing growth is supported by new school capacity, two new primary schools are being proposed to meet the residual need for 413-472 primary school places up 2036. It is anticipated that two 1FE primary schools (210 places each) will be provided at Future Chippenham (in addition to the new 2FE primary school provision at Rawlings Green). This would provide 420 primary school places in addition to the 420 places provided at Rawlings Green, providing a total capacity of 840 places. This is marginally in excess (7 places) of the lower end of the anticipated demand range for primary school places (833 places). Additional capacity at one of the envisaged new primary schools would be required to cater for the upper end of the anticipated demand range for primary school places (892 places). The new primary schools will be located within walking distance of most properties.

<sup>3</sup> Swindon & Wiltshire Strategic Housing Market Assessment (March 2017), Opinion Research Services, paragraph 2.126

<sup>4</sup> All child yield estimates are rounded figures

<sup>5</sup> Future Chippenham Assessment of housing delivery (2020), Faithful+Gould, page 32

<sup>6</sup> Planning application ref 15/12351/OUT

#### 2.1.2.2. Early years

80 early years places will be provided at the new primary school at Rawlings Green, which reduces anticipated need for early years places in Future Chippenham from 349-374 early years places to 269-294 places. New primary schools at Future Chippenham will include provision for nursery places, including 80 early years places per school, which will together provide 160 places and leave a residual need of 109-134 nursery places to be provided on separate site(s).

#### 2.1.2.3. Secondary school

In terms of existing capacity, Wiltshire Council's School Place Strategy 2017-22 directs focus to utilising the available places at Abbeyfield Secondary School and expanding Abbeyfield School on its existing site-envisioned for the academic years 2020/21 – 2022/23. The Strategy anticipated that additional capacity provided through Abbeyfield Secondary School expansion would largely be absorbed by secondary school place demand in the concluding years of the current plan period up to 2026. The detailed level of additional capacity that can be generated through the expansion is not known at this stage and will need to be explored through further engagement with the school's management team and the Council's education officers.

Whilst there may be some capacity from the Abbeyfield Secondary School expansion that could serve early development at Future Chippenham, a new secondary school will be needed to meet demand for 591-633 school places during the next Local Plan period up to 2036.

Wiltshire Council's Revised Planning Obligations SPD (2016) recognises that a new secondary school is likely to be needed to serve a major urban expansion scheme, where long-term demand is likely to lead to a school with 900 11-16 school places. To meet this anticipated demand for school places, an additional secondary school including provision for 6th form will be provided at Future Chippenham. The Council's preferred type of secondary school is between 900 and 1,200 places (6FE to 9FE)<sup>7</sup>. A 6FE secondary school (900 places) would cater for demand in Future Chippenham within and beyond the plan period.

#### 2.1.2.4. Dual-use of school facilities

Education provision at Future Chippenham provides scope to combine school and community use, creating opportunities for a diverse range of educational and community activities to take place. For example, the position of sports buildings within a school site can have a significant effect upon wider usage, particularly for out of hours community use. In developing detailed school place provision at Future Chippenham, regard will be given to the potential for schools to be designed for dual-use, enabling assembly halls, swimming pools, playing pitches and MUGAs to be used easily by both pupils and the public. To achieve this, the design of dual-use facilities on primary and secondary school sites will allow for flexibility to ensure usage is maximised through<sup>8</sup>:

- Movable partitions and controllable lighting to sub-divide a single space allowing for a wider range of activities to take place independently and simultaneously
- Combining sport with the arts and other community activities, such as for example a studio space which can combine dance and exercise or upgraded changing and showering facilities possibly linked to commercial gyms next to schools
- Ensuring adequate storage for a wide variety of fixtures, fittings and equipment to support dual-use of the facilities. A lack of sufficient storage space is the most common design fault.
- Zoning and access design - the building should separate school and community users where necessary for security reasons, whilst looking to create zones where shared usage may align easily such as cafés and internet areas

Further engagement with the Council's education officers is needed to agree education requirements and provision within Future Chippenham. The detailed design and mix of facilities on school sites will be subject to further engagement with the Council, school users and community stakeholders as part of the detailed master planning process.

### 2.1.3. Likely land requirements for education infrastructure

The Draft Concept Framework (April 2020) includes two x 2.5 ha sites for primary schools (total 5ha) and a 12.4 ha for a secondary school - a total land area of 17.4 ha for educational use. These site areas for education are likely to be refined in discussion with Council officers as part of detailed proposals, considering pressure on or surplus capacity of existing schools.

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<sup>7</sup> Wiltshire Infrastructure Delivery Plan 3 2011 – 2026 (December 2016), Wiltshire Council, p. 21, paragraph 2.7

<sup>8</sup> Designing for PE and Sports: School Sites (2013 update), Sport England, page 6

## 2.2. Healthcare facilities

Health care infrastructure includes primary and secondary facilities, from general and community hospitals to GP and dental practices. Wiltshire Clinical Commissioning Group (CCG) is responsible for commissioning health services from various public and private sector providers in Chippenham and the wider area.

### 2.2.1. Healthcare determinants

Reflecting wider national trends, the key issues facing the delivery of health and social care facilities in Wiltshire include an ageing population, the rise of long-term conditions, increasing costs of providing care and constrained public resources<sup>9</sup>.

Higher levels of deprivation are consistently associated with poorer health outcomes across a range of measures representing a major cause of inequalities in health. The 2009 Joint Strategic Needs Assessment identifies Queens East in Chippenham as amongst the 30% most deprived areas in England<sup>10</sup> as well as amongst the five super output areas in the county with the highest levels of alcohol related admissions<sup>11</sup>. Correspondingly, Chippenham also accommodates one of the highest estimated levels of binge drinking amongst adult population in Wiltshire, 19.2%<sup>12</sup>. Further, both Chippenham Avon Ward and Chippenham London Road Ward rank 1st and 3rd respectively amongst the wards with highest level of teenage pregnancies in Wiltshire. These trends are reflected in the Chippenham Community Area JSA 2016.

### 2.2.2. The strategic approach to health and well-being in Wiltshire

In September 2019, Wiltshire's Health and Wellbeing Board agreed a new Joint Health and Wellbeing Strategy<sup>13</sup>. This aims to improve the health and wellbeing of the local population, reduce inequalities and promote the integration of services, using the analysis and data from the Joint Strategic Needs Assessment. Key themes of the Health and Wellbeing Strategy include<sup>14</sup>:

1. Prevention – improving health and wellbeing by encouraging, educating and supporting people to take responsibility for improving and maintaining their own health.
2. Tackling Inequalities - addressing the wider determinants of health, the conditions in which people are born, grow, live, work and age, to improve health outcomes.
3. Localisation – enabling communities to be stronger and more resilient and recognising that across Wiltshire different approaches will be required to deliver the best outcome
4. Integration – ensuring health and social care is personalised, joined up and delivered at the right time and place.

### 2.2.3. Existing healthcare infrastructure in Chippenham

The key health care facility in Chippenham is the Chippenham Community Hospital, providing a range of community services, including birthing suites and a Minor Injuries Unit, in-patient wards as well as some specialised services such as the Wiltshire Wheelchair Service and specialist community dental care. There are also 3 GP surgeries in Chippenham: Rowden Surgery, Hathaway Medical Partnership and Lodge Surgery.

The Strategic Statement for the provision of primary care services 2015-2025 by Lodge, Rowden and Hathaway Medical Partnership identifies a shortfall in provision of primary care premises floor space at Lodge and Rowden Surgeries and insufficient capacity for the expansion of Hathaway Medical Partnership to meet future demand<sup>15</sup>.

### 2.2.4. Planned healthcare provision in Chippenham up to 2026

Wiltshire Core Strategy (2015) identifies the need for a new GP facility in Chippenham and considers that a shared site with other services, such as fire, police and ambulance facilities, and/or contributions for such provision, could offer an effective route to improved service delivery providing they are centrally located as practicable<sup>16</sup>.

As part of the examination of the Chippenham Site Allocations Plan, significant concerns were raised by healthcare providers, including local GPs and NHS England, about the impact of proposed development on the

<sup>9</sup> Wiltshire Infrastructure Delivery Plan 3 2011 – 2026 (December 2016), Wiltshire Council, page 38, paragraph 7.2

<sup>10</sup> 2009 Joint Strategic Needs Assessment, Wiltshire Council and NHS Wiltshire, page 30, Table 2.1

<sup>11</sup> 2009 Joint Strategic Needs Assessment, Wiltshire Council and NHS Wiltshire, page 56

<sup>12</sup> 2009 Joint Strategic Needs Assessment, Wiltshire Council and NHS Wiltshire, page 53

<sup>13</sup> Wiltshire Health & Wellbeing Strategy 2019-2022, Wiltshire Council

<sup>14</sup> Wiltshire Health & Wellbeing Strategy 2019-2022, Wiltshire Council, page 8

<sup>15</sup> Statement of Common Ground between Wiltshire Council, NHS England and Chippenham GPs (2016), page 11

<sup>16</sup> Wiltshire Core Strategy (2015) Wiltshire Council, page 95

existing GP surgeries serving the town (comment 578 from NHS England). It was stated that new extended or improved facilities should be delivered alongside additional housing units where necessary, to mitigate the impact of population growth on the existing infrastructure (comment 56 from NHS Property Services)<sup>17</sup> and that the Chippenham Site Allocations Plan contained inadequate plans for provision of primary care (comments 1 from Rowden Surgery and 52 from Hathaway Medical Partnership)<sup>18</sup>. To respond to these concerns, Proposed Change 2 (CSAP/02) introduced further wording to the Plan to highlight the requirement for enhanced health services.

Subsequently a Primary Care working group, composed of Wiltshire Council officers from planning and public health as well as attendees from NHS England, NHS Property Services, the Clinical Commissioning Group (CCG), Great Western (GW) Hospitals Trust and GPs from the practices in Chippenham, resolved to address the anticipated shortfall in GP provision in Chippenham through the redevelopment of the Chippenham Hospital site to allow a significant redesign of service delivery in Chippenham.

A Statement of Common Ground between Wiltshire Council, NHS England and Chippenham GPs, setting out in-principle agreement for the delivery of extended primary care services at Chippenham Community Hospital, was agreed in 2016 and submitted to the examination of the Chippenham Site Allocations Plan to support proposed change 2 (CSAP/02)<sup>19</sup> and the adoption of the Plan. Building on this background, Wiltshire Clinical Commissioning Group has developed a strategic case for the redevelopment of the Chippenham Community Hospital and is working with partners to deliver extended primary care, integrated services and care close to home, improve patient outcomes and ensure services are sustainable as part of the redevelopment in order to address the impact of future development upon local health facilities<sup>20</sup>.

### 2.2.5. Requirements for new healthcare facilities

NHS England has developed a cost calculator to determine the requirements for health facilities resulting from new development, which derives the number of potential patients by multiplying the number of dwellings by the average occupancy rate. It should be noted that whilst the NHS applies an average of 2.3 persons per dwelling, the Future Chippenham Draft Concept Framework assumes an average of 2.2 persons per dwelling in line with the Swindon & Wiltshire Strategic Housing Market Assessment (March 2017), and accordingly this figure is used to determine anticipated patient numbers at Future Chippenham. The provision of 3,620 to 3,886 new homes at Future Chippenham is likely to result in between 7,964 and 8,549 new patients that require access to healthcare services.

The Infrastructure Delivery Plan 2016 identifies the typical standard<sup>21</sup> for the provision of health facilities as 1 GP/ dentist for every 1,750 patients<sup>22</sup> and, based on this standard, 7,964 to 8,549 new patients are likely to require at least 4-5 GPs/dentists. Based on the NHS cost calculator, 3,620 to 3,886 new homes at Future Chippenham will require a Gross Internal Area (GIA) of 667 sqm (for 8,000 patients) to 833 sqm (for 10,000 patients)<sup>23</sup> to provide access to healthcare provision for 7,964 and 8,549 new patients. The Council's preferred approach is for new primary care centres to be located in the main population growth areas, rather than isolated branch practices.

In line with the application for HIF funding submitted to Homes England, new Health and Well-being centres will be designed, comparable to the Melksham multi-purpose health and wellbeing centre. This is a new multi-million-pound development on the Melksham House site, providing a swimming pool fit for competitive swimming, St Damien's GP Practice, a new library, a café, a sports hall, community space, a studio and a new skate park. The facility also accommodates space for Wiltshire Police and other public sector and voluntary organisations to work from the centre.

The Draft Concept Framework makes provision for 2 new health and well-being centres integrated at the heart of new communities. In addition to healthcare, these will provide multiple services and facilities that can be accessed in one place, including sport and leisure facilities, superfast broadband, library space, youth facilities, emergency services and community spaces in line with the Council's and Wiltshire NHS CCG's preferred approach for integrated public services. Further engagement with healthcare providers, including Wiltshire CCG and local GPs, as well as the Council will be carried out going forward. As part of this engagement, it will also be explored whether there is scope for an expansion of current A&E capacity at Chippenham Hospital, to operate on a 24- hour basis as it did prior to the introduction of reduced A&E services.

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<sup>17</sup> Statement of Common Ground between Wiltshire Council, NHS England and Chippenham GPs (2016), page 5, paragraph 4.1

<sup>18</sup> Statement of Common Ground between Wiltshire Council, NHS England and Chippenham GPs (2016), page 5, paragraph 4.1

<sup>19</sup> Renumbered to be Proposed Change number S5 in the May 2016 List of Proposed Modifications to the Pre-Submission Draft Plan

<sup>20</sup> Strategic Outline Case for Chippenham, Melksham and Trowbridge 2017, NHS Wiltshire CCG, page 10, paragraph 1.2

<sup>21</sup> The NHS uses an average occupancy rate of 2.3 people per dwelling

<sup>22</sup> Wiltshire Infrastructure Delivery Plan 3 2011 – 2026 (December 2016), Wiltshire Council, p. 39, paragraph 7.6

<sup>23</sup> Wiltshire Infrastructure Delivery Plan 3 2011 – 2026 (December 2016), Wiltshire Council, page 40, paragraph 7.8

## 2.3. Emergency services

Emergency services comprise the police, ambulance and fire and rescue services. They need to provide adequate coverage of new housing and employment developments and cope with the higher number of incidents/emergencies likely to result from an increased population at Future Chippenham.

Wiltshire Core Strategy (2015) identifies the need for new fire, police and ambulance facilities up to 2026 and considers that a shared site, and/or contributions for such provision, could offer an effective route to improved service delivery, providing they are centrally located as practicable<sup>24</sup>.

### 2.3.1. Police

Wiltshire Police covers Wiltshire and Swindon with over 2,000 police officers, police community support officers and special constables that work as part of 27 neighbourhood policing teams. The Council's IDP (2016) highlights that Wiltshire Police have identified a need to rationalise their estate and explore partnership working with other public sector organisations<sup>25</sup>. They share IT and offices with Wiltshire Council and have integrated reception services and neighbourhood policing teams based in the new health and wellbeing centres. In March 2015, Wiltshire Police formed a strategic alliance with Avon & Somerset Constabulary to achieve savings and reduce the impact of budget cuts.

### 2.3.2. Ambulance services

In Wiltshire, there are eight ambulance stations, including one located at Chippenham. Further, an air ambulance base is situated in Devizes. In 2013, the former Great Western Ambulance Service (which previously covered Wiltshire) merged with the South Western Ambulance Service (SWAS) and now covers an area of 10,000 square miles, serving over 5.3 million people, in Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire and the Isles of Scilly. SWAS are reviewing and rationalising their estate, including closing and relocating offices and ambulance stations. To improve below target response times, they have also been considering:

- Recruiting more Community First Responders in Calne, Corsham, Pewsey, Royal Wootton Bassett and Bradford on Avon
- Providing additional rapid response cars in Bradford on Avon
- Providing a new standby point in Salisbury, and
- Providing a GP responding in a SWAS vehicle based in Swindon but also visiting patients in the wider Wiltshire area.

### 2.3.3. Fire services

In 2016, Dorset and Wiltshire fire authorities have merged and there are now only 50 fire stations covering Bournemouth, Dorset, Poole, Swindon and Wiltshire. The new combined fire authority is based at a strategic hub within the Five Rivers Health and Wellbeing Centre in Salisbury. The fire authority is reviewing local fire cover so that they can maintain an acceptable level of response in the face of new development, including possible relocation of fire stations, e.g. Trowbridge and Warminster, and potential for sharing facilities with police and/ or ambulance services, e.g. Malmesbury, Marlborough and Salisbury.

Direct engagement with the emergency services on the proposed scheme is needed to identify how any increased number of incidents and additional pressure on existing emergency services resulting from the development at Chippenham Futures will be managed and whether a new shared facility may be required. Should this be the case, the new shared emergency services facility could be located within the 2 new Health and Well-being centres at the heart of new communities and integrated with other dual-use facilities. However, the current approach nationally is to locate new and amalgamated ambulance police and fire services on sites adjacent to the primary road network. Planning of facilities in Future Chippenham will seek to ensure they are located in best location to serve the wider Chippenham area. This may not necessarily be within the Future Chippenham masterplan area.

Future Chippenham is also likely to require the provision of fire hydrants and water supplied for firefighting. Consultation will be undertaken with the Fire Authority to ensure that the site is provided with adequate water supplies for use by the fire and rescue service in the event of a fire. Arrangements may include a water supply infrastructure, suitable siting of hydrants and/ or access to an appropriate water supply. As part of the detailed

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<sup>24</sup> Wiltshire Core Strategy (2015) Wiltshire Council, page 95

<sup>25</sup> Wiltshire Infrastructure Delivery Plan (2016), Wiltshire Council, page 35, paragraph 6.7

master planning, consideration will also be given to ensure access to and within the Future Chippenham for the purpose of firefighting, is adequate for the size and nature of the development.

## 2.4. Waste and recycling

Economic and population growth have been the main drivers in the increase of waste arisings in Wiltshire and Swindon and the level of future growth anticipated at Future Chippenham is expected to inevitably lead to further increases in waste arisings over the new Local Plan period up to 2036.

The Wiltshire and Swindon Waste Core Strategy adopted in 2009 sets out the strategic planning policy framework for waste management up to 2026<sup>26</sup> and is accompanied by the Waste Development Control Policies 2009<sup>27</sup>. In addition, the Waste Site Allocations Plan 2013 identifies specific sites for new waste infrastructure over the plan period up to 2026<sup>28</sup>.

### 2.4.1. Existing waste infrastructure in North Wiltshire

Wiltshire Council is responsible for the collection and disposal of household waste and recycling. Between 2011 and 2012, the Council introduced changes to the waste and recycling collection service so that the same service was provided across the whole county. In 2014, the Council closed many local recycling sites (i.e. bring facilities often located at locations such as supermarkets), leaving 14 operational sites. The Council expects there to be a reduction in the total waste it manages. This is due to a reduction in garden waste collected followed the introduction of charges and a reduction in tonnes of waste delivered to household recycling centres following the reduction in opening hours. From 1 August 2017, Hills Waste Solutions provides waste collection and waste management services on behalf of Wiltshire Council, including the collection and recycling of household and garden waste, kerbside recycling, 11 household recycling centres and the treatment and disposal of residual waste.

#### 2.4.1.1 Municipal waste

Major landfill facilities are located at Chapel Farm (Blunsdon) near Swindon and at Compton Bassett, Calne. These two facilities provide the majority of landfill voidspace for municipal waste. An extension to the Compton Bassett landfill was permitted in 2007 that is expected to provide additional void space capacity up to 2026<sup>29</sup>.

Hills Waste Solutions Ltd also operate a Materials Recovery Facility located at Compton Bassett and 10 Household Recycling Centres distributed across Wiltshire. There are four Waste Transfer Stations for the management of municipal waste in Wiltshire<sup>30</sup>.

#### 2.4.1.2 Inert waste

In the north of Wiltshire there are four landfill sites currently receiving inert waste, mainly for restoration projects associated with mineral extraction. However, there is limited capacity for the recycling and transfer of inert waste with only one site located within North Wiltshire that recycles inert waste<sup>31</sup>.

#### 2.4.1.3 Industrial and commercial waste

Industrial and Commercial (I&C) waste forms the largest quantity of all waste that is produced in Wiltshire and Swindon. Several landfill sites in North Wiltshire receive Industrial and Commercial (I&C) waste. These are in at Studley Grange near Wootton Bassett and Sands Farm, near Calne, whilst limited amounts are received at Compton Bassett and Chapel Farm landfill sites<sup>32</sup>.

#### 2.4.1.4 Hazardous waste

There are two sites located in the Waste Core Strategy Plan area that are permitted for the reception and disposal of hazardous waste<sup>33</sup>.

### 2.4.2. Need for new waste sites across Swindon and Wiltshire up to 2026

Policy WCS1 in the Swindon and Wiltshire Waste Core Strategy 2009 seeks to deliver sufficient sites to meet the needs of the municipal waste management strategies and sub-regional apportionments by providing and

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<sup>26</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 25, paragraph 5.5

<sup>27</sup> Wiltshire and Swindon Waste Development Control Policies 2009 (2009), Wiltshire and Swindon Borough Councils

<sup>28</sup> Wiltshire and Swindon Waste Site Allocations Local Plan (2013), Wiltshire and Swindon Borough Councils

<sup>29</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 10, paragraph 2.6

<sup>30</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 10, paragraph 2.7

<sup>31</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 11, paras 2.10 & 2.11

<sup>32</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 11, paras 2.9

<sup>33</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 11, paras 2.9

safeguarding a network of site allocations, which will manage the forecast increase in waste arisings associated with the planned growth in the Strategically Significant Cities and Towns (SSCTs), including Chippenham. The quantum of new waste sites needed across Swindon and Wiltshire was initially identified in the Swindon and Wiltshire Waste Core Strategy 2009 and subsequently updated by the Swindon and Wiltshire Waste Site Allocations Plan 2013, based on additional capacity consented since 2011. The revised 'capacity gap' figures for which the Councils need to provide over the plan period to 2026 are set out below<sup>34</sup>.

**Table 2-2 - Waste Capacity Gaps to 2026**

Waste stream	Capacity to be delivered
<b>Municipal</b>	<ul style="list-style-type: none"> <li>6,000 tonnes per annum (tpa) of treatment capacity for municipal waste management for Wiltshire and Swindon</li> <li>A HRC and a MRF for the management of Wiltshire's municipal waste</li> <li>Suitable municipal waste management facilities in Swindon to continue achieving the target of 50% recycling and to meet the objectives of the</li> <li>Swindon Municipal Waste Strategy</li> </ul>
<b>Industrial &amp; Commercial</b>	<ul style="list-style-type: none"> <li>363,204 cubic metres of void space capacity for the management of industrial and commercial waste</li> <li>123,000 tpa of treatment capacity for industrial and commercial waste management for Wiltshire and Swindon</li> <li>58,462 tpa of recycling capacity for industrial and commercial waste management for Wiltshire and Swindon.</li> </ul>
<b>Inert</b>	<ul style="list-style-type: none"> <li>0 cubic metres of void space capacity for the management of inert waste</li> <li>0 tpa of transfer capacity for the management of inert waste in Wiltshire and Swindon.</li> </ul>

### 2.4.3. Proposed waste infrastructure in North Wiltshire

Policy WCS2 sets out the Councils' strategic approach for the location of new waste management development up to 2026 and seeks to locate strategic waste site allocations as close as practicable (within 16km) to Chippenham, enabling additional capacity to manage waste arisings from this area and its associated catchment<sup>35</sup>. The Waste Site Allocations Plan 2013 allocates sites within North Wiltshire for new waste development in line with the commitment set out in the adopted Waste Core Strategy to locate strategic-scale facilities within 16 km of Chippenham. The following proposed waste sites are all located within this 16 km radius surrounding the existing Chippenham settlement and the Future Chippenham development area<sup>36</sup>.

**Table 2-3 - Allocated Waste Sites**

Site	Proposed Uses
<b>Strategic Waste Site Allocations with 16 km of Chippenham</b>	
Hills Resource Recovery Centre, Compton Bassett	Waste Treatment
Land East of HRC/WTS, Stanton St Quintin	Materials Recovery Facility/Waste Transfer Station, Local Recycling and Waste Treatment.
Land West of HRC/WTS, Stanton St Quinton	Materials Recovery Facility/Waste Transfer Station, Local Recycling, Inert Waste Recycling/Transfer and Waste Treatment
Park Grounds Farm, Royal Wootton Bassett	Landfill / landraised extension and Waste Treatment
Hampton Business Park, Melksham	Materials Recovery Facility/Waste Transfer Station, Local Recycling and Waste Treatment.
<b>Local waste allocation site</b>	
Bumpers Farm Industrial Estate, Chippenham	Household Recycling Centre, Materials Recovery Facility/Waste Transfer Station and Local Recycling
Thingley Junction, Chippenham	Materials Recovery Facility/Waste Transfer Station and Local Recycling
Whitehills Industrial Estate, Royal Wootton Bassett	Materials Recovery Facility/Waste Transfer Station and Local Recycling
Leaffield Industrial Estate, Corsham	Materials Recovery Facility/Waste Transfer Station and Local Recycling

<sup>34</sup> Wiltshire and Swindon Waste Site Allocations Local Plan (2013), Wiltshire and Swindon Borough Councils, page 8, Table 1.3

<sup>35</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 27, para 5.14

<sup>36</sup>

Bowerhill Industrial Estate, Melksham	Materials Recovery Facility/Waste Transfer Station and Local Recycling
Canal Road Industrial Estate, Trowbridge	Materials Recovery Facility/Waste Transfer Station and Local Recycling
Hopton Industrial Estate, Devizes	Materials Recovery Facility/Waste Transfer Station and Local Recycling
Wiltshire Waste (Recycling) Ltd, Tinkfield Transfer Station, Nursteed Road, Devizes	Waste Treatment

#### 2.4.4. Anticipated waste infrastructure provision at Future Chippenham and further work required

The Council’s approach to waste reduction and auditing is outlined in Policy WCS6, which encourages the reduction and re-use of waste as part of the construction and the operation of new housing and employment developments<sup>37</sup>. Waste management plans and audits are required for large-scale development, which must include the measures taken to minimise waste and re-use any materials already on site during construction. Provisions to allow for the recycling and the segregation of waste as part of the design is required once the development is operational.

Future Chippenham presents a significant opportunity to support waste reduction in line with Policy WCS6 and the proposed scheme will design and provide facilities for occupiers of the development to recycle / compost waste (bring systems) and facilities for the source separation and storage of different types of waste for recycling and / or composting, taking account of the existing capacity of facilities already available in and around Chippenham and the existing Recycling Plan or Municipal Waste Management Strategy relevant to the area.

The detailed master plan will be accompanied by a waste audit, which will determine the likely quantum of waste arising to inform on-site provision of waste storage, management and pick up, in line with policy H3 of the National Design Guide ‘Attention to detail: Storage, Waste, Servicing and Utilities’. This requires refuse bins for all the different types of waste collection, including landfill, recycling and food waste, to be accessible and well-integrated into the design of streets, spaces and buildings, to minimise visual impact, unsightliness and avoid clutter<sup>38</sup>. Where refuse bins are required to be on a street frontage or in a location that is visible from a street, they will be sited within well-designed refuse stores that are easy for occupants to use.

Further, in line with policy L1 ‘Well-managed and maintained’<sup>39</sup>, the detailed masterplan for Future Chippenham will consider management of local waste from the outset, including housing provision, play areas, open spaces, streets and other public spaces, contributing to the resilience, attractiveness and beauty of Future Chippenham.

### 2.5. Utilities

Utilities encompass gas, electricity, including low-carbon and renewable energy, water and sewage. Broadband internet services (both fixed-line and mobile) are also included within the definition. The Atkins’ Utilities Team have been liaising with all key utilities providers since April 2020.

#### 2.5.1. Water and waste water

Chippenham Sewage Treatment Works is located on the south-western corner of Future Chippenham. Wessex Water is undertaking a strategic review of the Sewage Treatment Works (STW). There may be a need for improvements and extension of the STW to enhance process capability depending upon the rate of growth, any changes to the existing discharge consent and potential mitigation works linked to the drainage strategy for Future Chippenham.

Land to east of the STW is a preferred location for any future expansion and Wessex Water has confirmed that there should be no new development within 400 metres of the works. This buffer is reflected in the Future Chippenham Draft Concept Framework (**Appendix A**).

Further, easement strips over sewers, located within private land, are usually a minimum 3m either side of the crown of the pipeline. These may be significantly wider, 6m either side of pipe, if the sewer is a strategic sewer, a pumped rising main sewer or if the sewer is laid at an increased depth.

<sup>37</sup> Wiltshire and Swindon Waste Core Strategy 2016-2026 (2009), Wiltshire and Swindon Borough Councils, page 32, para 5.25

<sup>38</sup> National Design Guide, Ministry of Housing, Communities and Local Government, page 40, paragraph 134

<sup>39</sup> National Design Guide, Ministry of Housing, Communities and Local Government, page 51, paragraph 153

Easement strips over water mains, located within private land, are usually a minimum 3m either side of the crown of the pipeline. These may be significantly wider, 6m either side of pipe, if the water main is of strategic importance.

### 2.5.2. Energy

National Grid owns and operates the national gas and electricity transmission networks in the UK but does not distribute gas or electricity to individual premises. In Wiltshire, Scottish and Southern Energy is the local electricity distribution company and Wales and West Utilities is the local gas distribution company.

With regards to electricity, as part of the Chippenham Site Allocations process Scottish and Southern Energy confirmed that there are two primary sub-stations in Chippenham. The first option for Future Chippenham would be to try and supply all developments from these; the second option is to look at reinforcing these sub stations and only as a final solution installing a new primary sub-station within the development area. Scottish and Southern Electricity may find that the capacity that is currently spare is used if the industrial areas are developed first and this may change which sites are easy to supply for housing.

In 2016, in Swindon and Wiltshire energy consumption was estimated to be 4,374GWh with 64% of gas demand and 41% of electricity demand from domestic uses with the remainder for commercial & industrial uses<sup>40</sup>. Energy demand is falling in Swindon and Wiltshire with gas consumption down by 12% and electricity demand down by 6% between 2010 and 2016, despite a 10% increase in the population over the same period. The downward trend is consistent across both homes and workplaces.

There are easements around the pylons and 132kV overhead powerlines that cross the Future Chippenham development area. The EHV tower line enters via the northern boundary at a point south of New Leaze Farm, crosses the development site and exits through the southern boundary with the A4 London Road at a point to the west of the Stanley Park Youth Football Club. Where practical, these areas will be integrated in accessible public open space or adjoin planned infrastructure such as roads and other utilities.

Medium Pressure (MP) Gas Main is present across the development area. Individual restrictions may apply within Easements or Wayleave agreements that may be in place between landowners and network operator and will be reflected in the detailed masterplan.

The CLH Pipeline System (CLH-PS), formerly the Government Pipelines Storage System (GPSS), supplies fuel to the armed services. Previously owned by the Government and operated by the Oil and Pipelines Agency (OPA), it was sold to Spanish oil network operator CLH in 2015. The Future Chippenham Draft Concept Framework (2020) acknowledges that the GPSS crosses Future Chippenham area, but further detailed work will be undertaken to ascertain impacts and advise on potential mitigation.

The SWLEP Local Energy Strategy 'Swindon and Wiltshire's Energy Future: Setting the Agenda' sets out a strategic approach to the energy sector and clean growth at a regional level, aligning with the Government's Clean Growth Strategy. This sets out a framework for achieving clean growth and affordable energy, and the clean growth elements of the Government's Industrial Strategy.

At a local level, The Energy Change and Opportunity (ECO) Strategy 2011-2020 provides a framework that sets out the council's commitment to address energy resilience and the effects of climate change. The ECO Strategy is supplemented by the Carbon Management Plan, Climate Change Adaptation Plan and the Energy Resilience Plan all of which will be considered in drawing up the detailed masterplan.

### 2.5.3. Renewable energy

The Paris Climate Agreement represented a turning point in efforts to tackle climate change, with a commitment to limit increases in global temperatures well below 2°C and decarbonise the global economy by the second half of this century. To meet this challenge the World Green Building Council launched the global Advancing Net Zero Campaign which has set targets for all buildings to be net zero carbon in operation by 2050 and all new buildings to meet this standard by 2030.

The capacity of renewable energy generators in Swindon and Wiltshire has increased rapidly over the last 8 years. 636MW of capacity was operational as of November 2017, with the majority of this installed between 2014 and 2016<sup>41</sup>. Solar farms are ground-mounted installations of solar photovoltaic (PV) panels. 90% of the installed renewable energy capacity in Swindon and Wiltshire is provided by 43 solar farms with a combined in capacity of 568MW. Many of them are situated primarily in the low-lying areas between Trowbridge, Chippenham and Swindon where they can connect to the distribution grid and where landscape and visual impacts are easier to manage.

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<sup>40</sup> SWLEP Local Energy Strategy (2018), Ricardo Energy and Environment, page 11, paragraph 2.1

<sup>41</sup> SWLEP Local Energy Strategy (2018), Ricardo Energy and Environment, page 14, paragraph 2.2.1

Whilst due to rapid growth in solar photovoltaics (PV), Wiltshire is now placed third in the region for installed capacity, behind only Devon and Cornwall, a further acceleration in deployment of renewable electricity and renewable heat will be required to meet the 2020 target<sup>42</sup>. To deliver almost 30% of the projected electricity demand in Wiltshire in 2020 (in line with the UK Renewable Energy Strategy), an installed renewable energy capacity of around 367 Megawatts (MW) would be needed.

There are no operational onshore wind farms in Wiltshire, although the Wiltshire Sustainable Energy Planning Study 2011 identifies 4 individual opportunity sites for potential large-scale wind development to the east and south of the existing Chippenham settlement.

#### 2.5.3.1. A definition of Net Zero Carbon

In 2019, the UK Green Building Council (UKGBC) published “Net Zero Carbon Buildings: A framework definition”, a framework for the UK construction industry to transition new and existing buildings to net zero carbon emissions by 2050, which sets in place a framework on how to achieve net zero carbon buildings in both construction and operation (in-use energy consumption), whilst beginning to provide direction for addressing whole life carbon in the industry.

The net zero carbon buildings framework sets out definitions and principles around two approaches to net zero carbon of equal importance<sup>43</sup>:

- **Net zero carbon – construction** - When the amount of carbon emissions associated with a building’s product and construction stages up to practical completion is zero or negative, through the use of offsets or the net export of on-site renewable energy.
- **Net zero carbon – operational energy** - When the amount of carbon emissions associated with the building’s operational energy on an annual basis is zero or negative. A net zero carbon building is highly energy efficient and powered from on-site and/or off-site renewable energy sources, with any remaining carbon balance offset.

A third approach for net zero carbon – whole life is also proposed at a high level, but further work will be needed to define the scope and requirements for this approach.

#### 2.5.3.2. Anticipated requirements for renewable energy and potential approaches

Wiltshire Core Strategy seeks to ensure that new development is planned to minimise future vulnerability to a changing climate through Core Policy 41 ‘Sustainable construction and low carbon energy’. This requires new development to incorporate design measures to reduce energy demand, including insulation and design taking advantage of natural light and heat from the sun and using natural air movement for ventilation, whilst maximising cooling in the summer. Further, major development proposals are required to submit a Sustainable Energy Strategy alongside the planning application outlining the low-carbon strategy for the proposal.

Future Chippenham presents a prime opportunity to lead the zero-carbon agenda in Chippenham. In line with the Net Zero Carbon Buildings Framework<sup>44</sup>, development at Future Chippenham will consider net zero carbon in construction, operational energy and across the whole life of the development from early master planning through:

- Undertaking a whole life carbon assessment to drive carbon reductions and measuring and offsetting carbon impacts from the product and construction stages at practical completion
- Prioritising reductions in energy demand and consumption over all other measures.
- Increasing renewable energy supply, including on-site renewable energy generation as a priority in addition to off-site renewables; and
- Offsetting any remaining carbon

Further, a range of options will be explored in developing a low carbon strategy for Future Chippenham. Renewable, low carbon heat could be generated by a range of technologies. These include biomass boilers, heat pumps, solar thermal and gas-fired combined heat and power (CHP) - serving single homes or businesses through to communal heating systems providing heat to whole neighbourhoods. For large scale developments, such as Future Chippenham, communal energy supply systems, such as CHP systems, generally represent the lowest-cost energy supply solution to delivering zero carbon development. The potential for CHP systems and district heating at Future Chippenham will be explored in further detail in the masterplan process.

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<sup>42</sup> Energy Resilience Plan (2015), Wiltshire Council, page 6, paragraph 2.3

<sup>43</sup> Net Zero Carbon Buildings: A Framework Definition (April 2019), UK Green Building Council, page 4

<sup>44</sup> Net Zero Carbon Buildings: A Framework Definition (April 2019), UK Green Building Council, page 8

The use of off-site renewable energy will also be essential to the achievement of zero carbon in new development as it is difficult to meet all the energy needs of a new development on-site. Any opportunities for off-site renewable energy will also be explored in further detail.

Further detail is contained in the Sustainability Strategy Technical Paper (April 2020).

#### 2.5.4. Telecommunications

Digital inclusion and improving access to broadband is a national and local priority. Wiltshire Council's Business Plan 2013-2017 committed the Council to delivering super-fast broadband and improving digital literacy and access to technology<sup>45</sup>. The digital inclusion project, Wiltshire Online, outlined in the Council's IDP (2016), has three themes and objectives<sup>46</sup>:

- **Connectivity and provision** – to improve connectivity and the provision of broadband access for the businesses and citizens of Wiltshire
- **Online services** – to increase the range, take-up and usage of online services by the public to access council services
- **Digital literacy** – to work alongside communities to ensure that everyone has opportunities to become digitally literate and confident users of technology.

As part of this project, the Council invested £16 million in improving broadband speed and access across Wiltshire. Work that concluded in 2017 resulted in over 91% of the county having access to a superfast fibre broadband service. This is crucial both for the rural economy and the provision of services and facilities in less populated areas.

The requirement for improving broadband access and speed in Wiltshire comes from<sup>47</sup>:

- **Ageing population** – will place greater demands on public services, such as health, and improved use of communications technology will mean a better quality of service
- **Social and economic deprivation** – improved access and support for the 25% of households not on the internet, particularly in rural areas, who will benefit from online savings and more options for job searches
- **Rurality** – majority of households with poor internet speeds in rural areas and improvement will limit the impact of a decline in rural services due to increasing demand and economic pressures
- **Economy** – businesses in Wiltshire are smaller than regional and national averages and particularly reliant on broadband infrastructure but unlikely to be able to afford their own solutions.

Records indicate an existing Openreach overhead apparatus located within the eastern areas of Stanley Lane providing service connections to the existing farms and premises located off the lane. There is also an overhead apparatus running just north of Abbeyfield School providing an overhead service connection to Harden's Farm. It is understood that a second Openreach overhead circuit runs north east away from Harden's Farm to New Leaze Farm. An Openreach overhead network is located within the lanes to the north-east and south east of Green Lane Farm and within the roadway to the south east of Tytherton Lucas. A detailed picture of existing telecoms infrastructure within the Future Chippenham development area will emerge during direct engagement with relevant providers. In line with the Wiltshire Council IDP (2016) Future Chippenham will be built with the right infrastructure installed to allow homes and businesses to access superfast broadband, taking account of the Government's and the British Standards Institution's guidance<sup>48</sup>.

## 2.6. Transport

Chippenham has excellent transport links, located near to Junction 17 of the M4 and on the mainline Great Western Railway, providing easy access to Bristol, Bath, Swindon, London and wider markets. However, the Wiltshire Core Strategy (2015) recognises the need to improve public transport connectivity and pedestrian and cycle links and the Chippenham Site Allocations Plan embeds an integrated approach to transport into the Chippenham Vision, 'so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport'<sup>49</sup>.

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<sup>45</sup> Wiltshire Council Business Plan 2013 to 2017 (2013), page 5

<sup>46</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 44, paragraph 8.6

<sup>47</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 35, paragraph 8.21

<sup>48</sup> PAS 2016:2010. Next generation access for new build homes guide, Department for Culture, Media and Sport

<sup>49</sup> Chippenham Site Allocations Plan (2017), Wiltshire Council, page 20

### 2.6.1. Context

At a national level, the Government is promoting a transition to a net-zero carbon transport future to help eliminate the growing emissions from the transport sector and unlock new opportunities. Transport provision is vital in supporting major new development and that to be provided at Future Chippenham, alongside the HIF funded Distributor Road, provides a significant opportunity to lead the net-zero carbon agenda through provision and enhancement to road, rail and public transport infrastructure as well as footpath and cycle ways.

Wiltshire Council's Local Transport Plan (LTP 3) 2011 to 2026 sets out the broad objectives, implementation plans and targets for transport in Wiltshire, including:

- Provide a sympathetically designed, high quality and well-maintained network of cycle routes in the market towns (including Chippenham) and where appropriate, provide links between the market towns and to national cycle routes.
- Provide high quality cycle parking at key destinations and transport interchanges.
- Require adequate levels of high-quality cycle parking in all new developments with higher levels of provision in the market towns (including Chippenham)
- Provide a sympathetically designed, high quality and well-maintained network of walking routes in and between significant trip origins and destinations (e.g. housing, shops, employment areas, transport interchanges, etc)
- Seek to retain overall levels of service that meet demand within available resources, meeting accessibility needs for those without private transport and contributing towards sustainable transport objectives
- Increase rail connectivity through the provision of bus-rail links and assist with the implementation of some new stations. Support the function of rail stations as transport hubs and proactively work with partners to introduce service and corridor improvements particularly between Chippenham, Salisbury and Trowbridge.
- Ease congestion at significant 'hot spots' and maintain journey time reliability on key routes.
- Investigate the setting-up of a Wiltshire traffic control centre to monitor traffic on key routes with intelligent transport systems in Chippenham, Salisbury and Trowbridge.
- Implement a package of sustainable transport schemes in Chippenham, Devizes, Salisbury and Trowbridge.

The Chippenham Transport Strategy (CTS) Draft Strategy Refresh 2016 is Wiltshire Council's long-term approach to meeting the transport needs of the town and support the growth of the town identified in the Council's adopted Chippenham Site Allocations Plan 2017. The strategy centres on three main themes<sup>50</sup>:

- Accommodating growth at strategic development sites;
- Maintaining the strategic function of the A350; and
- Supporting the future success of the town centre.

### 2.6.2. Roads

Highways England maintains the strategic road network, whereas Wiltshire Council maintains other A, B and C classified routes. A key issue identified in the CTS is the need to maintain the functions of the three Primary Roads in the Chippenham: A350, A4 and A420; all experience congestion at peak periods.

The A350 Chippenham bypass provides north-south connectivity to west-Wiltshire, and access to the M4 at Junction 17 to the north of the town. The A350 and access to the M4 give the town good road connectivity north, south, east and west.

The A4 used to run straight down London Road and The Causeway into the High Street. The construction of Pewsham in the 1980s involved a relief road around its southern edge which is now the classified A4 route. The A4 Bath Road and A4 Avenue La Fleche converge with the A420 at the Bridge Centre junction in the centre of the town. This is a recognised pinch point for congestion on the town's highway network.

The transition to electric transport is one of the key priorities of the SWLEP. In the 2<sup>nd</sup> quarter of 2019 there were 3,325 licensed ultra-low emission vehicles (ULEVs) in Swindon and Wiltshire<sup>51</sup>. National Grid's latest 2017 Future Energy Scenarios suggest that up to 9 million electric vehicles could be on the road nationally by

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<sup>50</sup> The Chippenham Transport Strategy (CTS) Draft Strategy Refresh 2016,

<sup>51</sup> Table VEH0132, Department for Transport statistics, Vehicle Licensing Statistics. Downloaded December 2019.  
<https://www.gov.uk/government/collections/vehicles-statistics>

2030. However, access to an extensive and reliable network of publicly accessible chargers is required to drive the transition to electric road transport.

### 2.6.3. The HIF-funded distributor road

Chippenham was identified as a location where capacity improvements to the strategic road network may be required due to future development. The investment of the HIF funding in the new distributor road to the east and south of Chippenham, linking with the A350 at the north and south of the town and improvements at M4 J17 will deliver significant transport improvements. These will support the longer-term growth potential of Chippenham, by unlocking development land both within the town centre and at Future Chippenham.

There is a desire for the new distributor road to act as a sustainable movement corridor with linkages to the existing town centre that provides associated cycle paths, attractive pedestrian facilities charging points for electric cycles and vehicles, to help lead the low carbon transport agenda of the Council. The distributor road will be designed in accordance with the principles of Manual for Streets design guidance.

Three route options for the HIF-funded distributor road are currently being considered. A technical options assessment that takes into account environmental, planning, traffic conditions and multi modal transport networks issues has been published as part of a consultation event. The preferred road option will be developed in parallel with the high-level Framework Masterplan and formally consulted on during 2021.

### 2.6.4. Rail

Network Rail owns the railway infrastructure in Wiltshire and various train operating companies run passenger services. Great Western and South West Trains provide regular services through Wiltshire, connecting Cardiff, Bristol, London, Swindon, the West Country and the South Coast.

Chippenham railway station is on the Great Western Mainline with regular services to London Paddington, Swindon, Reading, Bath Spa and Bristol Temple Meads. The station is well used with over 1.8m users annually; demand and passenger numbers are forecast to grow as a result of the GWML Route Modernisation Programme. Chippenham is also on the TransWilts line which provides services to Melksham, Westbury, Warminster and Salisbury.

Continuing the trend of growth over the last decade, Network Rail and GWR are forecasting a significant increase in passengers using the railway (forecast growth of around 40% by 2029)<sup>52</sup> due to the Great Western Main Line (GWML) Route Modernisation Programme and the growth of Chippenham. This forecast growth will put pressure on the public transport system and the local highway network.

Wiltshire Council are currently working with partners to deliver the Chippenham Station Hub project which would improve access to the railway station, improve public realm and unlock new housing, retail and commercial space within the town centre. The scheme proposals will provide additional car parking to help meet the forecast demand, along with new housing, commercial and retail space and improved public realm.

The initial proposals for the development of the station and its surrounding area were submitted as part of Swindon and Wiltshire Local Enterprise Partnership's (SWLEP) Strategic Economic Plan (SEP) in 2014 and the scheme received a funding allocation of £16m from the Local Growth Fund (LGF). Since then, the project partners have worked together to further develop the masterplan proposals for the area

The CTS identifies improvements to Chippenham Station, including components from Station Travel Plan (bus/rail/cycle interchange, accessibility, security) as key measures to improve access to the station. The Council's IDP (2016) identifies the following railway schemes affecting Chippenham<sup>53</sup>:

- Electrification of the Great Western Main Line
- Intercity Express Programme and electrification of the network
- Improvements to Chippenham Railway Station

### 2.6.5. Buses

The existing bus network in Chippenham provides varying levels of service, with both local services operating within the town and longer distances services to places including Bath, Swindon and Devizes. Traffic congestion on the highest frequency corridors - A4 Bath Road and London Road - impacts on bus reliability and journey times and will be improved by construction of the new Distributor Road.

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<sup>52</sup> Chippenham Station Hub Outline Business Case (2018), WSP, page 11

<sup>53</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 24, para3.9

Planned bus schemes to support strategic site allocations in Chippenham are identified in the CTS and include<sup>54</sup>:

- Bus corridor upgrade along A4 Bath Road corridor (South West Chippenham)
- Bus corridor upgrade on London Road corridor
- Bus network supporting measures, including passenger information and improved passenger waiting facilities on key corridors
- Improved public transport links between Wiltshire College's Lackham Campus and other campuses
- Improvements to Chippenham Station, including components from Station Travel Plan: bus/rail/cycle interchange, accessibility, security
- Divert existing/provide new bus services to serve
  - South West Chippenham and Hunters Moon.
  - Rawlings Green
  - North Chippenham to link to town centre and Abbeyfield School

### 2.6.6. Walking and Cycling

Wiltshire Council maintains the public rights of way network, which is over 6,100km (3,800 miles) long. There are over 27,000ha (67,000 acres) of public access land. Sustrans, a UK charity, works with the council, the community and other organisations to encourage walking and cycling.

The Chippenham Transport Strategy identifies poor integration and connectivity of the pedestrian and cycle networks in Chippenham as key issues, highlighting the need for improved links between the surrounding areas and the town centre, railway station and Wiltshire College.

The Sustrans National Cycle Network route crosses the Future Chippenham development area to the east of Chippenham providing cycle connectivity between Calne and Chippenham, following the disused railway line that passes through the land east of Pewsham. The North Wiltshire Rivers Cycle Route also uses this section of the disused railway line.

Public footpaths in Future Chippenham include to the east, a public footpath, which connects the hamlet of Tytherton Lucas with New Leaze Farm, Harden's Farm and Chippenham; and shorter public footpaths converge on Harden's Farm. To the south, a footpath connects Forest Lane with Pewsham Locks and onwards to Derry Hill. A public right of way also runs north-south through the Avon Valley connecting the town centre to Lackham House and the National Trust village at Lacock.

Pedestrian and cycle schemes identified in the CTS include<sup>55</sup>:

- Frogwell to Town Centre
- Hungerdown (SW Orbital to north of Hunters Moon)
- Bumpers Farm to Town Centre
- Cepen Park North to Town Centre
- Northern Corridor to North Chippenham
- Langley Park Corridor to North Chippenham
- Monkton Park Corridor to Rawlings Green
- River Avon Corridor
- Pewsham Corridor
- Rowden and South West Corridor to South West Chippenham/Hunters Moon
- Hardenhuish (NW Orbital to North Chippenham)
- Langley Park to Rawlings Green
- Rawlings Green to Pewsham Corridor
- Hunters Moon link (to South West Chippenham)

Some of these schemes are expected to be delivered as an integral part of strategic development sites identified in the Chippenham Sites Allocation Plan (2017).

### 2.6.7. Likely requirements for transport infrastructure and further work

Development at Future Chippenham, accommodating an additional 7,960 and 8,550 people by 2036, is likely to result in significant trip generation with significant impacts on the existing transport network. Transport evidence

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<sup>54</sup> Chippenham Transport Strategy (CTS) Draft Strategy Refresh 2016, page 46, para 4.4

<sup>55</sup> Chippenham Transport Strategy (CTS) Draft Strategy Refresh 2016, page 44, paragraph 4.3

to support the adopted Chippenham Site Allocations Plan (CSAP) concluded that further housing growth beyond that allocated in the CSAP cannot be delivered without investment in new road links<sup>56</sup>.

Key findings of the 2017 Strategic Housing Market Assessment (SHMA) for Chippenham<sup>57</sup> highlight the constraint that the transport network places on future growth of the town:

*“- The town has significant potential for economic growth. A new road linking the A4 to the A350 would help considerably toward realising it.”*

Where a development will have significant transport implications, the Council requires a transport assessment to be prepared and submitted alongside a planning application in accordance with national guidance, and section 7.7 of the Council’s Revised Planning Obligations SPD<sup>58</sup>.

Further, Core Policy 61 Transport and development requires that ‘new development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives’<sup>59</sup>, whilst being capable of being served by safe access to the highway network. As part of a required transport assessment, it must be demonstrated that that consideration has been given to the needs of all transport users, according to the following hierarchy:

- Visually impaired and other disabled people
- Pedestrians
- Cyclists
- Public transport
- Goods vehicles
- Powered two-wheelers
- Private cars

The detailed master planning process will determine the number and location of neighbourhood centres and community facilities, primary and secondary schools, the amount, location and form of employment as well as the mix, density and location of residential development through the development of design options. These will be tested as part of the Transport Assessment going forward to determine detailed, likely impacts.

At this high-level stage, the Future Chippenham Draft Concept Framework (April 2020) seeks to establish links with the existing community and town centre as well as the HIF-funded distributor road to maximise Chippenham’s sustainability credentials as a place to live, work and play and promote zero-carbon transport. This will include public transport and green transport corridors aligned with the Rivers Avon and Marden.

Development at Future Chippenham will be planned in terms of scale, type and location to correct existing imbalances between homes and employment areas, thereby reducing the travel distances to work and the need for out-commuting. This will also help to reduce transport congestion and carbon emissions, improve quality of life, and further contribute to increasing affluence through in-town spending.

Further, development at Future Chippenham will promote more sustainable transport choices through design-in opportunity to use key sustainable transport modes, provision of vehicle charging points near key employment sites, attractive, flat cycle routes between key housing and employment sites, and cycling facilities, storage and electric vehicle charging points at both homes and workspaces.

## 2.7 Flood alleviation

National planning policy directs all new development to zone 1 areas of least risk of flooding. This is reflected in criterion 6 of Core Policy 10. Core Policy 67 of the Wiltshire Core Strategy requires all new development to include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage) unless site or environmental conditions make these measures unsuitable.

Core Policy 68 ensures that Development must not prejudice the delivery of the actions and targets of River Basin Management Plans, and should contribute towards their delivery where possible

Wiltshire Council is the Lead Local Flood Authority and must prepare a Local Flood Risk Management Strategy (LFRMS). In addition, the Council must:

- Manage the risk of flooding from surface water, groundwater and smaller watercourses;

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<sup>56</sup> CTRAN12 - Position Statement Improving Highway Network Resilience at Chippenham. 2016.

<http://www.wiltshire.gov.uk/planningpolicydocuments.htm?directory=Chippenham%20Site%20Allocations%20Plan/07CTRAN%20Transport%20and%20Accessibility>

<sup>57</sup> Chippenham Housing Market Area, Individual Settlement and Housing Market Area Profile, October 2017, page 9.

<https://cms.wiltshire.gov.uk/documents/s135276/Appendix%201%20Part%202%20-%20Chippenham%20Housing%20Market%20Area.pdf>

<sup>58</sup> Revised Planning Obligations SPD (2016), Wiltshire Council, page 21, paragraph 7.2

<sup>59</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 296, paragraph 6.158

- Investigate significant flood incidents
- Maintain a register of significant drainage assets, and
- Act as the approved body for adopting/maintaining Sustainable Drainage Systems (SUDs) on new developments

A Strategic Flood Risk Assessment (SFRA level 1) involving Chippenham was carried out in 2007 and has been updated regularly since to take account of new legislative requirements and new information. The Chippenham Site Allocations Plan Evidence Paper 6 Flood Risk and Surface Water Management states that the Environment Agency (EA) has recently confirmed that this remains a sound basis upon which to base site selection and to apply a sequential approach. Although the EA is updating its existing flood model for the wider Chippenham area and their intention is to consider watercourses including the River Avon and River Marden, the EA has said this work is unlikely to result in any substantial changes to the definition of flood zones 1 -3<sup>60</sup>.

The River Avon flows southwards along the eastern edge of the Chippenham Community Area, and Chippenham itself was established in one of the river's main meanders. There are also a range of brooks and tributaries. The River Marden is a small tributary of the River Avon, which flows from the hills surrounding Calne and meets the River Avon about a mile upstream of Chippenham, and the Pudding Brook is located in the east of Future Chippenham.

Parts of Chippenham contain areas at risk of flooding. Areas within Future Chippenham are located within Flood Zones 2 and 3 as defined by the Environment Agency, indicating the likelihood of flooding from rivers (or the sea). These make up approximately 107 ha within Flood Zone 3 and 17 ha within Flood Zone 2.

Flood Zone 3 is split into 3a and 3b:

- Zone 3a High risk (1% of greater from rivers and 0.5% or greater from the sea in any given year).
- Zone 3b is the functional floodplain or used as a flood storage area – this is a very high flood risk area.

Areas deemed to be in Flood Zone 2 have been shown to have between 0.1% – 1% chance of flooding from rivers in any year.

Future Chippenham Draft Concept Framework (April 2020), proposes that water resources will be used and managed in a sustainable manner with flood risk and carbon reduction initiatives being at the forefront of detailed design considerations at the master planning stage. Proposed development areas in the Draft Concept Framework are wholly outside Floods Zone 1 and 2 and the functional flood plain. Flood plain constraints will be mitigated by water features that address flooding issues in a blue network of recreational routes and watercourses which, in turn, will enhance the green infrastructure network.

## 2.8 Sustainable Urban Drainage (SuDs)

Water management maintains healthy water systems and is important for effective sustainable drainage systems. These are features designed to reduce flood risk, which are built to receive surface water run-off, such as constructed wetlands, permeable surfaces, retention ponds, green roofs and swales.

The revised Planning Obligations SPD (2016) sets out Wiltshire Council's commitment to implementing sustainable approaches to surface water drainage and a requirement for developments to incorporate SuDS, such as rainwater harvesting, green roofs, permeable paving, ponds, wetlands and swales, wherever possible. Where development proposed falls into Flood Zones 2 and 3 additional evidence demonstrating that no lower risk alternative sites were available is required<sup>61</sup>. Further, new development will need to include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground<sup>62</sup> and must be adequately served by on and off-site foul and surface water drainage systems<sup>63</sup>.

Within Future Chippenham water features form part of an integrated system of landscape, biodiversity and drainage. This includes water features that manage drainage as well as existing watercourses, which together with other drainage create multifunctional 'green' sustainable drainage systems, enhancing the attractiveness of open spaces and providing opportunities for play, interaction and relaxation.

Further, in line with policy N2 'Improve and enhance water management' set out in the National Design Guide<sup>64</sup>, Future Chippenham will be designed to adapt to flood conditions. New homes and buildings will also incorporate flood resistance and resilience measures and conserve water by harnessing rainfall or grey water for re-use on-site in line with National Design Guide policy R3 Maximise Resilience<sup>65</sup>.

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<sup>60</sup> Chippenham Site Allocations Plan Evidence Paper 6: Flood Risk and Surface Water Management (2015), Wiltshire Council, p9, para 2.9

<sup>61</sup> Revised Planning Obligations SPD 2016, Wiltshire Council, p25, para 8.2

<sup>62</sup> Revised Planning Obligations SPD 2016, Wiltshire Council, page 25, para 8.3

<sup>63</sup> Revised Planning Obligations SPD 2016, Wiltshire Council, page 25, para 8.10

<sup>64</sup> National Design Guide, Ministry of Housing, Communities and Local Government, page 32, para 96

<sup>65</sup> National Design Guide, Ministry of Housing, Communities and Local Government, page 48, para 149

## 3. Place-making infrastructure provision

### 3.1 Cultural and community facilities

A range of community and cultural facilities help create successful and sustainable communities, bring people together, create links between different communities and encourage people to feel a sense of pride and belonging in their local area. Space for arts and culture can also play a vital role in encouraging social and economic regeneration. Most cultural facilities in Wiltshire are publicly owned, managed or regularly funded and supported by the Council or Arts Council England and in line with the Council's Revised Planning Obligations SPD.

#### 3.1.1. Existing cultural provision

Reflecting Wiltshire Council's preference for integrated public service provision, the Council's IDP (2016) states that there are 23 leisure/sports centres and health and wellbeing centres across Wiltshire, which include a mix of services and facilities that can be accessed in one place, including sport and leisure facilities, superfast broadband, libraries, youth facilities, emergency services and different types of community spaces<sup>66</sup>. Wiltshire has 31 public libraries, four mobile libraries and one specialist service to residential homes<sup>67</sup>.

Significant investment, up to £59 million, has been earmarked for integrated public service delivery as part of health and well-being centres between 2016 and 2020. The first phase of the Corsham Health and Wellbeing Centre was completed in 2014 and the first phase of the Salisbury Health- and Well-being Centre completed in 2015. Further centres at Melksham, Cricklade, Pewsey and Tisbury were completed between 2016 and 2018. Between 2016 and 2020, £3.3 million of the Council's capital works programme was spent on libraries and leisure centres.

#### 3.1.2. Likely requirements for cultural provision

In areas experiencing housing growth, existing cultural provision will need to be enhanced to meet the additional demands placed on them. The Arts Council England recommend the following standards of provision for libraries and other cultural facilities<sup>68</sup>, which have been applied to the anticipated additional population at Future Chippenham (7,960 to 8,550 people).

**Table 3-1 - Libraries and Cultural Provision - National Standards**

Facility Type	Provision Standards	Likely provision for 7,960 additional people	Likely provision for 8,550 additional people
Public libraries	30 sqm per 1000 occupants	238 sqm	256 sqm
Archive facilities	6 sqm per 1000 occupants	48 sqm	51 sqm
Arts facilities	45 sqm per 1000 occupants	358 sqm	385 sqm
Museum space	28 sqm per 1000 occupants	223 sqm	239 sqm

Some of these uses will be most appropriately located within Chippenham Town Centre or elsewhere in Wiltshire as expansion / improvement to existing facilities rather than within Future Chippenham; this will be discussed and agreed with relevant officers as master planning progresses.

To deliver social, recreational and cultural facilities and enhance the sustainability of communities and residential environments, Future Chippenham will provide shared use community space. This will also guard against the unnecessary loss of valued facilities and services. In line with the Council's preferred approach for integrated public and community services, provision of cultural floorspace at Future Chippenham will be integrated into the new Health and Well-being centres and other flexible multi-use facilities, co-locating and integrating a range of uses, such as community centres, multi-faith places of worship and school halls that can be accessed out of hours, at the heart of new communities. These will cater for communities across generations, including children and young people, students and young professionals as well the elderly.

<sup>66</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 30, paragraph 5.3

<sup>67</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 30, paragraph 5.2

<sup>68</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 32, paragraph 5.8

As indicated in section 2.1.2 of this Technical Paper, the detailed design and mix of shared community space will be subject to further engagement with the Council, users and community stakeholders as part of the detailed master planning process.

New community facilities need a critical mass of people in order to be economically viable. With an average lead-in time of two years to design and build community facilities, they could be provided halfway through the delivery of Future Chippenham.

## 3.2 Green infrastructure

A strategically planned network of natural and semi-natural areas can deliver multiple transport, environmental and recreational benefits, and therefore improve peoples' health and quality of life. It also supports a green economy, creates job opportunities and enhances biodiversity.

A strategically planned network of natural and semi-natural areas can deliver multiple transport, environmental and recreational benefits, and therefore improve peoples' health and quality of life. It also supports a green economy, creates job opportunities and enhances biodiversity.

### 3.2.1. Existing green infrastructure

Chippenham's green infrastructure network, particularly along the Rivers Avon and Marden, are key features of the town and the Council's objective is to better integrate the River Avon with the town centre to aid the growth of the town, and act as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists<sup>69</sup>. The Chippenham Site Allocations Plan identifies the creation of new green infrastructure which improves access to and appreciation of the river corridor running through the town as a key priority<sup>70</sup>.

In light of the climate change emergency formally acknowledged by Wiltshire Council in February 2019, the protection, enhancement and provision of green infrastructure is of vital significance in achieving environmental enhancement in line with the Government's Environment Bill (October 2019). The Environment Bill carries over from the EU the concept of biodiversity gain as a condition of planning and a duty to conserve and enhance biodiversity, adding a new concept of local nature recovery strategies. Under the Environment Bill the biodiversity value of a development must exceed the pre-development biodiversity value of the onsite habitat by at least 10% to ensure that the new houses to be built are delivered in a way which protects and enhances nature<sup>71</sup>.

### 3.2.2. Likely requirements for green/blue infrastructure and anticipated provision

Wiltshire Core Strategy Policy 52 'Green Infrastructure' requires development to retain and enhance existing on-site green infrastructure, make provision for accessible open spaces, ensure long-term management of directly related green infrastructure, contribute towards the Wiltshire Green Infrastructure Strategy<sup>72</sup> and improve links between the natural and historic landscapes<sup>73</sup>.

Further, the Council's revised Planning Obligations SPD (2016) requires that the provision of green infrastructure, including woodland, is also considered as a measure to reduce surface water run-off and encourages any opportunities to reinstate or create additional, natural functional floodplain through the development process<sup>74</sup>.

In line with the Council's Infrastructure Delivery Plan (2016)<sup>75</sup>, detailed green infrastructure provision will be considered through an audit of current provision in and around the Future Chippenham development site and further work will need to demonstrate how this will be retained and enhanced as a result of the development process.

A network of multifunctional green space, urban and rural, capable of delivering a wide range of environmental and quality of life benefits for local communities at Future Chippenham, will be provided

#### 3.2.2.1. The River Avon Country Park

A 110-ha extension to the planned country park within floodplain of River Avon is proposed. This is similar in size to the country park associated with the South West Chippenham development. It will include a range of

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<sup>69</sup> Chippenham Sites Allocation Plan (2017), Wiltshire Council, page 22, paragraph 3.10

<sup>70</sup> Chippenham Sites Allocation Plan (2017), Wiltshire Council, page 7, paragraph 1.2

<sup>71</sup> Policy paper Environment Bill policy statement (October 2019), Department for Environment, Food and Rural Affairs, section 6

<sup>72</sup> A Green Infrastructure Strategy with climate change implications Wiltshire Council; in preparation, anticipated to be available July 2020

<sup>73</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 272, paragraph 6.97

<sup>74</sup> Revised Planning Obligations SPD 2016, Wiltshire Council, page 25, paragraph 8.5

<sup>75</sup> Infrastructure Delivery Plan (2016), Wiltshire Council, page 29, paragraph 4.6

riparian habitats and green spaces, which are managed for wildlife to flourish and people to enjoy, providing attractive spaces for relaxation and active recreation.

The extended River Avon Country Park will provide a strategic recreational resource for the existing and future residents of Chippenham. A network of permissive paths will be provided, including the Avon Valley Walk, a continuous foot/cycle route along the river with two new bridges allowing existing and future communities to be better connected with the river, the town centre, schools and colleges.

Biodiversity improvements will include wetland habitat creation with ponds, scrapes and reed beds and new habitat for reptiles. The fields would be managed as low intensity grazing pasture or hay meadow. Lost hedgerows will be restored, and willows planted to provide roosts for bats. These enhancements will help achieve the biodiversity net gain across the wider site.

The country park will offer learning and employment opportunities through events, educational outreach and jobs as rangers and green-space managers and the involvement of the adjoining Wiltshire College of Agriculture at Lackham will be encouraged.

### 3.2.2.2. Woodland

Significant new woodland planting is proposed as part of Future Chippenham. This could cover between 60 ha and 70 ha. This will further extend the new woodland within the Westmead Open Space and the restoration of the former Pewsham Forest. The growing trees will enhance biodiversity, help to mitigate climate change and act as shelterbelts, moderating wind speeds and reducing energy needs in neighbourhoods.

A 'Green Arc' of new woodland will enclose development at Future Chippenham and provide a strong landscape framework within which development can be effectively accommodated. The new planting will provide containment on the south and eastern boundaries to help assimilate the development in elevated views from the Limestone Ridge and viewpoints such as Bencroft Hill, Derry Woods and Naish Hill.

### 3.2.2.3. Green Corridors

Green corridors will be based on tributary streams, such as Pudding Brook and Cocklemore Brook. The corridors will thread through residential areas providing accessible natural green space (meeting Natural England Accessible Natural Green Space Standards) and sustainable drainage features, such as swales. Existing lanes, such as Forest Lane, will also be converted into green corridors with shared foot/cycle routes. Further, a green corridor will run parallel to the Wilts and Berks Canal.

The green corridors will help in the long-term filtering of elevated views by including native tree planting throughout the development. This will include the retention and management of mature forest scale trees along the historic network of lanes and hedgerows.

An overview of anticipated green infrastructure provision at Future Chippenham is set out in the table below.

**Table 3-2 - Green Infrastructure Provision**

Green Infrastructure Type	Total Area (Hectares)
Extension to River Avon Country Park to the south. Retained in agricultural use as floodplain grazing marsh with wetland habitat creation.	82
Extension to River Avon County Park to the north opposite Monkton Park. Retained in agricultural use as floodplain grazing marsh with wetland habitat creation.	28
Green wedge between proposed South Chippenham Neighbourhood and Pewsham, managed as wildflower meadow. Includes 6 ha of allotments and 15 ha of woodland.	60
Green corridor alongside Wilts and Berks Canal and Cocklemore Brook, managed as natural greenspace with 8 ha of woodland.	27
Green corridors along tributary streams and beneath overhead powerlines.	20
Native woodland planting along northern and eastern boundaries to provide framework for development post 2036.	28
Amenity open space within development, including children's play areas.	30
<b>Total</b>	<b>275</b>

### 3.3. Open Space

Publicly accessible open spaces play a vital role in the social and economic life of communities and deliver multiple environmental, recreational and health benefits.

#### 3.3.1. Existing open space provision

The Council's Open Space Study identifies existing open space provision across Wiltshire and the table below demonstrates open space provision (as at 2015) within the Calne and Chippenham Community Areas<sup>76</sup>.

**Table 3-3 - Open Space Provision Calne and Chippenham (2015)**

Parish	Allotments	Amenity Green Space	Parks and Recreation Ground	Outdoor sport pitches	Outdoor sport (fixed)	Outdoor sport (private)	Play space (children)	Play space (Youth)	Accessible Natural Green Space	Natural Green Space (Limited Access)	Church-yards & cemeteries	Education
Calne	1.72	7.86	19.4	16.16	3	0.24	0.43	0.78	22.06	0.33	3.26	25.56
Chippenham	5.79	48.55	14.56	5.74	1.76	6.55	0.73	0.54	59.39	1.29	4.25	45.04

#### 3.3.2. Likely requirements for open space

Core Policy 52 of the Wiltshire Core Strategy requires development to make provision in line with the adopted open space standards<sup>77</sup>. The provision of 3,620 to 3,886 new homes likely to accommodate between 7,960 and 8,550 additional people at Future Chippenham is anticipated to require 23.5 -25.4 ha of open space provision based on the Council's quantity standards for urban areas (2.97ha per 1,000 people) as set out in the Wiltshire Open Space Study<sup>78</sup>.

**Table 3-4 - Open Space Requirements Future Chippenham**

Open Space Typology	Quantity Standards	Open Space Requirement	
		7,964 population	8,549 population
Allotments	0.20 ha / 1,000 people	1.6 ha	1.7 ha
Amenity green spaces	1.50 ha / 1,000 people	11.9 ha	12.8 ha
Parks, sport and recreation grounds	1.20 ha / 1,000 people	9.5 ha	10.3 ha
Play space (children)	0.05 ha / 1,000 people	0.3 ha	0.4 ha
Play space (youth)	0.02 ha / 1000 people	0.2 ha	0.2 ha
<b>TOTAL</b>	<b>2.97 ha / 1000 people</b>	<b>23.5 ha</b>	<b>25.4 ha</b>

#### 3.3.3. Anticipated open space provision

Whilst there is an anticipated requirement of between 23.5-25.4 ha of open space, provision of open space and green infrastructure will be significantly in excess of likely requirements. Collectively, green infrastructure and open space provision is anticipated to comprise approximately 275 ha, as set out on page 24 above.

##### 3.3.3.1. Allotments and Orchards

These areas provide space to restore locally-sourced food production and to connect urban populations with the rural economy. They also offer opportunities to learn about and gain apprenticeships in gardening, vegetable and fruit growing, bee-keeping and horticulture, as well as providing for outdoor places and activities that help bring communities together and an active lifestyle.

The green network can provide for a variety of facilities, including a neighbourhood farm, allotments, community orchards and community gardens. The open space standards require 2ha of allotments, a more ambitious figure of 6ha is proposed in the green wedge next to the South Chippenham Neighbourhood Centre. These facilities could be located on the eastern boundary of Future Chippenham extending up to Pudding Brook and

<sup>76</sup> Draft Wiltshire Open Space Study 2015-2026, Ethos Environmental Planning, page 66, Table 4

<sup>77</sup> Wiltshire Core Strategy (2015), Wiltshire Council, page 272

<sup>78</sup> Draft Wiltshire Open Space Study 2015-2026, Ethos Environmental Planning, page 5, para 6

the Wilts and Berks Canal. A community composting facility could also be located here, with compost or re-use for energy of all green ‘waste’ from homes and greenspace management. A grid of ground source heat pumps could be positioned below the allotments and orchards.

### 3.3.3.2. Amenity Green Space and Play space

Amenity open space will be provided within residential development, including children’s play areas, and is anticipated to comprise approximately 30ha. A hierarchy of children play areas and games courts (based on Fields in Trust standards) will be set within the green corridors, connected by footpaths and cycle routes, helping to promote healthy and active lifestyles. A MUGA will be provided at the heart of the new neighbourhood centres, providing play space for older children.

## 3.4. Playing pitches

The Wiltshire Playing Pitch Strategy 2017 provides the strategic framework for playing pitch provision in Wiltshire up to 2026 and is made up of 4 documents:

- The Strategy: an overarching document providing context and guidance for the future provision and protection of pitch sport opportunities within Wiltshire;
- The Action Plan (Part 1): Generic actions relating to the steering group’s objectives;
- The Area Profiles (Action Plan Part 2): 18 separate profiles (based on Community Board areas), translating the above into location specific recommendations; and,
- The Needs Assessment: the technical report examining overall supply and demand for pitch sports which is essentially the ‘evidence base’ used to inform the above three documents

### 3.4.1 Existing playing pitch provision

Wiltshire is a geographically large local authority accommodating around 370 grass sites as well as other artificial pitches, as shown in table 3.5 below<sup>79</sup>.

**Table 3-5 - Wiltshire Playing Pitch Provision**

Adult Football	Youth Football (11v11)	Youth Football (9v9)	Mini Soccer (7v7)	Mini Soccer (5v5)	Cricket Fields	Adult Rugby	Mini Rugby
189	47	32	69	51	108	101	15

#### 3.4.1.1. Football

Football is the most popular pitch sport in the local authority and the Wiltshire FA maintains records of numbers of affiliated clubs. As at mid- 2015, there were 918 teams playing<sup>80</sup>. Chippenham Sports Club and Jubilee Playing Field are amongst the key football pitches available in Chippenham. However, in Chippenham, much community football activity has been decanted from the urban area in recent years to the Stanley Park complex on edge of Chippenham. This is a strategically important sporting venue located within the Calne Community Area, although it has a better geographical affinity with Chippenham. Whilst located in the Calne geographical area, the facility is owned by Chippenham Town Council. Facilities in the Calne area not only cater for the needs of its own football teams, but also many from Chippenham and elsewhere. The major sites for football are Castle Combe Sportsground, where there is multiple team activity through Castle Combe Colts; and, around Hardenhuish Park (Chippenham FC).

#### 3.4.1.2. Cricket

The two biggest clubs are located at Biddestone (Biddestone Cricket Club); and Chippenham. Chippenham Cricket Club play at the Chippenham Sports Club, but also use Sheldon School as an overflow site. There are smaller, outlying clubs.

<sup>79</sup> Playing Pitch Strategy Needs Assessment Appendix 4, page 24, Table 4.1

<sup>80</sup> Playing Pitch Strategy Needs Assessment Appendix 4, page 33, para 5.21

### 3.4.1.3. Rugby

All rugby club activity in Chippenham is focussed on the Allington Field site, which is the home of Chippenham RFU, fielding 18 rugby teams in total<sup>81</sup>. There is a training pitch which is floodlit and heavily used for mid-week training. Further, there are smaller outlying clubs, such as the Sutton Benger RFU.

### 3.4.1.4. Hockey

All club hockey activity is focussed on the AGP at Chippenham Sports Club, which houses an overall club structure, including adult and junior teams for both genders. All the Chippenham Clubs play their home matches and train at this venue.

### 3.4.1.5. Artificial Grass Pitch (AGP) provision

AGPs are now accepted as essential facilities for match play for hockey, as well as for football match play and rugby training. There is AGP provision at Stanley Park, which has a full-size 3G AGP.

### 3.4.1.6. Other sites

Westinghouse Sportsground in Chippenham was once available for pitch sport but is now closed or disused and has permission for residential development.

## 3.4.2. Planned playing pitch provision up to 2036

In line with the guidance provided by Sport England in its 'Playing Pitch Strategy Guidance', the Playing Pitch Strategy Needs Assessment (2017) identifies the quantity of pitches required based on anticipated population growth up to 2026 across all pitch sports in Chippenham Community Area<sup>82</sup>:

**Table 3-6 - Future Chippenham Proposed Playing Pitch Provision to 2036**

Sport, age and gender	New Teams	Pitches required
Mini Soccer (6-9 mixed)	4.4	0.6 pitches
Junior Football (1—15 male)	5.9	1.5 pitches
Senior Football (16-45 male)	5.8	1.4 pitches
Senior Cricket (18-55 male)	2.5	0.4 pitches
Senior Rugby (19-45 male)	1	0.3 pitches
Senior Hockey (16-45 Male)	0.5	0.1 pitches

The limited level of likely team generation up to 2026 will not require additional pitch space that cannot already be found. This is confirmed by the audit of existing open space assets contained in the Council's Open Space Study, which concludes that Chippenham does not have a shortage of outdoor sports provision. A shortage of amenity green space, parks and areas for informal recreation is addressed by provision for substantial open space by proposals contained in Chippenham Site Allocations Plan policy CH4.

In its Position Statement Matter 10: Other Matters (RM/10)<sup>83</sup> submitted to the Chippenham Site Allocations Plan examination, the Council states that the Chippenham Site Allocations Plan does not need to give more detailed provision for indoor and outdoor sports as this will be an element of the master planning process for each proposal. The masterplan will refine and provide a more detailed distribution of land uses, informed by additional evidence prepared at a level of detail to support a planning application.

Whilst the level of likely team generation up to 2036 will not require additional pitch space, it will, however, increase demand on existing facilities, and require the improvement and expansion of existing key venues to cope with these increased demands. Identified improvements to existing facilities in and around Chippenham (see Table 3.7 below) are set out in the Council's CIL Regulation 123 List and further recommendations are set out in the Council's Playing Pitch Strategy Action Plan (Part 2).

**Table 3-7 - Identified Sports Improvements in and around Chippenham**

Type of facility	Proposed Improvements
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<sup>81</sup> Playing Pitch Strategy Needs Assessment Appendix 4, page 174, paragraph 7.99

<sup>82</sup> Wiltshire Playing Pitch Strategy Community Area Profiles (Action Plan Part 2), page 20

<sup>83</sup> <http://www.hwa.uk.com/site/wp-content/uploads/2015/08/Wiltshire-Council-RM-10-Other-Matters.pdf>

<b>Sports Centre</b>	Upgrading 'The Olympiad' Sport Centre in Chippenham
<b>Rugby</b>	Improvements in rugby training facility and drainage at Allington Fields (Chippenham RFU) <sup>84</sup> . All local rugby investment should be focussed on this venue
<b>Football</b>	Expansion of Stanley Park site to provide additional full-size 3G pitch for football and improved turf. Any additional pitches required from the future growth of population in Chippenham should be provided for through the expansion of Stanley Park.
<b>Cricket</b>	Secure and improve facilities for second venue for Chippenham CC Enlarge changing accommodation at Biddestone CC Explore scope for zoning area for casual cricket (with provision of non-turf wicket) in public park (TBC)
<b>Hockey</b>	On-going protection and maintenance of AGP at Chippenham Sports Club and ancillary facilities to provide compliancy with relevant match play levels. All local hockey investment should be focussed on this venue.
<b>Tennis</b>	Whilst tennis is not part of this strategy Chippenham Tennis Club part of Chippenham Sports Club would benefit if Westinghouse Sports Club was merged. Presently they are short of courts.

### 3.4.3. Requirements for playing pitch provision up to 2036

Future Chippenham's 3,620 to 3,890 new homes (7,960-8,550 new residents) will inevitably affect demand for pitch sports in and around Chippenham over the new Local Plan period to 2036.

The Playing Pitch Strategy 2017 Needs Assessment considers need for playing pitches up to 2026 and must be rolled forward to consider need for playing pitches up to 2036. However, using the Sport Facilities Calculator on the Sport England/Active Places Website<sup>85</sup> (see Table 3.8 (below)) provides an initial indication of the likely provision required for 7,960 -8,550 additional people, for artificial grass pitches (AGP), indoor bowls, sport halls and swimming pools, although it does not take into account any adjustments in demand.

**Table 3-8 - Assessment of additional sports requirements Future Chippenham to 2036**

Type of sports facility	Likely requirements 7,960 population	Likely requirements 8,550 population
Artificial grass pitches	0.1 pitches	0.3 pitches
Indoor bowls	0.4 centres	0.1 centres
Sport halls	1 court and 0.3 halls	2.4 courts and 0.6 halls
Swimming pools	37.2 sqm, 0.2 pools and 0.7 lanes	87.7 sqm, 0.4 pools and 1.7 lanes

At this stage it is anticipated that playing pitches and indoor sport facilities will be provided at Future Chippenham as part of primary and secondary school provision and that they would be subject to Community Use Agreements (CUA) to allow for dual public community use of facilities outside of school hours and term-time.

As set out in in section 2.1.2 above, the positioning and design of playing pitches and sports buildings on a school site can have a significant effect upon usage. In developing detailed playing pitch and sports provision at Future Chippenham, regard will be given to the potential for facilities to be designed for dual use, enabling assembly halls, swimming pools, playing pitches and MUGAs to be used easily by both schools and the community. In the design of dual use sport facilities and playing pitches, the detailed master plan will allow for flexibility to ensure usage is maximised, including consideration of separate access to sport facilities and changing rooms, the provision of spectator seating for school, community and club competitions, and adequate storage for a wide variety of fixtures, fittings and equipment.

<sup>84</sup> Wiltshire Playing Pitch Strategy (2017), page 18, Table 3.2

<sup>85</sup> <https://www.activeplacespower.com/reports/sports-facility-calculator>

## 4. Next steps

The evidence supporting the Chippenham Draft Concept Framework is evolving and this Technical Paper will be updated as further information becomes available. Key to developing the infrastructure evidence base in the short-term is direct engagement with infrastructure providers, including:

- Wiltshire Council Education
- Wiltshire Clinical Commissioning Group/NHS
- Emergency Services, including Fire, Police and Ambulance services
- Utilities companies, including water, energy and telecommunications
- Lead Local Flood Authority
- Wiltshire Council Parks and Leisure
- Wiltshire Highways Authority

Engagement with infrastructure providers will help to identify pressures on existing infrastructure provision and the detailed infrastructure requirements anticipated at Future Chippenham. The objectives outlined in the Sustainability Strategy will help to inform this detailed work on infrastructure requirements and delivery to inform the detailed masterplan.

Further, once a preferred alignment for the HIF-funded distributor road is confirmed and an associated masterplan has been developed, a transport assessment will be undertaken.



CHIPP342e

## Future Chippenham Masterplanning

WC\_FCM-ATK-GEN-PL\_XX-RP-AX-000005

## Technical Paper: Sustainability

02/03/21

A1



# Notice

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This document has 30 pages including the cover.

## Document history

Revision	Suitability	Purpose description	Originated	Checked	Reviewed	Authorised	Date
C03	A1	Draft – Updated for Reg 18 Local Plan Reqs	CW	AJ	HD	RB	02/03/21

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# Glossary

Concept	Explanation
Biodiversity Net Gain (BNG)	Biodiversity Net Gain recognises that there may be some loss of biodiversity due to the development but describes a situation where the loss is more than offset against an increase in biodiversity on the development site (or perhaps if appropriate elsewhere) and as such there is an overall gain.
Circular Economy	This concept refers to an economy (or part of an economy) that produces no waste and pollution, by design or intention. It keeps products, parts and materials at their highest use and value at all times. It offers a sustainable alternative to our current linear economy. This is one in which we make, use and then dispose of products, parts and materials. A circular economy also uses fewer new resources and energy. That means there is less cost to the environment. A Circular Economy can be at many scales, from the individual, through local, regional, national to international.
Ecosystem Services	Ecosystem Services are the wide range of benefits to humans and the environment that can be derived from a development e.g. improvements in air quality, reducing flood risk, increasing food provision, pollination and CO <sub>2</sub> storage.
Environmental Net Gain (ENG)	Environmental Net Gain is a similar concept to BNG but is focused on net gains on a wider range of environmental parameters and not just biodiversity.
Green Infrastructure	Green infrastructure is a catch-all term to describe the network of natural and semi-natural features within and between our villages, towns and cities. These features range in scale, from street trees, green roofs and private gardens through to parks and woodlands. Green infrastructure also includes some aspects of the water environment – or ‘blue infrastructure’ - such as rivers, ponds, wetlands, and sustainable urban drainage systems (SuDS).
Natural Capital	This can be defined as the world's stocks of natural assets which include geology, soil, air, water and all living things. It is from this natural capital that humans derive a wide range of services, often called ecosystem services, which make human life possible. As such, this refers to a concept that provides multiple benefits or ecosystem services such as improving air quality, reducing flood risk, food provision, pollination and CO <sub>2</sub> storage. Accessing and connecting to Natural Capital also plays an important role in our physical and mental health.
Natural Flood Management	Natural flood management is when natural processes are used to reduce the risk of flooding and coastal erosion. Examples include: restoring bends in rivers, changing the way land is managed so soil can absorb more water and creating saltmarshes on the coast to absorb wave energy.
Net Zero Carbon	This concept refers to achieving an overall balance between carbon emissions produced and carbon emissions taken out of the atmosphere by sequestration e.g. perhaps through growing trees. Note that other greenhouse gases can be considered within this concept, with a factor being applied to these which is typically reported as ‘carbon equivalent’.
Off-site Sequestration	In relation to carbon, Carbon sequestration or carbon dioxide removal is the long-term removal, capture or sequestration of carbon dioxide from the atmosphere to slow or reverse atmospheric CO <sub>2</sub> pollution and to mitigate or reverse global warming. Off-site Sequestration refers to

	<p>the capturing of carbon elsewhere from the development site e.g. by planting trees at a different location, or perhaps at a carbon capture and storage site.</p>
<p>Sustainable Drainage Systems (SuDS)</p>	<p>SuDS mimic nature and typically manage rainfall close to where it falls. SuDS can be designed to transport (convey) surface water, slow runoff down (attenuate) before it enters watercourses, they provide areas to store water in natural contours and can be used to allow water to soak (infiltrate) into the ground or evaporated from surface water and lost or transpired from vegetation (known as evapotranspiration).</p> <p>SuDS are drainage systems considered to be environmentally beneficial, causing minimal or no long-term detrimental damage. They are often regarded as a sequence of management practices, control structures and strategies designed to efficiently and sustainably drain surface water, while minimising pollution and managing the impact on water quality of local water bodies.</p>

# Introduction

Wiltshire Council (the Council) has identified Chippenham as a strategic location to meet current and future housing needs and improve infrastructure, transport, utilities, schools, recreation, and services. With the climate change emergency formally declared by the Council in 2019, there is a strong aspiration for the growth of Chippenham to be sustainable via low or zero-carbon development.

The Council established the Future Chippenham Project with an overall aim to deliver 7,500 homes, with 1,000,000 sq. ft (circa 9.3ha) of employment space. A new road linking the north, east and south of Chippenham will unlock the scheme. The new road will link the expanded and existing communities and improve connectivity around and through the town.

The Government has awarded £75 million of Housing Infrastructure Fund (HIF) grant to the Council to deliver the new road by 2024, subject to a range of terms and conditions being met.

In 2017, the Council started to review its current Core Strategy to ensure that it can continue to make provision for new homes, jobs, and infrastructure to support growth. The Council is currently engaging with the community, and various stakeholders on the Wiltshire Local Plan Review 2016-2036 (WLPR) documents under Regulation 18 of the Town and Country Planning (Local Planning) Act 2012.

The Future Chippenham Project is also developing a Future Chippenham Draft Concept Framework to support the promotion of the Council's land (and adjoining land) to the south and east of Chippenham. These areas are identified as the preferred location for growth in WLPR.

An initial Strategic Draft Concept Framework was prepared in 2018 for the Council to support its bid for a HIF grant for the new road. Subsequently, a more detailed Future Chippenham Draft Concept Framework was provided as a working document to Council Officers in April 2020. The Draft Concept Framework provides the vision and early stages of masterplan development for 2,970 to 3,240 new homes, employment and supporting infrastructure that can be delivered within the new Local Plan period up to 2036.

The anticipated range of homes to be delivered at Future Chippenham is based on a likely delivery rate of 270 - 290 dwelling per annum (dpa). The lower end of this range is evidence-based through supporting deliverability work, whilst the upper end of the range is aspirational and provides scope for a greater proportion of development to be delivered within the Local Plan period up to 2036 if the market absorbs more housing than currently suggested by the evidence. Excluding 650 new homes that are already allocated at Rawlings Green, these delivery rates equate to 2,970 - 3,240 new homes at Future Chippenham by 2036 and are expected to generate an additional population of approximately 6,530 - 7,120 people.

The Future Chippenham Draft Concept Framework is underpinned by a series of Technical Papers, which set out the emerging evidence supporting the potential allocation of the site in the new Wiltshire Local Plan. This Paper is one of six in support of the Future Chippenham Draft Concept Framework. The papers are:

1. Housing
2. Employment
3. Infrastructure
4. Landscape
5. **Sustainability**
6. Viability – Deliverability

The Draft Concept Framework and supporting Technical Papers will inform detailed master planning and early, direct engagement with Chippenham Town Council, adjoining Parishes, landowners and other key stakeholders. A Framework Masterplan could be taken forward as a Supplementary Planning Document (SPD), supporting a strategic site allocation in the new Wiltshire Local Plan.

# 1. Context and Purpose

## 1.1. Sustainable development

Spatial development plays a key role in the achievement of sustainable development. Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. In other words, development capable of maintaining a balance between short term human need and interests with the preservation of natural resources and ecosystems and the protection of the long-term interests of future generations.

The National Planning Policy Framework 2019 (NPPF) sets out three overarching objectives for achieving sustainable development, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- **an economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- **an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

There is now widespread acceptance that the environment underpins all aspects of people's daily lives, from the air they breathe, the water they drink, the food they eat and the green spaces in which people spend time. It is also fundamental to people's health and wellbeing and it is the foundation of a productive economy. It is, however, under multiple unprecedented threats linked to climate change, widespread loss of biodiversity, general degradation of environmental quality and unsustainable use of natural resources. There is a need to act now and address these threats so that our generation, our children's generations and beyond are not left with the consequences of the increased level of damage caused which may be long lasting or even irreversible, particularly in the case of climate change. If no action is taken, homes and workplaces will be at greater risk of flooding, heat stress will be a greater risk to health, water shortages will be more common, and the natural environment (green spaces, soils and species) will also be affected through further destruction/degradation/fragmentation of habitats and ecosystems.

Aligned with the above threats, the recent Government 25 Year Environment Plan identifies a set of goals for protecting and enhancing our environment for the next generation:

1. Clean air.
2. Clean and plentiful water.
3. Thriving plants and wildlife.
4. A reduced risk of harm from environmental hazards such as flooding and drought.
5. Using resources from nature more sustainably and efficiently.
6. Enhanced beauty, heritage and engagement with the natural environment.
7. Mitigating and adapting to climate change.
8. Minimising waste

The preparation of the Future Chippenham Project must be guided by the overarching NPPF and the 25 Year Environment Plan goals in order to achieve sustainable development that is fit for the future. The Future Chippenham Project must thus ensure that new development in Chippenham is put on a pathway which starts to reverse the environmental damage that has already been caused and prevents further environmental damage.

Ultimately, a truly sustainable Future Chippenham Project must minimise adverse impacts, maximise benefits and actively seeks opportunities to secure gains across the economic, social and environmental dimensions of sustainable development, either direct or indirectly, in the new development area, Chippenham town and beyond.

## 1.2. Sustainability Appraisal

Wiltshire Council is currently reviewing the Wiltshire Core Strategy adopted in January 2015 (to be recast as the Wiltshire Local Plan) which identifies land for development for the period to 2026. The emerging Local Plan looks ahead to 2036 to ensure enough housing and employment land is available to meet growth needs and government targets.

The Chippenham Expanded Community (CEC) is identified, at a high level, as one of the possible growth options for the Local Plan and there is a need to demonstrate that Future Chippenham can deliver sustainable and viable growth to gain further support for the CEC and ensure it is selected as a Preferred Option in the Local Plan.

A Future Chippenham Draft Concept Framework has been prepared (March 2021) as an important and early component of work to support the consideration of allocation of Future Chippenham in the Local Plan. Going forward, the Draft Concept Framework will form the basis of a Framework Masterplan for the wider development area, setting out detailed design guidance to help ensure Future Chippenham is delivered as a well-designed place that is sustainable, enduring and improves quality of life for existing and future residents.

The National Planning Policy Framework 2019 sets out in paragraph 32: 'Local plans and spatial development strategies should be informed throughout their preparation by a sustainability appraisal (SA) that meets the relevant legal Strategic Environmental Assessment (SEA) requirements. This should demonstrate how the plan has addressed relevant economic, social and environmental objectives (including opportunities for net gains). Significant adverse impacts on these objectives should be avoided and, wherever possible, alternative options which reduce or eliminate such impacts should be pursued. Where significant adverse impacts are unavoidable, suitable mitigation measures should be proposed (or, where this is not possible, compensatory measures should be considered).

As part of the Local Plan review process, a Sustainability Appraisal (SA) is being undertaken to assess how the plan will contribute to the achievement of sustainable development. A SA Scoping Report (dated February 2019) has been prepared by Wiltshire Council to create the general SA framework for the sustainability assessment of the Local Plan. An Interim SA Report of the draft Wiltshire Local Plan Review has been published alongside the draft Local Plan for informal consultation in January 2021. As the Future Chippenham Masterplan is further developed, a SA process will be followed mirroring the one being conducted for the Local Plan by Wiltshire Council.

## 1.3. Purpose of this document

This Sustainability – Future Proofing Objectives document informs and feeds into the various programme components for Future Chippenham, including masterplanning process, road design and other evidence base workstreams streams, as sustainability considerations must underpin all work being undertaken.

This document covers two different aspects of the sustainability work undertaken to inform the development of the Future Chippenham Draft Concept Framework: Sustainability Appraisal (SA) and Future Proofing Objectives. It is structured as follows:

- 1- Considering key overriding environmental sustainability challenges being faced in Chippenham, Future Proofing Objectives are developed to inform the development of the Future Chippenham Draft Concept Framework to ensure it promotes development which is fit for the future (Section 2).
- 2- The SA Framework prepared by Wiltshire Council for the assessment of the Local Plan is used to initially test the compatibility between the Draft Future Chippenham Draft Concept Framework Objectives and the Council's 2019 SA Objectives and recommendations are made to improve the sustainability performance of the Draft Concept Framework Objectives (Section 3).
- 3- The Draft Concept Framework Objectives (informed by recommendations from Steps 1 and 2 above) issued to accompany Local Plan Representations are subsequently tested for compatibility with the Council's revised 2021 SA Objectives and resulting improvements to the revised Draft Concept Framework Objectives are considered (Section 3).
- 4- Next steps for ensuring Future Chippenham is fit for the future are set out, including development of a Future Proofing strategy to inform the development of the masterplan and the development of the next stages of the SA (Section 4).

## 2. Major environmental challenges and future proofing objectives

### 2.1. Introduction

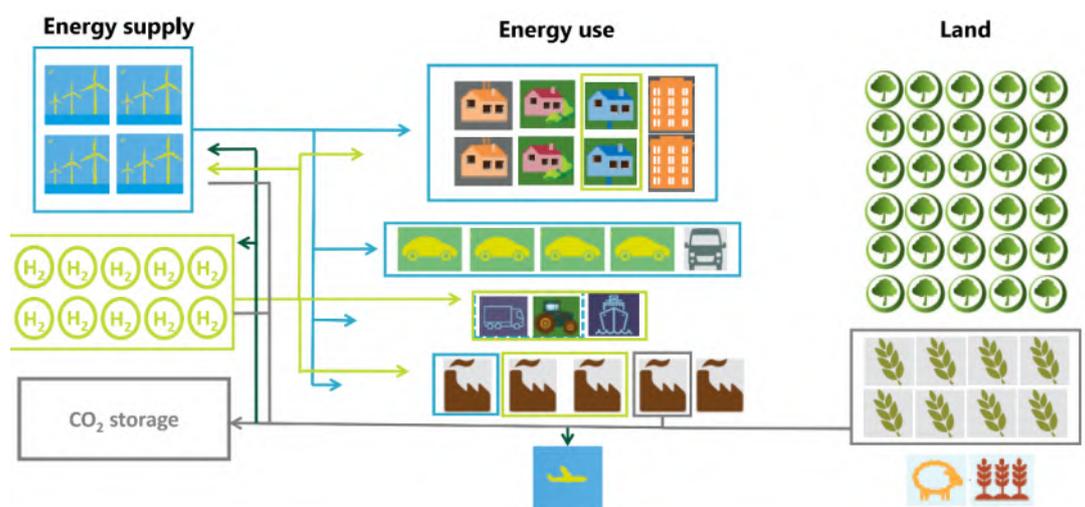
As referred in Section 1, there are major environmental challenges being faced which require consideration if new development is to be fit for the future. Addressing these challenges will necessarily result in models of development which are different from Business as Usual in Future Chippenham. This section develops a set of aspirational objectives which have been considered in the development of the Future Chippenham Draft Concept Framework objectives.

### 2.2. Mitigation of carbon emissions

Catastrophic climate change is the single biggest threat the world faces. Responding to this threat requires coordinated action to reduce greenhouse gas (GHG) emissions in order to meet targets agreed in the Paris Agreement of 2015 to keep global temperature rise this century below 2°C above pre-industrial levels and pursuing efforts to limit the temperature increase even further to 1.5°C<sup>1</sup>. In response, the UK statutory target for reducing GHG emissions was strengthened in May 2019 to net zero by 2050<sup>2</sup>. Net Zero refers to balancing the amount of emitted GHG with the equivalent emissions that are either offset or sequestered, with the net input of GHG to the atmosphere due to human activities being zero. Carbon dioxide is the primary greenhouse gas representing about 75% of all GHG emissions. Amounts of other gases are converted to the equivalent amount of carbon dioxide with the same global warming potential so Net Zero often refers to carbon dioxide equivalent (CO<sub>2e</sub>) emissions.

The Committee on Climate Change (CCC) Net Zero Technical Report May 2019<sup>3</sup> identifies the various sectors of the economy with a key role in reaching net zero emissions namely: power and hydrogen production; buildings; industry; transport; aviation and shipping; agriculture, land use, land-use change and forestry and waste. The latter sector also has an important role of carbon sequestration. The way the various sectors interact to reach net zero emissions is shown in Figure 2.1 below.

Figure 2-1 - Reaching Net Zero Emissions



Source: adapted from Committee of Climate Change Net Zero Report, May 2019

<sup>1</sup> IPCC 1.5C Report <https://www.ipcc.ch/sr15/>

<sup>2</sup> <http://www.legislation.gov.uk/ukdsi/2019/9780111187654>

<sup>3</sup> <http://www.wiltshire.gov.uk/green-economy-climate-emergency>

There is clearly an urgent need to reduce carbon emissions across the United Kingdom and recognition of this fact is reflected in Wiltshire Council declaring a climate emergency in 2019 that resulted in the Council resolving to meet two ambitious targets<sup>4</sup>

1. A carbon neutral Wiltshire by 2030; and
2. A carbon neutral council by 2030.

Achieving these targets will build upon trends already evident across the UK, with, for example, provisional estimates suggesting that in 2018, total UK GHG emissions were 43.5 per cent lower than in 1990 and 2.5 per cent lower than 2017. This is mainly as a result of changes in the fuel mix used for electricity generation, away from coal and towards renewables<sup>5 6</sup>.

Achieving the significant and rapid reductions needed to meet the aim of carbon neutrality by 2030 for Wiltshire will require radical local action, alongside continuing national-level action to accelerate the level of reductions seen to date.

Since the climate emergency was declared in Wiltshire, Wiltshire Council has:

- Committed to invest £5.2m to make its buildings more energy efficient
- Encouraged the public to make a Green Pledge
- Hosted a number of well-attended special climate change-themed area board meetings
- Secured all the electricity on its corporate contract from a green tariff from April 2020
- Supported the bid and invested to bring electric buses to Salisbury
- Committed to invest £3.8 million assigned to solar projects on park and ride sites
- Proposed funding a climate change team in the 2020/21 draft budget
- Committed to invest £12m on a major public highway LED light replacement project
- Planned event to engage closely with schools on this global issue

The above shows that the Council has already made good progress towards the carbon neutrality target focussing on the council's operations. In October 2019, the Council was named the most climate-friendly council in England and Wales by Friends of the Earth having been assessed in different categories including renewable energy, public transport, lift-sharing, energy efficiency at home, waste recycling, and tree cover<sup>7</sup>.

The challenge Wiltshire Council now faces is rolling the good progress made at Council operations' level to existing development in the county and to any new development such as Future Chippenham to achieve carbon neutrality by 2030.

The size of the challenge for Wiltshire Council in the context of the Chippenham expansion is made clear when introducing the concept of a carbon budget. Using the methodology developed by the Tyndall Centre for Climate Change to apportion Intergovernmental Panel on Climate Change (IPCC) global carbon budgets (cumulative quantity of CO<sub>2</sub> emissions from all anthropogenic sources to maintain warming well below 2°C) to the UK and then to local authorities for the period 2018-2100<sup>8</sup>, the mid-point carbon budget for Wiltshire is around 12 Mt CO<sub>2</sub><sup>9</sup>. Based on a simple indicative exercise of pro-rating the Wiltshire carbon budget to Chippenham based on population totals<sup>10</sup>, the carbon budget for Chippenham is around 1150 Kt CO<sub>2</sub>. This means that Chippenham needs to hold cumulative emissions at under 1150 KtCO<sub>2</sub> from 2018 onwards to 2100.

In 2017, Wiltshire generated 2,718 KtCO<sub>2</sub> (around 0.6% of the total annual UK CO<sub>2</sub> emissions)<sup>11</sup>. At current (2017) emissions, pro-rata Chippenham emissions are c. 270 Kt CO<sub>2</sub>; this means that the total Chippenham budget of 1150 KtCO<sub>2</sub> would be used in less than 5 years<sup>12</sup>. It follows that any new development in

<sup>4</sup> <https://www.theccc.org.uk/publication/net-zero-technical-report/>

<sup>5</sup> BEIS, 2018 UK Greenhouse Gas Emissions (Provisional Estimates)

<sup>6</sup> <https://www.gov.uk/government/collections/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics>

<sup>7</sup> <https://friendsoftheearth.uk/climate-change/revealed-most-climatefriendly-areas>

<sup>8</sup> <https://www.tyndall.ac.uk/ideas-and-insights/carbon-budgets>

<sup>9</sup> Atkins own carbon budget calculations

<sup>10</sup> Census 2011 population Wiltshire=470,981; Chippenham=45,337

<sup>11</sup> <https://www.gov.uk/government/collections/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics>

<sup>12</sup> Atkins own carbon budget calculations

Chippenham would need to be Net Zero from the outset, with careful consideration given to embodied and operational carbon and how this can be minimised and residual emissions offsetting, alongside the implementation of measures to reduce the carbon emissions and offset any residual emissions in the whole of the Chippenham conurbation between now and 2030.

It is thus clear that radical action is required in Chippenham and by consequence for Future Chippenham. This means that the local energy system will need to adapt to changing patterns in demand and how energy is supplied and what it is used for. This will include for example, ensuring that any new developments have a reduced need for energy input, while at the same time allowing an increase in local energy production and meeting energy demands, both thermal and electrical, from zero/very low carbon sources. This will take place alongside a predicted largescale increase in electric vehicle use and the facilities to charge these, as well as the use of smart technologies and local storage to spread the increase in peak loads across the day. Similarly, there will likely be a need to increase the use of electric heating (to replace gas) and this may include development of micro-scale heat networks linked to anaerobic digestion and micro incineration plant.

Future Chippenham therefore is faced with the challenges of increasing local renewable electricity generation, decarbonising construction and heating of buildings and construction and operation of the transport network, increasing the use of zero emission public and private transport and active travel modes, and ensuring that new development considers embodied carbon in its design and meets the need for Net Zero carbon emissions.

Achieving net zero emissions for Future Chippenham will mean, alongside carbon reduction measures such as reducing removal of existing forest or woodland or production of excess renewable energy, sequestration of residual carbon emissions by trees and other types of vegetation within the boundaries of the proposed development or elsewhere. The Committee on Climate Change have indicated that 30,000ha of trees need to be planted per year in the UK between now and 2050 to meet Net Zero targets, amounting to nearly a million hectares of new forest and woodland<sup>13</sup>. Future Chippenham will make an appropriate contribution to meeting this target, balancing woodland creation with other habitat creation to benefit biodiversity, wellbeing, social cohesiveness, and water management.

#### **Future Proofing Objective 1 - A Net Zero Carbon Development**

*Future Chippenham will create a new model of Net Zero carbon development. Substantial reductions in new development related emissions will be achieved with a fully integrated approach to urban form, movement, local energy generation, open space and Green Infrastructure.*

*To achieve an ambition of Net Zero carbon for the new development in the short to medium term, there will be a need to consider how to minimise carbon emissions from new development, as well as offset carbon emissions, either through onsite or offsite sequestration and other designated offsite carbon reduction initiatives. In the longer term, as the carbon intensity of grid electricity falls, cleaner forms of energy become available and energy efficiencies increase, the carbon emissions associated with the development will decrease with less need for offsetting emissions.*

*Future Chippenham will help existing Chippenham becoming Net Zero through expanding elements of the new model of net zero carbon development to existing buildings and infrastructure.*

### **2.3. Consumption of resources and waste production**

Attitudes to waste have changed in recent years. There is now a growing consensus among the wider population of how the products and goods consumed and the waste produced after their use has a significant impact on our local and wider environment, in addition to the waste of natural resources and CO<sub>2</sub> emissions caused by their manufacture in the first place. The issue of plastic waste and how this can be managed in such a way as to ensure it does not enter water courses or the food chain, is also very high in public consciousness, as is the issue of food waste, which is recognised as being of considerable and significant cost to families and the wider economy as well as presenting substantial negative impacts the environment.

Chippenham and Wiltshire face the same issues as other areas of the UK of balancing waste streams in a consumer society against the need to reduce waste levels and encourage the implementation of 'the waste hierarchy' to Prevent, Reuse, Recycle, Recover (including energy recovery) and Dispose.

<sup>13</sup> <https://www.theccc.org.uk/2020/01/23/major-shift-in-uk-land-use-needed-to-deliver-net-zero-emissions/>

The Wiltshire 'Household Waste Management Strategy 2017-2027 Forward thinking towards zero avoidable waste'<sup>14</sup> notes that Wiltshire have made significant progress toward managing waste in accordance with the waste hierarchy, with the amount of waste sent to landfill reduced to less than 16% in 2018-19. There is also strong recognition within this Strategy for a series of priorities to endeavour to manage all waste in accordance with the principles of the waste hierarchy and identify measures for continuous improvement.

A priority is to prevent waste from being generated and where this cannot be prevented, repair and reuse should be the key aim. Where reuse is not possible, the effort should be to recycle and compost more. Any waste that cannot be reused, recycled or composted should be treated to recover any potential value, such as energy. These requirements are outlined in a series of priorities for Wiltshire:

1. Priority 1: Waste Prevention

The council will work with national, regional and local partners to provide advice and information to encourage residents to reduce the amount of household waste they create.

It is noted that residents in Wiltshire are open to and support the idea of the waste hierarchy – there is a strong commitment from the Council to work with residents and businesses to promote waste reduction and offer practical help to do this.

2. Priority 2: Repair and reuse

The council will work with local reuse organisations and contractors to increase the opportunity for items to be repaired and reused.

The council will continue to work with national partners and manufacturers to promote sustainable design so that items can be easily repaired rather than having to be replaced. We will continue to work with local communities to host 'Repair Cafes' where residents learn from local volunteers how to repair a range of items, for example clothing, electrical items and bikes.

3. Priority 3: Recycling and composting

The council will continue to ensure that cost effective and efficient recycling services are provided so that residents are able to recycle a range of materials as easily as possible. The council will continue to review the potential for expanding the range of items collected for recycling and composting where it is environmentally and economically practical to do so.

The council currently offers a chargeable kerbside collection service for garden waste. This is not a statutory requirement, but Wiltshire has a high participation rate and it is a service valued by residents.

4. Priority 4: Energy from Waste

Recovering energy from waste which cannot be reused or recycled remains strategically important for the council. The council will manage non-recycled household waste as a resource by delivering this to energy from waste facilities, rather than sending this waste to landfill. The council will continue to review the feasibility of constructing small scale energy from waste plants within Wiltshire.

5. Priority 5: Litter and Flytipping

Two of the most visible forms of avoidable waste are litter and fly tipped wastes. In its Business Plan the council recognises that to continue sustainable growth in our communities we need clean, safe and attractive environments. It is important to recognise that implementing priorities will require a range of stakeholders to act together and as such, at the heart of the Council's vision for the management of household waste, is to create strong communities anchored in a clean, safe and attractive environment, that can act collaboratively with the Council and other bodies on a national, regional and local basis to address waste issues effectively and comprehensively. This is particularly important as it is recognised by Wiltshire Council that overall demand on waste management services will increase as the population and housing stock grows – this would include from new development areas.

Nevertheless, it is clear from the progress made to date, as well as through the results of market research undertaken by Wiltshire Council, that the population of Wiltshire are motivated to address waste issues such as those noted above relating to waste of resources, carbon emissions caused by waste, plastic waste and food waste. In addition to further diverting waste from landfill, successfully harnessing this motivation of people within the County and in any new development, will also link to the wider Council target of seeking to achieve Net Zero carbon by 2030.

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<sup>14</sup> Wiltshire Household Waste Management Strategy 2017-2027: Forward thinking towards zero avoidable waste Update 2019

In relation to both municipal and construction resource use and waste, one challenge to any new development in Chippenham is how to ensure it can be incorporated into a 'circular economy', defined as "*one that produces no waste and pollution, by design or intention. It keeps products, parts and materials at their highest use and value at all times. It offers a sustainable alternative to our current linear economy. This is one in which we make, use and then dispose of products, parts and materials. A circular economy also uses fewer new resources and energy. That means there is less cost to the environment.*"<sup>15</sup> This approach would be in keeping with that outlined in December 2018 by the Department for Environment, Food and Rural Affairs (DEFRA), in their strategy 'Our Waste, Our Resources: A strategy for England'. This Strategy sets out how government proposes to preserve material resources by minimising waste, promoting resource efficiency and moving towards a circular economy.

Resources should be kept in use for as long as possible and maximum value should be extracted from them. Products and materials should be re-used, regenerated, recycled and recovered to prolong their life. Wiltshire Council have recognised that as an alternative to a traditional make, use and dispose linear economy, a circular economy is much more in line with the principles of the waste hierarchy and focuses on keeping resources in use for longer to extract maximum value from them whilst in use, then to recover and regenerate products and materials at the end of life.

The circular economy operates at various scales, from the individual component or asset level – or that of individuals – up to the neighbourhood, district, town and ultimately city scale, via various forms of community. The key element of the challenge will be to ensure that the Future Chippenham can take advantage of opportunities at all these scales and will require a strong focus on a number of different elements of the new development. For example, emphasis will be required in development design to ensure efficient separation and sorting of waste streams can take place, both at the user side and within processing facilities, together with effective collection methods. Design also needs to consider aspects such as designing buildings for flexible use and reuse; modular construction of building components; and designing for building disassembly and reuse. A further key challenge will be to develop and grow appropriate close linkages of Future Chippenham with other parts of Chippenham and towns and cities beyond for any circular economy to be truly effective.

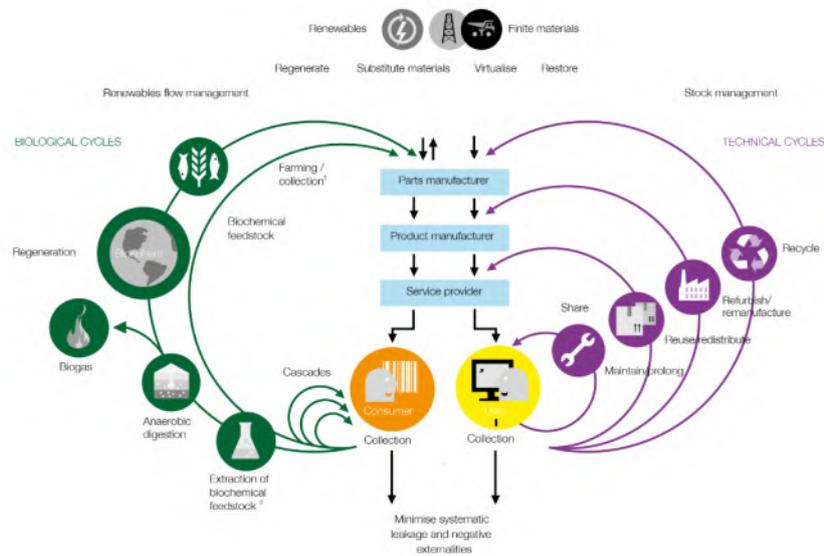
#### **Future Proofing Objective 2 - A Zero Waste Development**

*Future Chippenham will promote a local zero waste economy based on 'Circular Economy' principles through maximising recycling, reuse and composting with minimal associated carbon emissions. This will be extended to the existing Chippenham conurbation to achieve economies of scale and create green jobs.*

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<sup>15</sup> Greater London Authority <https://www.london.gov.uk/what-we-do/environment/smart-london-and-innovation/circular-economy>

Figure 2-2 - Circular economy



Source: adapted from Ellen MacArthur Foundation and McKinsey Centre for Business and Environment

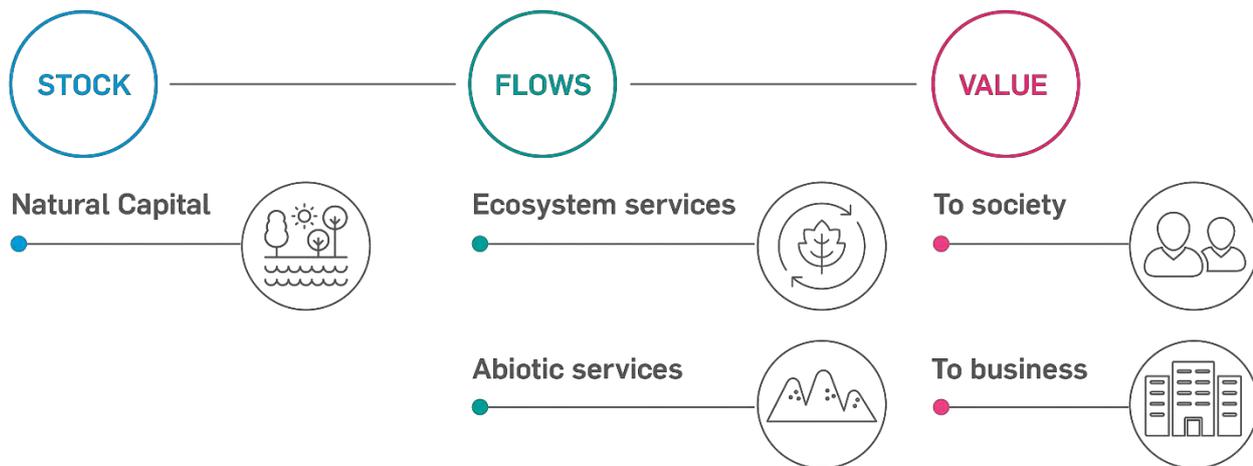
## 2.4. Natural Environment and Biodiversity

Future Chippenham is located to the east and south of the existing Chippenham conurbation, in an agricultural area, with some edge of settlement and urban fringe uses and small farms, with associated outlying buildings. The agricultural land use is predominantly pasture for livestock grazing, with some arable and grazed meadow. The River Avon is a prominent natural feature in the area, with its ancient pattern of flood meadows and closely associated settlements and more recent developments. Along the River Avon, the landscape has a dominant presence of water as ditches, streams, rivers and their associated vegetation. The topography is characterised by a predominantly level landscape with only minor undulations at its fringes as the land runs to higher ground. This produces a wide flat and open valley with limited tree cover which is restricted to shelterbelts, hedgerow trees and small areas of woodland.

Designated sites and notable habitats such as ancient woodland are key components of Chippenham's and wider Wiltshire's Natural Capital, and design will aim to protect these key features.

Together, the biodiversity, water, soil and air of any area constitute Natural Capital. Natural Capital provides multiple benefits to people (referred to as 'ecosystem services') such as improving air and water quality, reducing flood risk, food provision, pollination, amenity value (e.g. play areas, recreation) and CO<sub>2</sub> sequestration. Accessing and connecting to nature also plays an important role in our physical and mental health.

Figure 2-3 - Concepts of Natural Capital



Source: Atkins

The UK's 25 Year Environmental Plan<sup>16</sup> sets out what the UK will do to improve the environment within a generation. By 2040 the objective is to achieve high quality, accessible natural spaces with increased biodiversity close to where people live and work, with a focus around the equal distribution of environmental benefits and resources to all and ultimately achieve Environmental Net Gain. Local authorities are expected to create locally-led strategies to enhance the natural environment, creating greater certainty and consistency and avoiding increased burdens on developers.

The Government's Environment Bill Policy Statement<sup>17</sup> introduces new incentives, actions and planning tools to drive further improvements for nature. The Bill introduces a mandatory requirement for Biodiversity Net Gain in the planning system, to ensure that new developments contribute to the recovery of biodiversity and this requirement can also create new green spaces for local communities to enjoy. It also adds a new concept of Local Nature Recovery Strategies.

The design of Future Chippenham will consider its Natural Capital, both in terms of protecting the most important existing features and identifying opportunities to provide ecosystem services to the residents through greenspace design. The first key step for Future Chippenham will be to create a design that will result in Biodiversity Net Gain, delivering improvements through habitat creation or enhancement. Within this design, joined up approaches between different environmental priorities will ensure that new tree planting and other habitat creation that contribute to delivering a net zero Future Chippenham will also deliver Biodiversity Net Gain and other benefits as mentioned above. In this way, the created and enhanced habitats will contribute to Biodiversity Net Gain but will also have wider Natural Capital value. If it is genuinely found that Biodiversity Net Gain cannot be delivered within Future Chippenham itself, then opportunities for gains elsewhere would be explored, but these would be targeted to benefit the wildlife and people of the local area.

**Future Proofing Objective 3 - An Environment and Biodiversity Positive Development**

*Future Chippenham will protect, maintain and enhance key Natural Capital assets (air, land, water and biodiversity) and the multiple benefits they provide. There will be a measurable Biodiversity Net Gain, and design will incorporate opportunities to deliver wider Natural Capital value. The design of Green Infrastructure at Future Chippenham will also add social value to the new, and adjacent parts of the existing, conurbation through easy access to natural greenspaces.*

<sup>16</sup> <https://www.gov.uk/government/publications/25-year-environment-plan>

<sup>17</sup> <https://www.gov.uk/government/publications/environment-bill-2020/30-january-2020-environment-bill-2020-policy-statement>

## 2.5. Resilience and adaptation to the impacts of climate change

In addition to reducing carbon emissions, as some level of a changing climate is now a reality and unavoidable, it is also imperative that resilience to this changing climate is designed into any development.

Climate change is already affecting the frequency of very warm conditions and the chance of very heavy rainfall in the UK. In the future, Southern England is projected to be much warmer, with wetter winters and drier summers and Chippenham is no exception. Chippenham is anticipated to have annual average temperature increases of approximately 4°C between a baseline year of 2020 and the year 2080, rising from 10°C to a median of 14°C, while maximum average daily temperatures for August will increase from 20.3°C to a median of 27.4°C. An increase in the intensity of heavy rainfall by around 25% by the 2060s will have implications for drainage and flood risk. Average daily maximum rainfall in Chippenham is anticipated to likely increase by 19% for the future period from 2061-2080, while summer rainfall is predicted to decrease – a study of present baseline showed 16 years out of a 20-year period had total summer rainfall over 150mm compared to 0 years predicted in the future period from 2061-2080. In comparison, winter rainfall is predicted to increase – the baseline study period had 2 years with total winter rainfall greater than 300mm whilst the future period predicts 18 years to have >300mm rainfall over the 20-year period. The number of days over a 20-year period where daily rainfall will exceed 50mm will increase from ~4 days (Baseline - median) to 9 (future – median, ranging from 4 to 14)<sup>18</sup>. As such, it can be anticipated with confidence that Chippenham will experience more extreme weather events that have the potential to seriously damage property and threaten lives.

Chippenham will thus see increases in the frequency and intensity of potential flooding, affecting people's homes and wellbeing and the operation of businesses and critical infrastructure systems. There will be a need to reduce the risk of extreme flooding to any new development, as well as not increasing (and ideally reducing) the risk of flooding elsewhere in Chippenham.

There is also likely to be summer overheating that will contribute to heat related health problems and premature deaths, with a consequent implication for additional burden on public health and social care services. Summer overheating can also affect buildings and infrastructure, which can also affect economic activity. There will be a need to reduce urban heat island effects and heat stress both within buildings and in public outdoor areas, while at the same time providing homes that are well insulated and public areas that are not as impacted by frost and ice.

In addition, there could be reductions in water availability, particularly during the summer, potentially leading to more frequent water use restrictions and, in the longer term, water shortages. The gap between demand and availability will potentially widen, impacting homes, businesses, schools and hospitals. There are already initiatives that include climate change adaptation and work towards reducing risks. For example, in the water sector there are partnerships in place to improve the management of the River Avon<sup>19</sup> and measures in place to reduce the demand for water<sup>20</sup>.

Higher levels of ambition are needed for Future Chippenham to embed climate change resilience across all aspects of the development. This will ensure there is an increasing resilience and robustness of all its critical infrastructure and ensure that those people living and working in Future Chippenham are better equipped to meet all climate change challenges.

### **Future Proofing Objective 4 - A Climate Resilient and Adaptable Development**

*People, communities, businesses and infrastructure in Future Chippenham must have the capacity to adapt and grow in the face of rapidly changing and increasingly extreme weather. Resilience and adaptability will need to be built into new development to ensure that it is safe and secure, addresses key vulnerabilities and can meet disruptive weather events for present and future generations.*

*Future Chippenham will provide adaptation infrastructure which will also make the existing Chippenham conurbation a more resilient town.*

<sup>18</sup> UKCP "Local" data for Chippenham

<sup>19</sup> <https://www.wessexwater.co.uk/environment/catchment-partnerships/bristol-avon-catchment-partnership>

<sup>20</sup> <https://www.wessexwater.co.uk/environment/managing-our-impact/management-plan>

## 3. Sustainability Appraisal – Compatibility Assessment

### 3.1. Introduction

A compatibility assessment (the first assessment step in undertaking SA) of the Future Chippenham Draft Concept Framework objectives against the SA framework developed by Wiltshire Council has been undertaken in two separate occasions. This first SA step is important to ensure the maximum degree of alignment possible of the Future Chippenham Concept Framework with the Local Plan process from the outset.

### 3.2. Compatibility Assessment Draft Concept Framework (December 2019)

The Draft Concept Framework Objectives (Table 3.1) issued informally to Council Officers have been checked for compatibility with the 2019 SA framework set out by Wiltshire Council for the Local Plan review process (Table 3.2). The compatibility assessment exercise has been carried out in adherence to SA guidance and is summarised in Table 3.3 below.

**Table 3-1 - Objectives contained within Sections 2.2 Sustainable Growth and 2.4 Sustainability Objectives of the Draft Concept Framework**

Objective	Overview
<b>Sustainable</b>	<p>Self-sufficient with their own centres at highly accessible locations.</p> <p>Walkable with community facilities, schools, parks and play areas co-located within easy walking distance of new homes.</p> <p>Energy and resource efficient, minimising carbon emissions and pollution to help the environment now and in the future.</p> <p>Landscape and ecology responsive, with measures taken to enhance biodiversity.</p> <p>Safe from flooding with built development kept outside of functional floodplains.</p>
<b>Distinctive</b>	<p>Its setting within the landscape, on the River Avon, will be its defining and connecting feature.</p> <p>Creating new neighbourhoods that are recognisably distinct but also strengthen local identity.</p> <p>A place that has a clear image and is easy to understand.</p> <p>Development that responds sensitively to its landscape and townscape context.</p> <p>Maximising visibility and appreciation of heritage assets.</p>
<b>Healthy</b>	<p>Green Infrastructure that supports a variety of uses such as play, walking, cycling and community events.</p> <p>Accessible routes that encourage people to move actively and are inclusive to all abilities.</p> <p>A good range of active leisure and sports facilities.</p> <p>Space for food production improving mental health and access to good nutrition.</p> <p>An active and vibrant town centre with a strong cultural and commercial offer</p>
<b>Adaptable</b>	<p>A place that can adapt to climate change.</p> <p>Buildings which are designed to be flexible in their use over time, rather than being replaced.</p> <p>Future proofing infrastructure so it can adapt to new technologies and changing habits.</p>

Objective	Overview
	<p>New housing types and a variety of housing delivery models.</p> <p>Innovative use of cutting-edge technology in the fields of low carbon, low energy and water conservation</p>
<p><b>Provide everyone with the opportunity to live in good quality, affordable housing</b></p>	<p>Range of home sizes, tenure and with specialist need which acknowledge and capitalise on the natural and existing built form, whilst incorporating forward looking innovate design and connections to the town centre, employment sites and the railway station through sustainable transport modes.</p> <p>Desirable and contemporary facilities that enhance their setting and ensure the sustainability of communities by attracting inward population movement.</p>
<p><b>Encourage a vibrant and diversified economy</b></p>	<p>Commercial properties with high sustainability performance, in direct response to existing commercial demand in Wiltshire and with attractiveness and flexibility for future environmental and economic opportunities, including high skilled employment uses.</p> <p>Correct existing imbalances between homes and employment areas by planning the scale, type and location of each, thereby reducing the travel distances to work and the need for out-commuting. This will also consequently reduce transport congestion and carbon emissions, improve quality of life, and further contribute to increasing affluence through in-town spending.</p>
<p><b>Reduce the need to travel</b></p>	<p>Future Chippenham will provide increased potential for Chippenham's economic self-containment. By delivering high quality new housing and commercial employment locations served by excellent transport connectivity, Chippenham's status as a Principal Settlement will be reinforced and enhanced for the long term.</p>
<p><b>Promote more sustainable transport choices</b></p>	<p>Design-in opportunity to use key sustainable transport modes provide vehicle charging points near key employment sites, attractive, flat cycle routes between key housing and employment sites, and cycling facilities, storage and charging points at both homes and workspaces.</p>
<p><b>Conserve and enhance the quality of rural and urban landscapes, protecting the natural, historic and built environment</b></p>	<p>Future Chippenham will reflect and respect the high quality character of the rural and urban landscapes by using existing features to establish an enhanced network for biodiversity, and further add to the development's desirability.</p> <p>Recreational opportunities through enhancing existing networks and providing easy access to local recreational facilities, as well as offering a platform for developing new and innovative recreational uses.</p>
<p><b>Use and manage water resources in a sustainable manner</b></p>	<p>Flood risk and carbon reduction initiatives will be at the forefront of detailed design considerations. Flood plain constraints will be mitigated by water features that address flooding issues in a blue network of recreational routes and watercourses which, in turn, will enhance the Green Infrastructure network.</p>

The Wiltshire Local Plan SA Framework consisting of objectives and assessment questions that has been considered is set out in Table 3.2 below.

**Table 3-2 - Wiltshire Local Plan SA Framework (as at February 2019)**

Sustainability Appraisal topic	Sustainability Appraisal Objective	DAQs Will the option...
Biodiversity	1. Protect and enhance all biodiversity and geological features and avoid irreversible losses.	<ol style="list-style-type: none"> <li>Avoid potential adverse impacts of development on designated wildlife sites, protected species and priority species and habitats (international, national, local) and enhance these where possible?</li> <li>Ensure that all new developments protect Local Geological Sites (LGSs) from development?</li> <li>Aid in the delivery of a network of multifunctional Green Infrastructure?</li> </ol>
Land and Soil Resources	2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	<ol style="list-style-type: none"> <li>Ensure efficient use of land?</li> <li>Lead to the reuse of Previously Developed Land where possible/appropriate?</li> <li>Encourage remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</li> <li>Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3a)?</li> <li>Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</li> </ol>
Water Resources	3. Use and manage water resources in a sustainable manner	<ol style="list-style-type: none"> <li>Protect surface, ground and drinking water quality?</li> <li>Direct development to sites where adequate water supply, foul drainage, sewage treatment facilities and surface water drainage is available?</li> </ol>
Air Quality and Environmental Pollution	4. Improve air quality and minimise all sources of environmental pollution	<ol style="list-style-type: none"> <li>Minimise and, where possible, improve on unacceptable levels of noise, light pollution, odour, and vibration?</li> <li>Minimise impacts on and where possible improve air quality and locate sensitive development away from areas of poor air quality (such as AQMAs)?</li> <li>Lie within a consultation risk zone for a major hazard site or hazardous installation?</li> </ol>
Climatic Factors	5a. Minimise our impacts on climate change (mitigation) and reduce our vulnerability to future climate change effects (adaptation).	<ol style="list-style-type: none"> <li>Promote the development of renewable and low carbon sources of energy?</li> <li>Be located within flood zone 2? If so, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).</li> <li>Minimise vulnerability to surface water flooding and other sources of flooding, without increasing flood risk elsewhere?</li> </ol>
Historic Environment	6. Protect, maintain and enhance the historic environment.	<ol style="list-style-type: none"> <li>Conserve or enhance World Heritage Sites, Scheduled Monuments, Listed Buildings, Conservation Areas and Historic Parks &amp; Gardens, sites of archaeological interest, undesignated heritage assets and their settings?</li> <li>Maintain and enhance the character and distinctiveness of settlements through high quality and appropriate design, taking into account the management objectives of Conservation Areas?</li> </ol>
Landscapes	7. Conserve and enhance the character and quality of rural and urban landscapes, maintaining and	<ol style="list-style-type: none"> <li>Minimise impact on and where appropriate enhance nationally designated landscapes and their settings and locally valued landscapes?</li> </ol>
	strengthening local distinctiveness and sense of place.	<ol style="list-style-type: none"> <li>Protect rights of way, public open space and common land?</li> </ol>
Population and Housing	8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.	<ol style="list-style-type: none"> <li>Provide an adequate supply of affordable housing?</li> <li>Support the provision of a range of house types and sizes to meet the needs of all sectors of the community?</li> <li>Deliver high quality residential development?</li> </ol>
Healthy and Inclusive communities	9. Reduce poverty and deprivation and promote more inclusive and communities with better services and facilities.	<ol style="list-style-type: none"> <li>Maximise opportunities within the most deprived areas?</li> <li>Be accessible to educational, health, amenity greenspace, community and town centre facilities which are able to cope with the additional demand?</li> <li>Promote/create public spaces and community facilities that might support public health, civic, cultural, recreational and community functions?</li> <li>Reduce rural isolation, including access to affordable services for those without a car in rural areas?</li> </ol>
Transport	10. Reduce the need to travel and promote more sustainable transport choices.	<ol style="list-style-type: none"> <li>Promote mixed-use developments, in accessible locations, that reduce the need to travel and reliance on the private car?</li> <li>Provide suitable access and not significantly exacerbate issues of local transport capacity (unless there is evidence that such impacts can be mitigated)?</li> <li>Make efficient use of existing transport infrastructure?</li> <li>Provide the opportunity to create additional sustainable transport infrastructure including safe active travel</li> </ol>
Economy and Enterprise	11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth.	<ol style="list-style-type: none"> <li>Support the vitality and viability of town centres (proximity to town centres, built up areas, station hub)?</li> <li>Provide a variety of employment land to meet all needs, including those for higher skilled employment uses that are (or can be made) easily accessible by sustainable transport?</li> <li>Contribute to the provision of infrastructure that will help to promote economic growth?</li> <li>Promote a balance between residential and employment development to help reduce travel distances to work</li> </ol>

Table 3-3 - Compatibility Assessment 2019 – Overview of Results

Future Chippenham Draft Concept Framework Objectives (2019)	Wiltshire SA Objectives (2019)										
	1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	3. Use and manage water resources in a sustainable manner	4. Improve air quality and minimise all sources of environmental pollution	5. Minimise our impacts on climate change (mitigation) and reduce our vulnerability to future climate change effects (adaptation)	6. Protect, maintain and enhance the historic environment	7. Conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	9. Reduce poverty and deprivation and promote more inclusive and communities with better services and facilities	10. Reduce the need to travel and promote more sustainable transport choices.	11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth
Sustainable	✓	✓	✓	?	✓	NR	✓	?	?	✓	?
Distinctive	?	?	?	NR	NR	✓	✓	?	?	NR	NR
Healthy	✓	✓	NR	?	✓	NR	✓	?	?	✓	?
Adaptable	NR	✓	✓	?	✓	NR	NR	✓	NR	NR	?
Provide everyone with the opportunity to live in good quality, affordable housing	?	?	?	?	✓	?	?	✓	✓	✓	?
Encourage a vibrant and diversified economy	?	✓	✓	?	✓	NR	?	NR	✓	✓	✓
Reduce the need to travel	?	?	?	?	?	?	?	?	✓	?	?

Promote more sustainable transport choices	?	✓	✓	?	✓	NR	?	NR	✓	✓	?
Conserve and enhance the quality or rural and urban landscapes, protecting the natural, historic and built environment	✓	✓	NR	NR	✓	NR	✓	NR	NR	?	?
Use and manage water resources in a sustainable manner	✓	✓	✓	NR	✓	NR	✓	NR	NR	NR	NR

Key:

✓	Broadly Compatible
X	Potential Conflict
?	Uncertain outcome
NR	Not relevant / No relationship

Given that the Draft Concept Framework Objectives were developed around four 'Sustainable Growth' concepts of 'Sustainable', 'Distinctive', 'Healthy' and 'Adaptable', as well as being based on the Wiltshire SA Framework, for those areas where relationship between Objectives was identified in the Compatibility Assessment, a good degree of compatibility between the two sets of objectives has been found (see Table 1.3) for the following SA objectives:

**SA Objective 1 'Protect and enhance biodiversity':** several of the Draft Concept Framework Objectives address this SA Objective. One noted area, under the Sustainable Growth concept of 'Sustainable' is where clear recognition is made of the need for the development to be 'landscape and ecology responsive, with measures taken to enhance biodiversity'. Similarly, there is recognition in several of the Draft Concept Framework Objectives to the need to develop Green Infrastructure and this would provide opportunities for biodiversity enhancement.

**SA Objective 2 'Ensuring effective and efficient use of land':** This objective has also been identified as being broadly compatible across many of the Draft Concept Framework Objectives. This is due to clear recognition of the need for flexibility in design, a range of housing types, a good range of active leisure and sporting facilities within self-sufficient centres that have community facilities within easy walking distance.

**SA Objective 3 'Conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place':** This objective has also been found to be broadly compatible across many of the Draft Concept Framework Objectives. These elements will help to create neighbourhoods that are distinct but reflective of the local identity and which help the town to reconnect with the River Avon.

However, there are also a range of SA Objectives where it is considered that the Draft Concept Framework Objectives are unclear, or not sufficiently detailed, to allow achievement of high sustainability performance. The sustainability performance of the development could therefore be compromised, depending upon how elements are implemented and the outcomes that may arise:

**SA Objective 4 'Improve air quality and minimise all sources of environmental pollution':** No recognition is made of the need to protect air quality, as well as aspects such as noise, light pollution, odour and vibration in the Draft Concept Framework.

**SA Objective 11 'Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth':** while there are elements of the Draft Concept Framework Objectives which can be anticipated will be broadly compatible with this objective, these are generally indirect in their definition and it is unclear particularly in relation to providing a variety of employment land to meet all needs, including those for higher skilled employment.

Developing an urban area will necessarily lead to outcomes which can have a high degree of uncertainty in sustainability terms. For example, while there is a need to provide good quality homes and sustainable transport, without clear reference and sufficient information or consideration within the Draft Concept Framework Objective, these can have uncertain outcomes on elements such as biodiversity, use of resources and economic development.

It is important to note that it is also the case that areas that have been identified as being broadly compatible can also have insufficient information or consideration given. For example, while the Compatibility Assessment noted a broad compatibility in terms of the Sustainable Growth Objectives recognising the need for energy and resource efficiency and mitigation of climate change, as well as the need to be adaptable to a changing climate, it is considered that the nature of the climate change challenge and the requirement to mitigate this and adapt to it are of such fundamental importance that the Draft Concept Framework Objectives need to be stronger in this regard.

Considering the above findings, the following recommendations have been made:

- The Draft Concept Framework Objectives need to be structured in a clear and concise manner to address all the different elements of sustainability – current objectives could be brought together into a single set of Sustainable Growth Objectives merging the Sustainability Objectives under the current relevant headings and adding a new Economic Objective.
- Consideration of the different elements of sustainability in the Draft Concept Framework Objectives would need to include air quality, material assets, waste, water usage and disposal and more direct reference to issues such as sustainable economic development.
- It is also noted that even though the Draft Concept Framework Objectives have already been informed in their development by the Wiltshire Council SA Framework as reported above, they currently fail to address adequately the future proofing needs in the light of very recent important policy developments and shifts in sustainability thinking as set out in Sections 1 and 2 of this report, in particular with regards to climate

change. It follows that the Wiltshire Council SA Framework is not considered to be a sufficiently future proofed framework either and it is recommended that Wiltshire Council's Local Plan team considers revisions to the SA Framework to address the issues highlighted above in the context of the preparation of the new Local Plan. The revision of the SA Framework is important for Future Chippenham as the formal process of SA of the masterplan should ideally be reliant on a robust and future-proofed Council SA Framework.

### 3.3. Compatibility assessment of Draft Concept Framework (March 2021)

The SA recommendations above have been considered, together with proposed future proofing objectives in Section 2, in a reformulation of the Draft Concept Framework Objectives and these are set out in the Future Chippenham Draft Concept Framework Report.

In this section, a compatibility assessment exercise (Table 3.6) is undertaken of the Draft Concept Framework Objectives (Table 3.4) with the Council's revised SA Framework as set out in the Wiltshire Local Plan Review: Interim Sustainability Appraisal Report (Table 3.5).

It is noted that the Council's revised SA Framework introduces the following amendments which are considered in the compatibility assessment:

- A new SA Objective 6 - covering renewable and low carbon energy sources has been introduced in the SA Framework;
- Scope of SA Objective 2 - expanded to include decision-aiding question 'Support the provision of sustainable waste management facilities and include measures to help reduce the amount of waste generated by development through integrated recycling infrastructure?'
- Scope of SA Objective 5 - expanded to include decision-aiding question 'Promote and deliver resilient development that is capable of adapting to the predicted effects of climate change, including increasing temperatures and rainfall, through design e.g. rainwater harvesting, Sustainable Drainage Systems, permeable paving etc.'
- Scope of SA Objective 8 (previously SA Objective 7) - expanded to include decision-aiding question 'Minimise impact on, and enhance, locally valued landscapes through high quality, inclusive design of buildings and the public realm?'
- Scope of SA Objective 9 (previously SA Objective 8) - reduced by removing decision-aiding question 'Deliver high-quality residential development?'
- Scope of SA Objective 11 (previously SA Objective 10) - reduced by removing decision-aiding question 'Make efficient use of existing transport infrastructure?'
- Scope of SA Objective 12 (previously SA Objective 11) - reduced by removing 'including opportunities to maximise the generation and use of renewable energy and low-carbon sources of energy?' from decision-aiding question 'Contribute to the provision of infrastructure that will help to promote economic growth?'. Note that renewable energy and low carbon energy sources are now considered in new SA Objective 6 as set out above.

**Table 3-4 - Objectives contained within section 4.2 of the Draft Concept Framework (March 2021)**

Objective	What the Draft Concept Framework intends
Distinctive	Future Chippenham will have a distinct character and sense of place influenced by local history, heritage, natural features and the wider landscape. The development will respond to its setting next to the River Avon which is its defining and connecting feature. The re-creation of the former Forest of Pewsham, which is still marked in local place names, will create a strong new landscape framework and natural resource
Inclusive and prosperous economy	An inclusive development that enables access to key economic opportunities including employment, education and training regardless of age, income level and mobility, based on an active and vibrant town centre with a strong cultural and commercial offer, delivering benefits that are equitably distributed.  A development contributing to a prosperous local economy and providing increased potential for Chippenham's economic self-containment. By delivering high quality new housing and commercial employment locations served by

Objective	What the Draft Concept Framework intends
	excellent transport connectivity, Chippenham’s status as a Principal Settlement will be reinforced and enhanced in coming years and in the long term
Healthy	<p>Healthy lifestyles will be encouraged through a green infrastructure network that provides opportunities for leisure, active recreation, access to nature and community food growing.</p> <p>A development that promotes more sustainable and active transport choices, that reduce the need to travel. It will contain neighbourhoods that are self-sufficient with their own centres at highly accessible locations with community facilities, schools, parks and play areas co-located within easy walking distance of new homes</p>
Environmentally sustainable	<p>A Net Zero Carbon development that is energy and resource efficient, minimises carbon emissions and offsets or sequesters carbon to achieve net zero and reduces car-based air pollution, in order to help the environment now and in the future. Carbon reduction initiatives will be at the forefront of design considerations.</p> <p>An Environment and Biodiversity Positive Development with measurable improvement resulting in net environmental gain and measurable net gain in biodiversity</p> <p>A Zero Waste development that minimises waste going to landfill, minimises the use of materials and resources, reuses and repairs – keeping products, parts and materials at their highest use and value</p>
Resilient and adaptable	<p>A climate resilient and adaptable development that can adapt to climate change, with buildings which are designed to be flexible in their use over time, rather than being replaced.</p> <p>Surface runoff and fluvial flooding will be mitigated by water features that address flooding issues in a blue network of recreational routes and waterbodies which, in turn, will enhance the green infrastructure network.</p>

Table 3-5 - Wiltshire Local Plan Revised SA Framework (as at January 2021)

Sustainability Appraisal topic	Sustainability Appraisal Objective	Decision-Aiding Questions (DAQs), Will the option...
Biodiversity	1. Protect and enhance all biodiversity and geological features and avoid irreversible losses.	<ol style="list-style-type: none"> <li>Avoid potential adverse impacts of development on local biodiversity and geodiversity?</li> <li>Protect and enhance designated and non-designated sites, priority species and habitats and protected species?</li> <li>Ensure that all new developments protect Local Geological Sites (LGSs) from development?</li> <li>Aid in the delivery of a network of multifunctional Green Infrastructure?</li> </ol>
Land and Soil Resources	2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	<ol style="list-style-type: none"> <li>Ensure development maximises the efficient use of land?</li> <li>Maximise the reuse of Previously Developed Land?</li> <li>Encourage remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</li> <li>Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3a)?</li> <li>Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</li> <li>Support the provision of sustainable waste management facilities and include measures to help reduce the amount of waste generated by development through integrated recycling infrastructure?</li> </ol>
Water Resources	3. Use and manage water resources in a sustainable manner	<ol style="list-style-type: none"> <li>Protect surface, ground and drinking water quantity/quality?</li> <li>Direct development to sites where adequate water supply, foul drainage, sewage treatment facilities and surface water drainage is available?</li> </ol>
Air Quality and Environmental Pollution	4. Improve air quality and reduce all sources of environmental pollution	<ol style="list-style-type: none"> <li>Minimise and, where possible, improve on unacceptable levels of noise, light pollution, odour, and vibration?</li> <li>Reduce impacts on, and work towards improving and locating sensitive development away from areas likely to experience poorer air quality due to high levels of traffic and poor air dispersal?</li> <li>Lie within a consultation risk zone for a major hazard site or hazardous installation?</li> </ol>
Climatic Factors	5. Minimise our impacts on climate change (mitigation) and reduce our vulnerability to future climate change effects (adaptation).	<ol style="list-style-type: none"> <li>Maximise the creation and utilisation of renewable energy opportunities, including low carbon community infrastructure such as district heating?</li> <li>Be located within Flood Zones 2 or 3? If so, are there alternative sites in the area within Flood Zone 1 that can be allocated in preference to developing land in Flood Zones 2 or 3? (To be determined through the application of the Sequential Test).</li> <li>Minimise vulnerability to surface water flooding and other sources of flooding, without increasing flood risk elsewhere?</li> <li>Promote and deliver resilient development that is capable of adapting to the predicted effects of climate change, including increasing temperatures and rainfall, through design e.g. rainwater harvesting, Sustainable Drainage Systems, permeable paving etc.</li> </ol>
Energy	6. Increase the proportion of energy generated by renewable and low carbon sources of energy	<ol style="list-style-type: none"> <li>Support the development of renewable and low carbon sources of energy?</li> <li>Be capable of connecting to the local Grid without the need for further investment?</li> <li>Create economic and employment opportunities in sustainable green technologies?</li> <li>Deliver high-quality development that maximises the use of sustainable construction materials?</li> <li>Deliver energy efficient development that exceeds the minimum requirements set by Building Regulations?</li> </ol>
Historic Environment	7. Protect, maintain and enhance the historic environment.	<ol style="list-style-type: none"> <li>Conserve and enhance World Heritage Sites, Scheduled Monuments, Listed Buildings, the character and appearance of Conservation Areas, Historic Parks &amp; Gardens, sites of archaeological interest and, where appropriate, undesignated heritage assets and their settings?</li> </ol>
		<ol style="list-style-type: none"> <li>Maintain and enhance the character and distinctiveness of settlements through high quality and appropriate design, taking into account, where necessary, the management objectives of Conservation Areas?</li> </ol>
Landscapes	8. Conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.	<ol style="list-style-type: none"> <li>Minimise impact on, and, where appropriate, conserve and enhance nationally designated landscapes e.g. National Parks and AONBs, and their settings?</li> <li>Minimise impact on, and enhance, locally valued landscapes through high quality, inclusive design of buildings and the public realm?</li> <li>Protect and enhance rights of way, public open space and common land?</li> </ol>
Population and Housing	9. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.	<ol style="list-style-type: none"> <li>Provide an appropriate supply of affordable housing?</li> <li>Support the provision of a range of house types and sizes to meet the needs of all sectors of the community?</li> </ol>
Healthy and Inclusive communities	10. Reduce poverty and deprivation and promote more inclusive and communities with better services and facilities.	<ol style="list-style-type: none"> <li>Maximise opportunities for affordable homes and job creation within the most deprived areas?</li> <li>Be accessible to educational, health, amenity greenspace, community and town centre facilities which are able to cope with the additional demand?</li> <li>Promote/create public spaces and community facilities that might support public health, civic, cultural, recreational and community functions?</li> <li>Reduce the adverse impacts associated with rural isolation, including through access to affordable local services for those living in rural areas without access to a car?</li> </ol>
Transport	11. Reduce the need to travel and promote more sustainable transport choices.	<ol style="list-style-type: none"> <li>Promote mixed-use developments, in accessible locations, that reduce the need to travel and reduce reliance on the private car?</li> <li>Provide suitable access and not significantly exacerbate issues of local transport capacity?</li> <li>Make efficient use of existing transport infrastructure and promote investment in sustainable transport options, including Active Travel?</li> </ol>
Economy and Enterprise	12. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth.	<ol style="list-style-type: none"> <li>Support the vitality and viability of town centres (proximity to town centres, built up areas, station hub)?</li> <li>Provide a variety of employment land to meet all needs, including those for higher skilled employment uses that are (or can be made) easily accessible by sustainable transport, including active travel?</li> <li>Contribute to the provision of infrastructure that will help to promote economic growth, including opportunities to maximise the generation and use of renewable energy and low-carbon sources of energy?</li> <li>Promote a balance between residential and employment development to help reduce travel to work distances?</li> </ol>

The Draft Concept Framework Objectives (March 2021) show a high degree of compatibility with the Council's revised SA Objectives (see Table 3.6). Clear improvements have been made to the Draft Concept Framework Objectives through substantial redrafting and inclusion of Net Zero Carbon, Zero Waste and Environmental and Biodiversity Net Gains objectives, together with Adaptability to a Changing Climate and 'Sense of Place' objectives.

In particular, the Draft Concept Framework objectives of an environmentally sustainable Net Zero Carbon and resilient and adaptable development are fully aligned with SA Objective 5 'Minimise our impacts on climate change (mitigation) and reduce our vulnerability to future climate change effects (adaptation)' and (new) SA Objective 6 'Increase the proportion of energy generated by renewable and low carbon sources of energy'. Of

note here is that the Net Zero Carbon development objective goes further than SA objective 5 by clearly setting a Net Zero target for new development in Future Chippenham.

Also, the Draft Concept Framework objective of an Environmentally Sustainable Zero Waste development not only is aligned with the revised SA Objective 2 in terms of *'Support the provision of sustainable waste management facilities and include measures to help reduce the amount of waste generated by development through integrated recycling infrastructure'* but it is more ambitious by aiming for a development where waste is viewed as a resource and introducing concepts of a Circular Economy.

Other areas of broad compatibility have been identified which would help to improve and enhance the sustainability performance of the development. Four of the five Draft Concept Framework Objectives address the need to protect and enhance biodiversity (SA Objective 1 Protect and enhance all biodiversity and geological features and avoid irreversible losses). Clear recognition is made in several of the Draft Concept Framework objectives of the need to develop a green and blue infrastructure network. Other elements of note include the re-creation of the former Forest of Pewsham, as well as the aim to make the development a Biodiversity Positive Development with measurable improvement in Biodiversity Net Gain. The latter objective of delivering Biodiversity Net Gain also represents a more ambitious objective than that stated in SA Objective 1.

Another area of note relates to enhancing the character and quality of rural and urban landscapes, as well as developing a 'sense of place' clearly aligned with SA Objective 8. In this instance, clear note is made that *"Future Chippenham will have a distinct character and sense of place influenced by local history, heritage, natural features and the wider landscape"*. The development will also be closely connected to the River Avon, with a sense of place engendered by that and its enhanced role as a Principal Settlement.

A few areas remain where there is uncertainty of outcome at this early stage of master planning. One such area is in relation to the Draft Concept Framework's Objective of an 'Inclusive and Prosperous Economy' and the SA objectives of *'improve air quality and minimise all sources of environmental pollution'* and *'minimise our impacts on climate change and reduce our vulnerability to future climate change effects'*. Within this Draft Concept Framework objective, note is made of the need for new housing and commercial employment locations served by excellent transport connectivity, but detail is at this stage lacking on the nature of this transport connectivity. It is anticipated therefore that there is a potential that this connectivity would be made by modes of transport that are potentially beneficial or detrimental to air quality and carbon emissions.

However, other Draft Concept Framework objectives do address the issues of both improving air quality and reducing carbon emissions – in clear and unambiguous terms. The Draft Concept Framework of 'Environmentally Sustainable' makes a clear note of the development being *"Net Zero Carbon development that is energy and resource efficient, minimises carbon emissions and offsets or sequesters carbon to achieve net zero and reduces car-based air pollution, in order to help the environment now and in the future. Carbon reduction initiatives will be at the forefront of design considerations"*. This will involve the use of renewable energy supplied through an increasingly decarbonised energy grid and local production of renewable energy. Notwithstanding the objectives where there is potential uncertainty, overall, it is considered that the Draft Concept Framework objectives are strong in terms of mitigation of carbon emissions, and by extension of reduction of air pollution.

There are a few other issues where the sustainability outcomes are at present unclear, such as the Draft Concept Framework Objectives of "Distinctive" and "Inclusive and Prosperous Economy"; these should be addressed as the Framework Masterplan and Design Coding for Future Chippenham are further developed. Early stages of master planning of an urban expansion can have a high degree of uncertainty in sustainability terms, particularly in relation to SA Objective 2 (use of land and the use of previously developed land and buildings), SA Objective 3 (water resources), SA Objective 4 (air quality) and SA Objective 5 (carbon emissions and resilience to climate change). However, this uncertainty is resolved by the clear and unambiguous Draft Concept Framework Objective of 'Environmentally Sustainable', which notes that Future Chippenham will be *"A Net Zero Carbon development that is energy and resource efficient, minimises carbon emissions and offsets or sequesters carbon to achieve net zero and reduces car-based air pollution, in order to help the environment now and in the future."*

Another areas of uncertainty are related to SA Objective 9 *'providing everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures'* and SA Objective 10 *'reduce poverty and deprivation and promote more inclusive and communities with better services and facilities'*. However, it is to be noted that while uncertainty applies in relation to Draft Concept Framework objective 1 'Distinctive', this uncertainty is resolved by the clear and unambiguous Draft Concept Framework Objective 2 'Inclusive and Prosperous Economy', which notes that Future Chippenham will be *"an inclusive development that enables access to key economic opportunities including employment, education and training regardless of age, income level and mobility, based on an active and vibrant town centre with a strong cultural*

*and commercial offer, delivering benefits that are equitably distributed. A development contributing to a prosperous local economy and providing increased potential for Chippenham's economic self-containment".*

Similarly, in respect of the need to promote sustainable transport and reduce the need to travel (SA Objective 11) – where uncertainty is identified with regards to Draft Concept Framework 2 'Inclusive and Prosperous Economy', this uncertainty is resolved by clear recognition in the Draft Concept Framework Objective 3 'Healthy' that the development is to *"promote more sustainable and active transport choices"*.

In conclusion, it is considered that the revised Draft Concept Framework objectives set a solid and robust foundation for addressing issues relating to sustainability of Future Chippenham as it moves to the next stage of masterplan development.

Table 3-6 - Compatibility Assessment 2021 – Overview of Results

Future Chippenham Draft Concept Framework Objectives (2021)		Wiltshire SA Objectives (2021)											
		1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	3. Use and manage water resources in a sustainable manner	4. Improve air quality and minimise all sources of environmental pollution	5. Minimise our impacts on climate change (mitigation) and reduce our vulnerability to future climate change effects (adaptation)	6. Increase the proportion of energy generated by renewable and low carbon sources of energy	7. Protect, maintain and enhance the historic environment	8. Conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	9. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	10. Reduce poverty and deprivation and promote more inclusive and communities with better services and facilities	11. Reduce the need to travel and promote more sustainable transport choices	12. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth
1	Distinctive	✓	?	NR	NR	✓	NR	✓	✓	?	?	NR	NR
2	Inclusive and Prosperous Economy	NR	?	?	?	?	✓	NR	✓	✓	✓	?	✓
3	Healthy	✓	✓	✓	✓	✓	✓	NR	✓	✓	✓	✓	✓
4	Environmentally Sustainable	✓	✓	✓	✓	✓	✓	✓	✓	NR	NR	✓	✓
5	Resilient and Adaptable	✓	✓	✓	NR	✓	✓	✓	✓	NR	NR	NR	✓

## 4. Next Steps & Recommendations

The next step in the SA will be to undertake an assessment of the Future Chippenham masterplan options to help identify the preferred option through a sustainability appraisal. Once a preferred masterplan option has been identified and developed, an assessment will be undertaken of the draft final proposals to establish their sustainability performance and make any final recommendations. A SA Report will accompany the final masterplan.

It is recommended that the development of the Draft Concept Framework and Masterplan is further informed by future proofing considerations, including development of a Future Proofing Strategy that considers appropriate targets and actions, together with a timeline for application and responsibilities.



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**DRAFT CONFIDENTIAL**

# **Future Chippenham**

**CONCEPT FRAMEWORK REPORT**

MARCH 2021



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<b>Job No:</b> 5190849 <i>(Previous Job No. 5165889)</i>		<b>Document Reference:</b> 5190849-ATK-RP-CF-L-0001 <i>(Previous Document Reference 5165889-ATK-RP-CF-L-0001)</i>			
<b>Revision:</b>	<b>Date:</b>	<b>Created By:</b>	<b>Checked By</b>	<b>Approved By:</b>	<b>Authorised By:</b>
00	10/12/19	JH	RA	HD	MM
01	30/03/20	RA	CJ	MM	MM
02	09/04/20	RA	HD	MM	MM
03	29/04/20	RA	HD	MM	MM
04	04/03/21	CJ	HD	RB	-

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# 01 Introduction

1.1 The Future Chippenham Programme

Following initial consultation on strategic options for growth in early 2019, Wiltshire Council as Local Planning Authority is considering its preferred options for spatial strategy in the new Wiltshire Local Plan 2016-2036, which will be subject to further formal statutory consultation.

This Concept Framework Report has been prepared by Future Chippenham Project Team to support the early promotion of Wiltshire Council’s land (and adjoining land) to the south and east of Chippenham as a preferred location for growth in the new Wiltshire Local Plan 2016-2036.

The Council has been successful in being awarded £75 million from the Ministry of Housing, Communities & Local Government (MHCLG) Housing Infrastructure Fund (HIF) for a new distributor road to serve 7,500 new homes in Future Chippenham. Homes England are the Agency contracted by MHCLG to manage the scheme and they require a range of conditions to be met, including the delivery of the road and improvements to Junction 17 of the M4 by March 2024.

The Concept Framework proposes a site allocation in the Wiltshire Local Plan 2016-2036 for between 2,970 and 3,236 homes as the first phases of the Future Chippenham

development up to 2036; this excludes the Rawlings Green site which will be served by the new distributor road but is already allocated in the current Local Plan. This number of homes is based on an assessment of viable delivery which concluded that an average of between 270 and 290 new homes can be built each year. (Refer to Table 1.1.1 - Housing and Population below).

The overall aim of the Future Chippenham Programme is to deliver 7,500 new homes with 1 million square feet (92,900 square metres) of employment space by 2046. The new distributor road will unlock both the land to be delivered up to 2036 and further areas of land in Future Chippenham required to deliver this longer-term objective.

TABLE 1.1.1 - FUTURE CHIPPENHAM HOUSING AND POPULATION

DELIVERY RATE (DWELLINGS PER ANNUM)	LOCAL PLAN HOUSING QUANTUM (DELIVERY UP TO 2036)	LOCAL PLAN POPULATION INCREASE (UP TO 2036)	FUTURE HOUSING QUANTUM (DELIVERY POST 2036)	FUTURE POPULATION INCREASE (POST 2036)
270 DPA	2,970	6,530	4,530	9,970
290 DPA	3,240	7,120	4,260	9,380

(Source: Future Chippenham Delivery Strategy April 2020 and include 650 units at Rawlings Green)

The Distributor Road supports the delivery of Rawlings Green as well as Future Chippenham as reflected in the table below.

TABLE 1.1.2 - HOUSING DELIVERED VIA THE DISTRIBUTOR ROAD

DELIVERY RATE (DWELLINGS PER ANNUM)	LOCAL PLAN HOUSING QUANTUM (DELIVERY UP TO 2036)	LOCAL PLAN POPULATION INCREASE (UP TO 2036)	FUTURE HOUSING QUANTUM (DELIVERY POST 2036)	FUTURE POPULATION INCREASE (POST 2036)
270 DPA	3,620	7,960	3,880	8,540
290 DPA	3,890	8,550	3,610	7,950

(Source: Future Chippenham Delivery Strategy April 2020, but excludes 650 units at Rawlings Green)

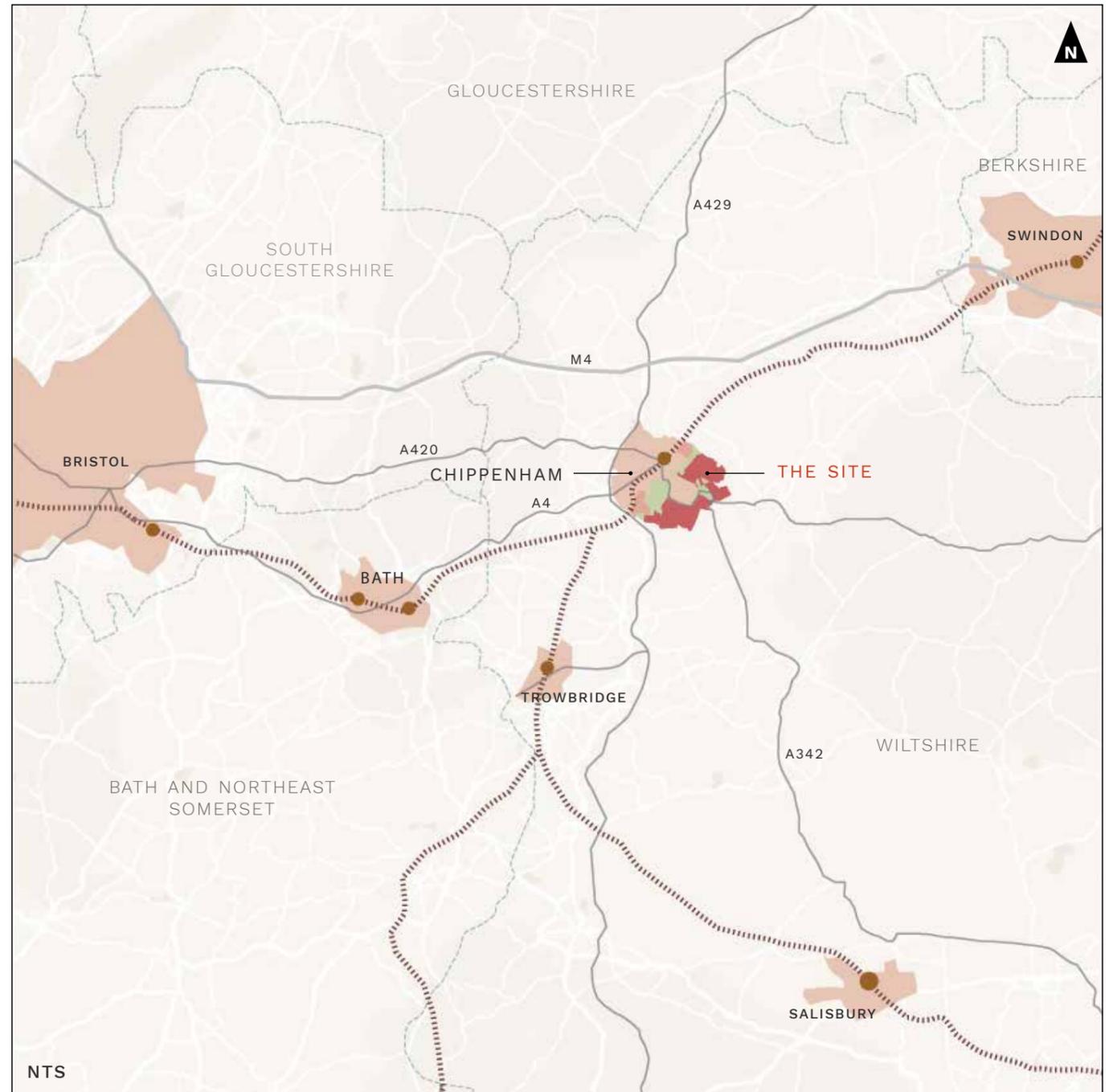


FIGURE 1.1 - LOCATION PLAN

- Existing Settlement Area
- Proposed Allocation
- Main Road
- Railway Line
- Railway Station
- County Boundary

### 1.2 Purpose of Concept Framework

The Concept Framework is an initial spatial plan that is prepared as a prelude to a masterplan. It sets out the structure, the aspirations and the limits within which more detailed work on planning, design and delivery can take place. It focuses on strategic connections and relationships rather than being prescriptive about what happens in detail on particular sites, which can be fixed later in the process.

The framework is based upon an initial understanding of the physical and environmental context which will be further developed as further site survey information and assessments become available

The concept framework is prepared from a 'layered' series of thematic plans: landscape, land use and movement which show the ways in which specific challenges and principles could be dealt with spatially.

This Concept Framework aims to inform the Council's strategic decision and plan-making processes and in so doing:

- > Sets out the design vision supporting Future Chippenham.
- > Identifies the land required for between 2,970 and 3,240 homes and associated development to be delivered in the Local Plan Period.
- > Identifies the proposed settlement boundary to the south and east of Chippenham up to 2036.
- > Summarises the known environmental constraints and challenges and how these have been considered in the design work.
- > Includes a schedule of development land area and density, as well as required supporting social and community infrastructure, green infrastructure and employment.
- > Includes emerging options for alignment of the distributor road.
- > Identifies the potential beyond the plan period up to a total 7,500 homes.

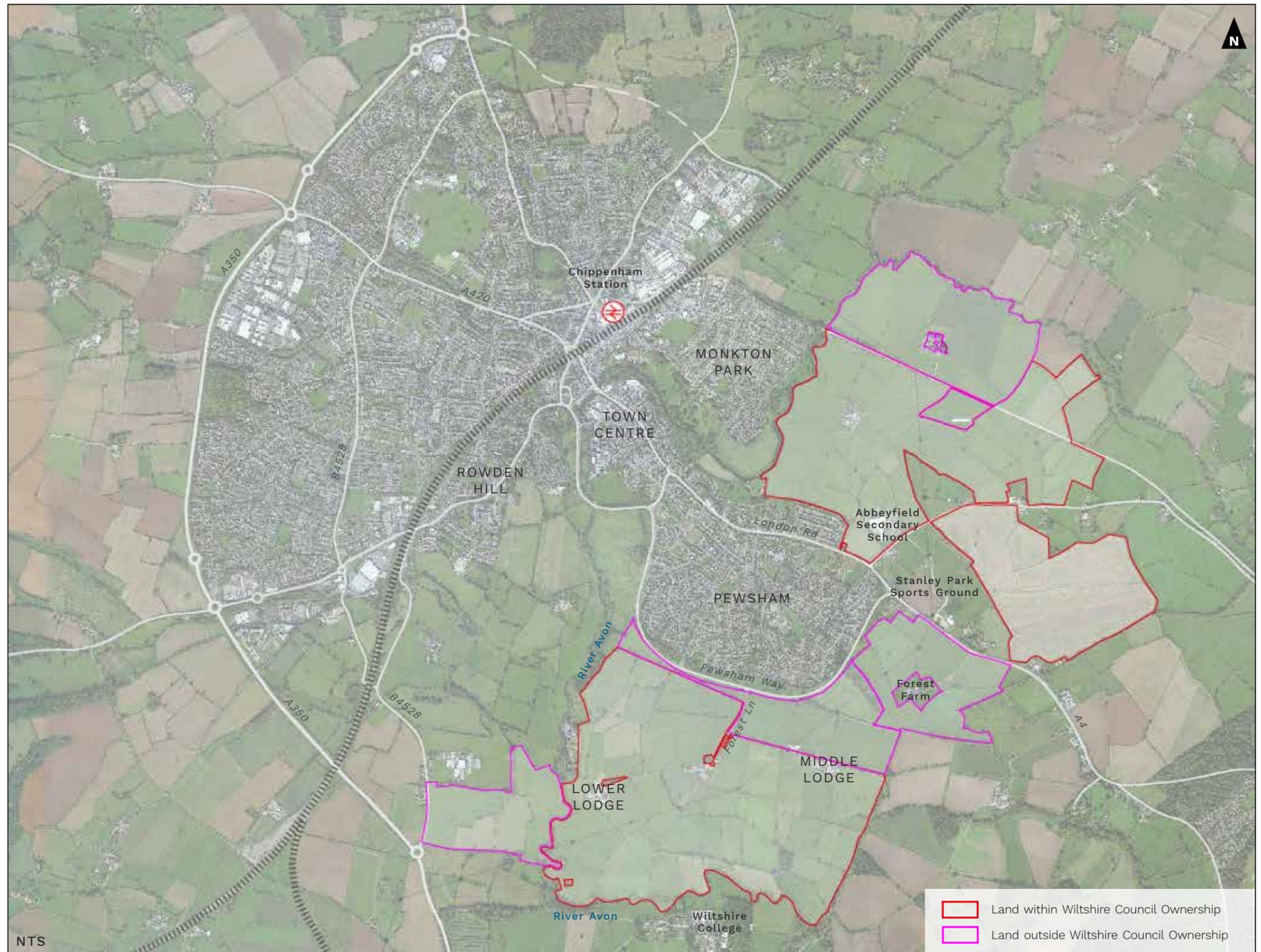


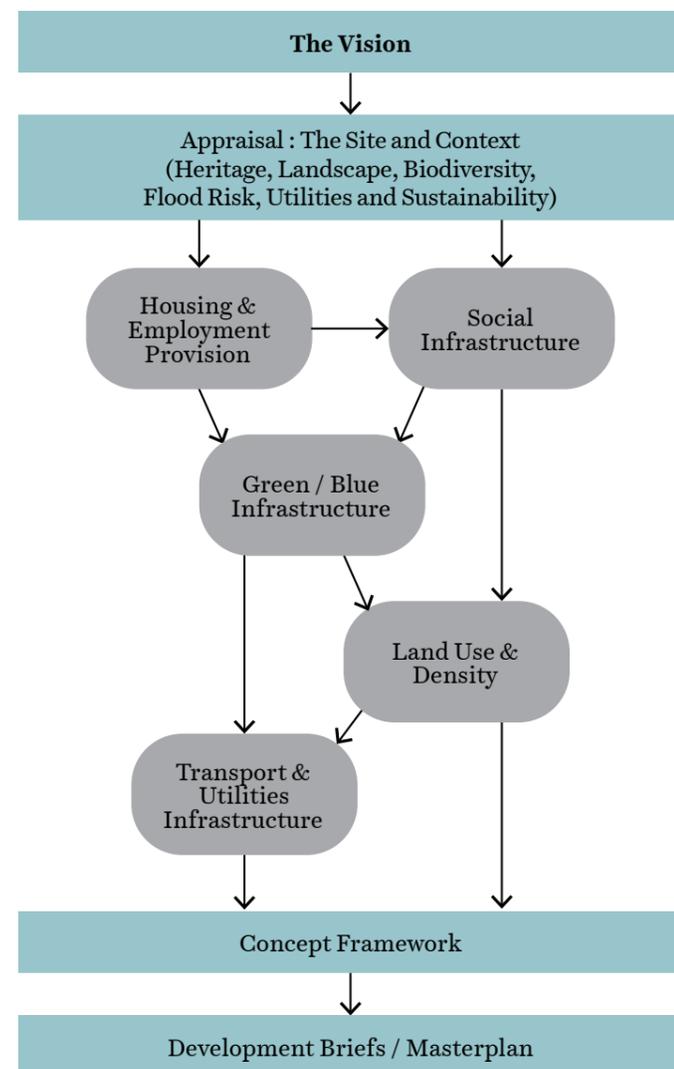
FIGURE 1.2 - FUTURE CHIPPENHAM BOUNDARY

## 1.3 Process

The Concept Framework is underpinned by a series of Technical Papers, listed below, which set out the emerging evidence supporting the potential allocation of the site in the new Wiltshire Local Plan. The papers are:

- > Housing
- > Employment
- > Infrastructure
- > Landscape
- > Sustainability
- > Delivery and Viability

The Technical Papers have informed the stages in the preparation of the Concept Framework which are shown in the flowchart below.



## 1.4 The Development Area

### Land Ownership

The proposed total Future Chippenham area as shown on Figure 1.3 is 516ha and is in multiple land ownerships. This Concept Framework promotes urban development envisaged to the south-east of Chippenham along the alignment of the new distributor road.

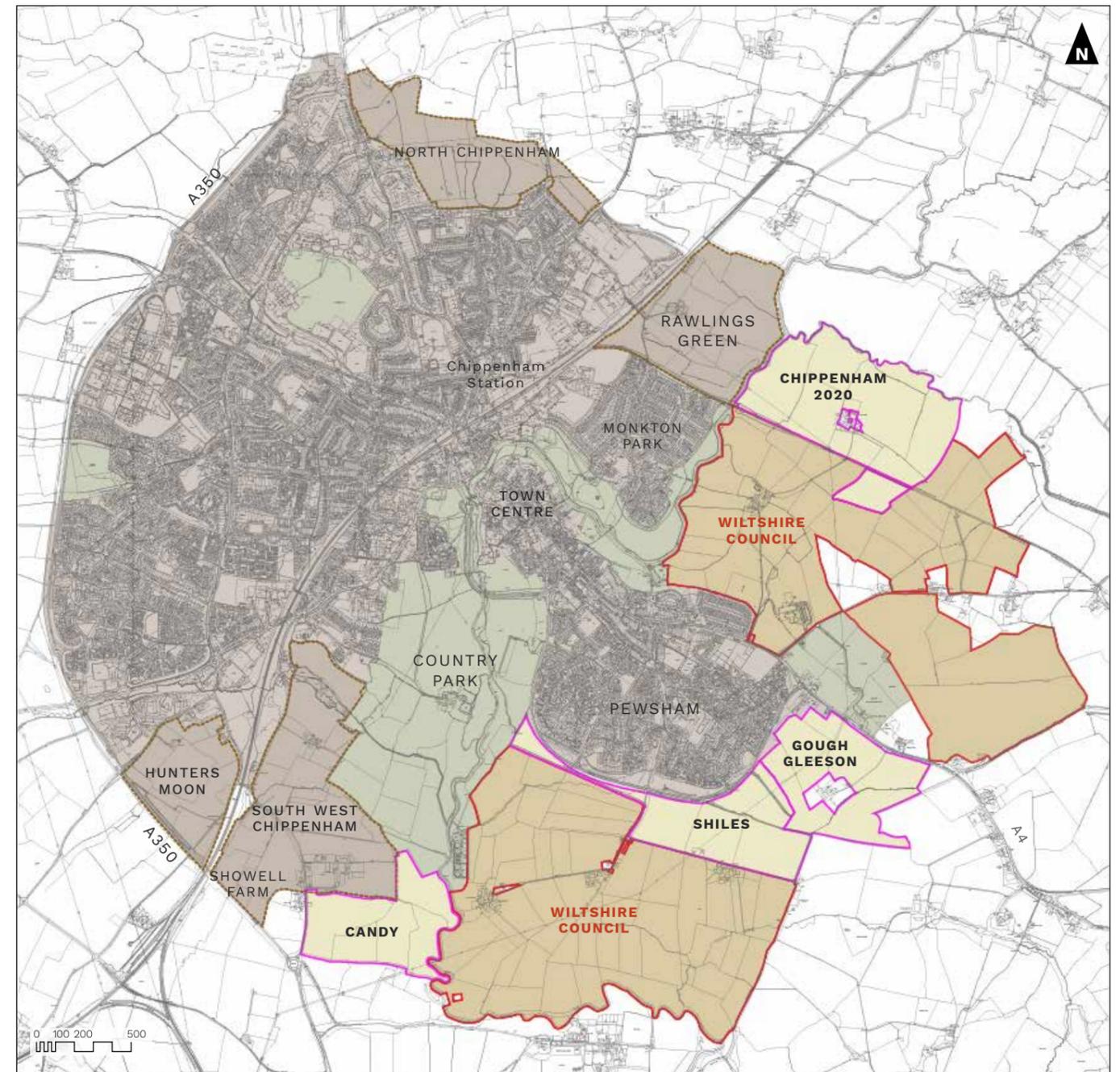


FIGURE 1.3 - THE DEVELOPMENT AREA

Proposed Future Chippenham Area includes:

- Land within Wiltshire Council Ownership
- Land outside Wiltshire Council Ownership

**Future Settlement Boundary**

The Chippenham settlement boundary, referred to as Limits of Development in Core Policy 2 of the Wiltshire Core Strategy<sup>1</sup>, is an important element of the development strategy for Chippenham. It relates to the built-up area of the town and provides a planning policy boundary to define the edge of the countryside and the extent of the built-up area. The boundary is important for the application of many core strategy policies.

This Concept Framework summarises the work undertaken to support the proposed redrawing of the settlement boundary to include enough land to deliver between 2,970 and 3,236 homes, and required supporting transport, social and green infrastructure. This was informed by an integrated site appraisal that has identified heritage, landscape, biodiversity, flood risk and utility easement constraints.

The proposed development at Future Chippenham within the new Local Plan period up to 2036 is shown in Figure 1.4 together with the proposed new settlement boundary.

Two neighbourhoods are proposed, East Chippenham and South Chippenham, together with proposed extensions to the country park shown on the Adopted Chippenham Site Allocations Plan. The overall objective has been to keep new development as close as possible to the existing boundary of the town, in order to create a compact and sustainable form of development.

The East Chippenham Neighbourhood is defined by the floodplain of the River Avon to the west, the line of the former Chippenham to Calne railway line to the north and the Bremhill Parish boundary extending down to Stanley Lane.

The South Chippenham Neighbourhood is defined by the A4 Pewsham Way to the north and existing hedgerows along the western boundary adjoining a proposed extension to the country park in the Avon Valley. The line of the disused Wilts and Berks Canal provides the south-eastern boundary, and to the south Cocklemore Brook which drains into the River Avon. These features provide legible boundaries for the expanded town.

The plan also shows with a thin dashed line the longer term potential expansion beyond the next Local Plan period up to a total capacity of 7,500 homes.

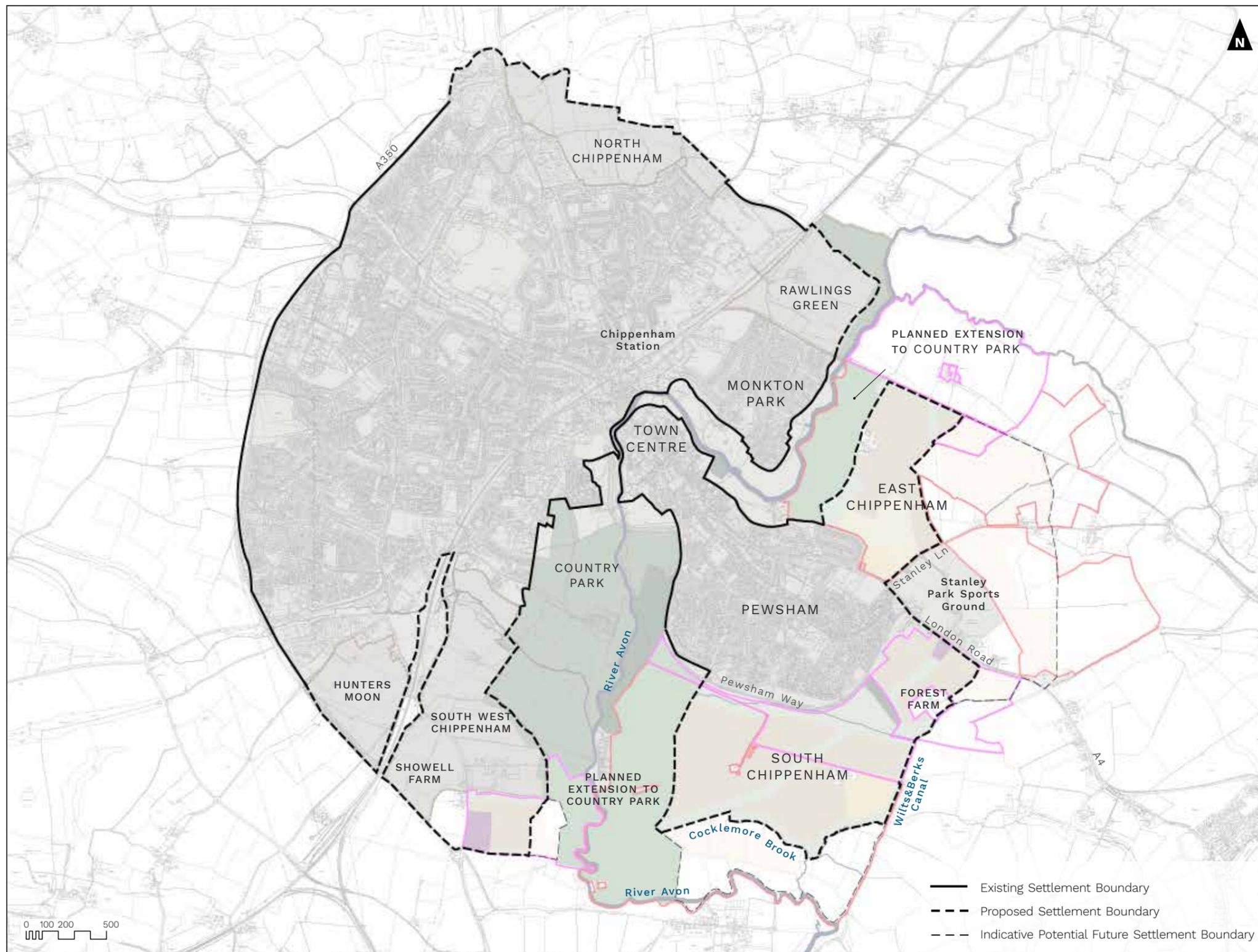


FIGURE 1.4 - PROPOSED SETTLEMENT BOUNDARY

1. Wiltshire Council, Wiltshire Core Strategy Development Plan Document (Adopted January 2015)

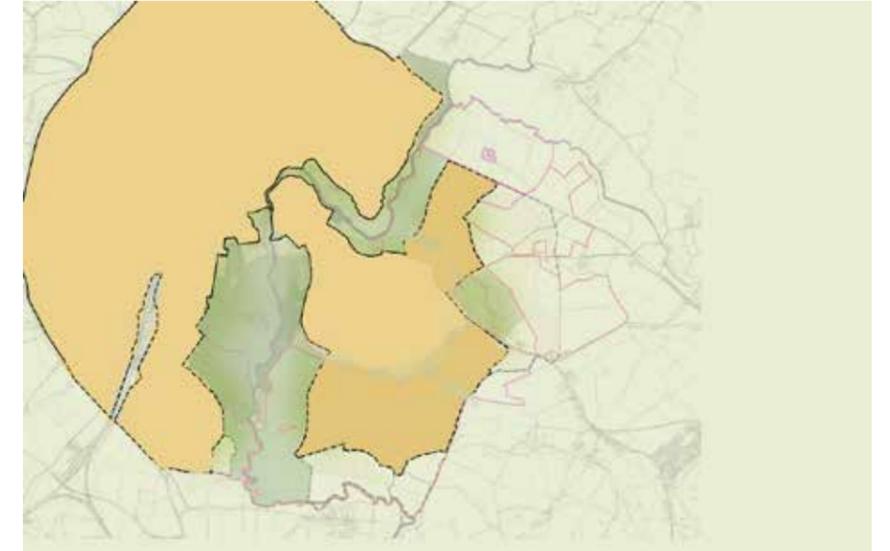


VIEW ALONG GREENWAY WITHIN EAST CHIPPENHAM NEIGHBOURHOOD

## 02

# The Strategic Case for Future Chippenham

## 02 The Strategic Case for Future Chippenham



### 2.1 Delivering a well-integrated site

Future Chippenham benefits from being well-integrated with the existing town and consolidates growth that will be fully linked to Chippenham. The scale of the proposed development offers a range of strategic benefits that will not be realised should more piecemeal development of unconnected parcels proceed.

Development of Future Chippenham provides opportunity to help address current transport problems, creating new cycle and pedestrian routes between neighbourhoods, the town centre, country park and the wider countryside. A series of radial 'green corridors' provides opportunity to offer seamless low-carbon transport connections between Future Chippenham and the existing town centre. New road connections tie in with the principal highway network at two locations to ensure traffic loading is dispersed on the existing network.



## 2.2 Realising a comprehensive whole-town vision

As a single integrated development, the Future Chippenham Concept Framework enables an overarching vision that complements the town, developing its character as a distinct but fully integrated addition to Chippenham, to inform and structure future delivery. This Concept Framework helps structure the components in a comprehensive and co-ordinated way, contributing to the delivery of an optimal outcome for the town.

Directing consolidated growth towards a key location as proposed by the Concept Framework Plan offers the opportunity to comprehensively plan for the required social and community infrastructure in the most efficient and effective manner. An overarching understanding of requirements and the timing of delivery can be planned for and focussed in appropriate locations to maximise benefits for both new and existing residents.

Such an approach and the scale of development proposed also offers scope for optimal outcomes with benefits that can result from co-location of infrastructure including open space, schools and community facilities. The proposed development provides the opportunity to deliver new infrastructure that may not otherwise come forward, for example enabling the delivery of strategic open space through a large multi-dimensional Country Park that will provide wider benefits of new open space for the town as a whole and important strategic connections between the town and the new development areas.



## 2.3 Improving access and connectivity to the benefit of the town

The location of Future Chippenham and the arrangement of this Concept Framework ensures that the development's supporting transport infrastructure will deliver the greatest benefit to the existing town. The implementation of the distributor road required to support the development will deliver additional highway network capacity; it will also improve connectivity both between other neighbourhoods and from them to the town centre.

The distributor road and its links will also provide benefits for an improved bus network. The new links will create the opportunity to support bus routes throughout Chippenham, improving connectivity and journey time reliability, and leading to increased patronage.

The compact urban form proposed in this Concept Framework supports the best outcomes for sustainable movement. The proposed land use and movement framework will reduce the need to travel by car, with local facilities at public transport nodes and streets designed for pedestrians and cyclists. New walking and cycling routes can maximise the opportunity to provide improved town-wide connectivity with access between the town centre, the proposed Country Park and the wider countryside. This interconnected network will help prioritise active travel and healthy lifestyles.

A key issue identified in the Chippenham Transport Strategy (CTS)<sup>2</sup> is the need to maintain the functions of the three key routes in the town: A350, A4 and A420 all of which experience congestion at peak periods. The new distributor road will help alleviate traffic congestion in the town centre and improve its accessibility. This will support the longer-term growth potential of Chippenham..

The need to improve accessibility by sustainable transport modes in the town is recognised in the Wiltshire Community Plan and in the Chippenham Vision. Public transport connectivity and pedestrian and cycling links to the town centre, railway station and Wiltshire College campus also needs to be improved. – Future Chippenham will provide a comprehensive package of sustainable transport measures, including a strategic network of cycle routes.

The distributor road will act as the spine and 'uniting seam' connecting the string of neighbourhoods along its route together and with the rest of town. As shown in this Concept Framework, the neighbourhood facilities, higher density housing and employment will be clustered at key points along the spine route.

## 02 The Strategic Case for Future Chippenham



### 2.4 Transforming the towns housing offer and increasing the rate of delivery

Future Chippenham Concept Framework has been designed with a focus on supporting increased housing delivery rates. The development as proposed has significant ability to maximise the rate of housing delivery, due to multiple land ownerships across the proposed development as well as the ability to draw on distinctive character areas informed by defined neighbourhoods in order to create a greater diversity of new housing that can appeal to a broader spectrum of the market. Deliverability of new homes needs to be countered by viability and a realistic delivery rate.

Future Chippenham will offer a wide variety of high-quality homes, modern workspaces, and places where people want to live, work, visit and do business. New development will help transform Chippenham's housing offer, creating a genuine mix of homes of different sizes, types and tenures, set in attractive neighbourhoods. Businesses will find Chippenham a more attractive area in which to locate or expand, confident they can attract a range of staff.

It will be important to build and provide for appropriate tenure and design of homes to suit the context and demand in the town, including:

- Different age groups;
- Varied household sizes/types;
- Income differentials and car ownership;
- Levels of personal mobility;

Opportunities for self-build. These types of homes will include affordable housing at levels appropriate to the scale and viability of the proposed development. This greater range of new homes, from starter homes through to downsizing and retirement, care and extra care, will also help meet the growing and evolving need of the residents of Chippenham over time. Balanced neighbourhoods are the key to people enjoying where they live and feeling comfortable.



### 2.5 Supporting sustainable growth

The compact urban form delivered through this Future Chippenham Concept Framework will encourage more active and sustainable travel choices within the town. Growing Chippenham in this way will ensure that connections between neighbourhoods are both maintained and enhanced. Importantly, by helping strengthen the recreational role the River Avon and its surrounds have within the heart of Chippenham, opportunities exist to establish a strong relationship to open space for all residents in the town.

Future Chippenham also can cater for longer-term housing growth, maximising the return on infrastructure investment and maintaining the benefits of a compact urban form for future generations.

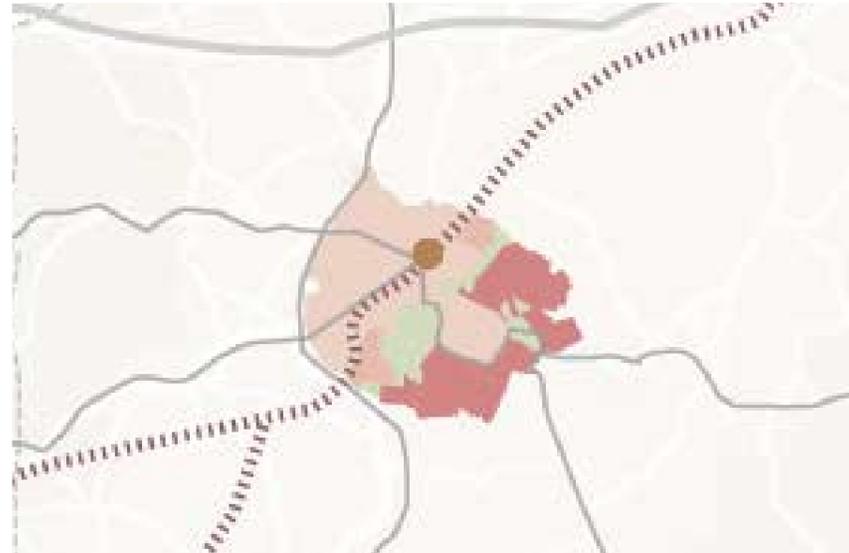
Development at Future Chippenham along with the proposed distributor road offers a unique opportunity to deliver sustainable growth by creating the upfront infrastructure capacity that could continue to meet the potential future needs of the town beyond the 2036 Local Plan period.



**2.6 Unlocking significant public sector investment and delivering value to be reinvested**

Future Chippenham provides the opportunity to realise £75 million of public sector investment within the town through the provision of the new distributor road aimed at facilitating housing delivery across Future Chippenham. There are further opportunities to recycle funding as new housing and commercial uses come forward.

Future Chippenham will bring great benefit to the whole town through the Council, as major landowner, reinvesting some of the development land value created to support the town's regeneration and future sustainability. The Council can also take a longer-term view on development, providing more stability and resilience to any market fluctuations. Finally, the Council as the major landowner has a greater ability and control to secure and embed quality placemaking within Future Chippenham.



**2.7 Improving the critical mass of the town**

During the Local Plan up to 2036 Future Chippenham (excluding the Rawlings Green site) will have the potential to increase the town's population by approximately 6,500 to 7,200 people – meeting local housing need and improving the critical mass of the town to support enhanced services, facilities and infrastructure. Future Chippenham will play an important role in developing key social and economic aspects of the Vision for Future Chippenham. .

The new distributor road will provide the key missing piece of transport infrastructure required to unlock the full development potential of Chippenham, a key objective of the Council's Spatial Strategy for the County. The new road and associated cycle and pedestrian routes and green infrastructure will also provide the infrastructure framework for longer term growth up to 7,500 homes beyond the next Local Plan period.

The increased population in the years up to 2036 and beyond will also act as a catalyst for the wider regeneration of the town and support the local economy. This will have positive, tangible impacts for all who live in Chippenham, for the town centre and surrounding villages, by enhancing the town's status and contributing to the revitalisation of the town centre – creating a highly desirable location in which to live, work and play.



**2.8 Providing an urban structure to support strong communities**

This Concept Framework provides the opportunity to create new development within compact areas of critical length and breadth which can be consolidated around centrally located local centres, rather than being spread in a thin strip of new development wrapping the edges of the town and severed from the town centre by major roads.

The neighbourhoods created can be supported by new local centres where community facilities and potential for commercial hubs can be co-located to create focal points to the development. The delivery of these neighbourhood centres as part of an integrated development will enable strategic consideration of their location with a cohesive approach, supporting them as a focus for community activity, helping underpin their viability.

## 02 The Strategic Case for Future Chippenham



### 2.9 Underpinning economic development and regeneration

Chippenham as a historic market town has grown in the past and responded to change brought about by the railway, the motorway and other new road connections. Once again, the town is well placed to adapt to changing economic influences with the opportunity to improve the attractiveness of its High Street and town centre offer for residents, visitors and businesses.

The scale of growth proposed at Future Chippenham is positive for the town centre and the town as a whole, because it supports wider opportunities for Chippenham to enhance its employment base and provide credible alternatives to the employment hubs at Swindon and Bath. The value delivered by Future Chippenham will be reinvested within the wider regeneration and operation of Chippenham, in order to attract and channel new investment into the town.

Furthermore, despite Chippenham being highly accessible by road, much of the cross-town traffic is channelled through the town centre area. The provision of the distributor road will alleviate the pressure of traffic on the town centre. This will improve air quality and provide opportunities for enhanced retail and employment offers and therefore will further assist in the town centre's regeneration.



### 2.10 Realising exemplar development which is fit for the future

A holistic approach to sustainability will be undertaken that effectively addresses the greatest environmental challenges of our time – a rapidly changing climate, widespread environmental degradation and loss of biodiversity. Cutting carbon emissions from Future Chippenham will help reduce the rate of climate change, this can be achieved through measures such as passive housing; increasing local and micro renewable electricity generation; decarbonising construction and the heating of buildings. Sustainable modes of transport and easily accessible community facilities, schools and places of work will reduce the carbon emissions from private car use.

The design will seek to minimise the amount of waste generated and sent to landfill and support the waste hierarchy “repair-reuse-recycle” through design that ensures streams are separated, stored and collected effectively.

Well-planned and extensive green and blue infrastructure, including new woodland and wetlands, can deliver a net gain in biodiversity, sequester carbon from the atmosphere, improve health and wellbeing, and help reduce the effects of the extremes in weather expected from a changing climate. These measures will combine to create an exemplar development that is resilient, adaptable and fit for the future.



### 2.11 Reflecting the distinctive character of the town through best practice placemaking

This Framework creates opportunity for new housing and development to reflect and contribute to the distinctive character of a town that has evolved with the River Avon at its heart.

The integration of Future Chippenham into Chippenham offers a contextually appropriate design, using the town's rich character and proposing sustainably located development. Future Chippenham offers both growth potential and benefits for the town. It will help retain and strengthen the town's character, especially in the centre, and by using its existing assets such as the River Avon corridor for wider benefit through the integration of the Country Park. The placemaking approach creates a new urban edge to the river corridor, wraps the Country Park closely into the new urban form and creates a strong and positive relationship, integrated landscape that helps capture and add to the local distinctiveness of Chippenham.



## 2.12 Creating a network of green infrastructure and a Country Park within the heart of the town

The scale of the proposed growth of the town allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits for the whole town in line with Wiltshire's Green Infrastructure Strategy.

A unique benefit of the integrated extension is the opportunity to deliver a new Country Park which will be of considerable future benefit to the whole town. It will offer strategic landscape infrastructure, creating wildlife and recreational corridors, using the rich character of the River Avon to build on the local distinctiveness of the town and draw that into the new Future Chippenham.

The River Avon corridor provides the key natural and recreational resource for Chippenham and it has been a long-standing aspiration of the town to better benefit from its location on the river. The proposed Country Park offers a significant area of open space, integrate sustainable urban drainage and address flood risk, and also support the future health and wellbeing of existing and future residents

The river and its flood meadows will become a 'unifying strand' in the green infrastructure network of the expanded community providing a necklace of habitats that will enhance ecological and biodiversity outcomes, an environment for accessing and discovering nature, a route for recreational enjoyment and easy access to the centre of Chippenham.

The new Country Park will benefit the entire town, creating accessible green space with active travel connections. The Country Park will provide valuable connections between Future Chippenham and the town centre, with new pedestrian links, enhanced forest planting and associated leisure facilities.

The rural and riverside setting will create a unique sense of place, bringing character and local distinctiveness to the new communities. The landscape will act as one of the main connecting elements and focuses of the expanded town. A strategic network of green wedges and green corridors will shape the new development and create attractive places to live, work and play. Providing interesting and stimulating open spaces and natural environments will also encourage people to be physically active and adopt healthy lifestyles.

Through well planned and designed extensive green infrastructure including new woodland and meadow planting and wetland creation, Future Chippenham can deliver a net gain in biodiversity, sequester carbon from the atmosphere (through 'capturing' carbon in the trees, plants and soil) together with delivering beneficial effects for people through better access to areas which can improve health and wellbeing. Further benefits include reduction of air, water, noise and light pollution.



# 03

## Site Context & Appraisal

3.1 Regional Context

Chippenham is identified as a strategically important centre for major growth within Wiltshire, in order to meet local housing and employment need and support the growth aspirations of the wider south west region. The town is designated as a Principal Settlement and large Historic Market Town on the River Avon, which acts as a primary focus for growth.

The plan opposite is taken from the Chippenham Site Allocations Plan Adopted May 2017 and shows the location of the town in relation to other urban centres, housing market areas, important planning designations and strategic transport routes.

The town has excellent transport links, located near to Junction 17 of the M4 and on the mainline Great Western Railway – providing easy access to Bristol, Bath, Swindon, London and wider markets. At a regional level, Chippenham is well-located strategically where both the Swindon-M4 Growth Zone and the A350 Growth Zone overlap and is considered pivotal in the future development of both the M4 and A350 economic corridors.

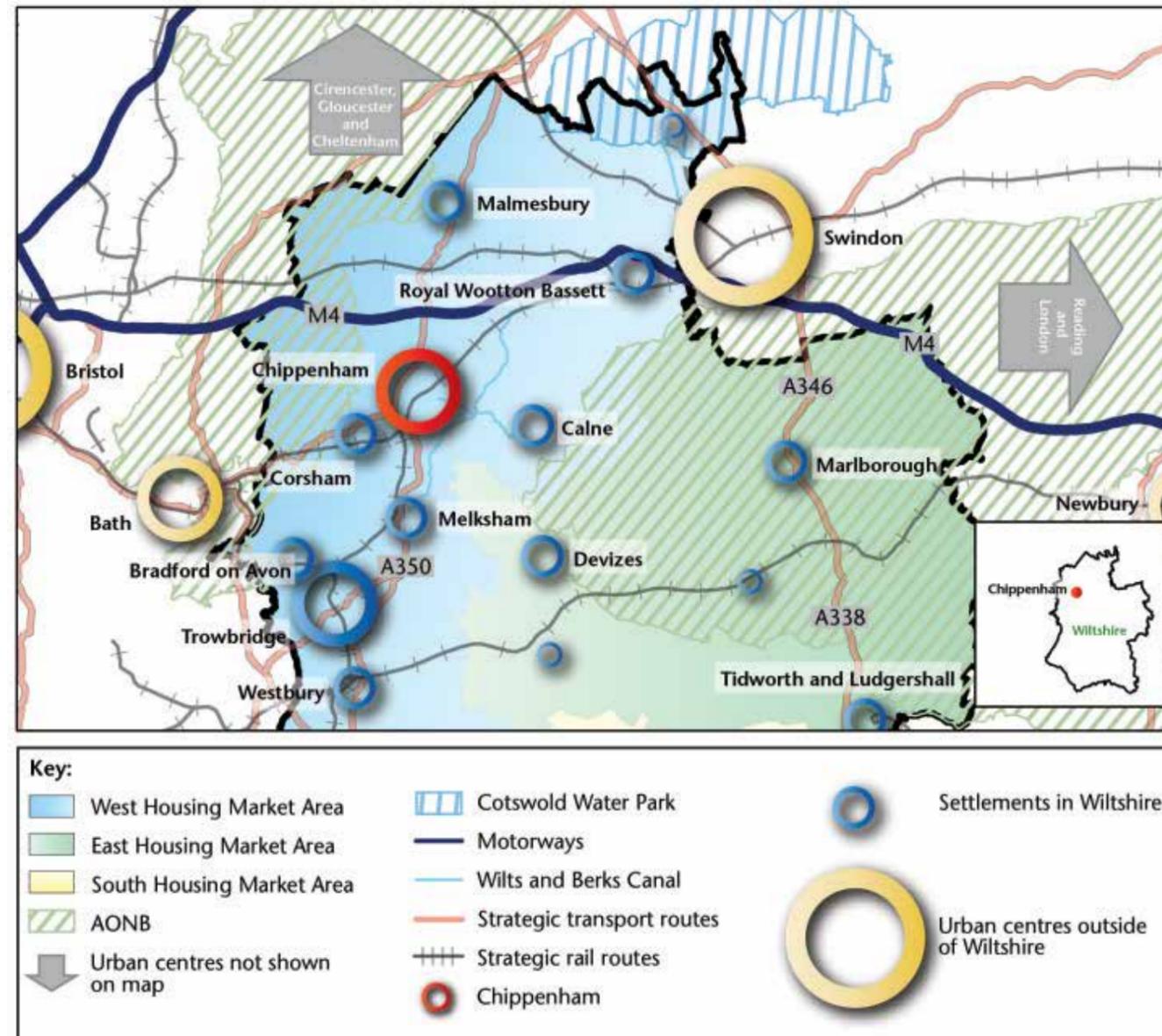


FIGURE 3.1 - REGIONAL CONTEXT

Credit: Chippenham Site Allocations Plan Adopted May 2017

### 3.2 Planned Growth of the Town

The Chippenham Site Allocations Plan (adopted May 2017)<sup>5</sup> proposes four strategic mixed-use extensions to the town at Hunters Moon, North Chippenham, Rawlings Green and South West Chippenham. Hunters Moon and North Chippenham have planning permission and are due to start construction. (Refer to Figure 3.2)

South West Chippenham (Policy CH 1) and Rawlings Green (Policy CH 2) are strategic allocations. The South West Chippenham extension will provide 1,000 homes on 171ha of land at Rowden Park. Smaller extension sites will provide a further 400 dwellings. The Rawlings Green proposal will provide up to 5ha employment and 650 homes on approximately 50ha of land, including a first phase of no more than 200 dwellings.

Proposals for strategic sites involve substantial new areas set aside for country parks, which will help the new developments integrate with the town. Policy CH 3 defines the extent of the two areas of country park associated with South West Chippenham (100ha) and Rawlings Green (10ha). The primary aim of these areas will be to improve public access and enjoyment of the countryside. The Future Chippenham project would extend the planned areas of country park by a further 110 ha.

The proposed new neighbourhoods in Future Chippenham will provide the next stage in the growth of the town. The Post-War expansion to the north and west of the town up to the Western Bypass left the town centre isolated to the south of the River Avon, this imbalance was only partly corrected by the development of the suburb of Pewsham between 1985 and 1995.

The eastern section of the proposed distributor road will connect the proposed new neighbourhood at East Chippenham with the already allocated extension at Rawlings Green and the A4 London Road. The southern section of the distributor road will connect the allocated extension at South West Chippenham with the proposed neighbourhood at South Chippenham providing better connectivity between the A4 and the A350. Together the two new neighbourhoods will rebalance the urban form of the town, with the centre in the middle.

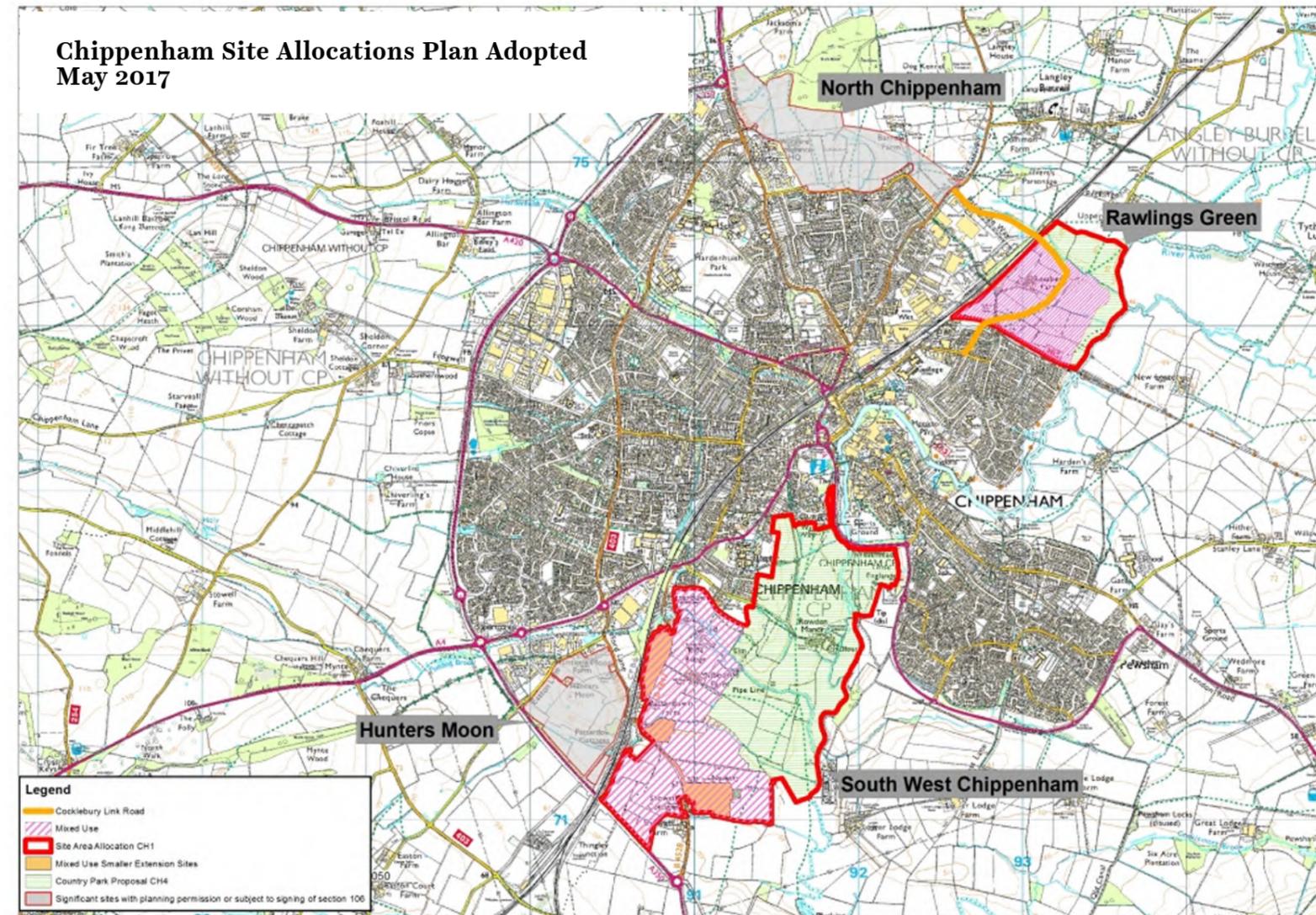


FIGURE 3.2 - PLANNED GROWTH OF THE TOWN

Credit: Chippenham Site Allocations Plan Adopted May 2017

2. Atkins, on behalf of Wiltshire Council, Chippenham Transport Strategy Draft Strategy Refresh (September 2016)

3.3 Heritage

History

The Saxon Settlement at Chippenham on the River Avon was first recorded in AD853. At Domesday, Chippenham was a single large royal manor. To the south and east was the Forest of Chippenham, with a smaller area referred to as Pewsham Forest within which the King had a hunting lodge. Local place names reflect this historic connection- Forest Lane, Forest Farm, Forest Gate, Lower Lodge and Middle Lodge. Immediately to the east of the development on the bank of the River Marden are the remains of the medieval Cistercian Stanley Abbey which flourished between 1151 and 1536. Stanley Lane and the Abbeyfield School are named after it.

The significant growth of Chippenham began during the Industrial Revolution. In 1800 the Wilts and Berks Canal reached Chippenham, giving access to the markets of Bristol and London. This led to an expansion of the cloth industry. The former canal forms the south eastern boundary of the development. A section of canal at Pewsham Locks has been restored by the Wilts and Berks Canal Trust.

In 1841, the Great Western Railway (GWR) line from London to Bristol through Chippenham was completed. The building of the railway, as well as the access it provided to raw materials and markets, brought a new range of industries to Chippenham. The former branch line to Calne now forms part of National Cycle Route 403.

There is potential for archaeological remains within Future Chippenham. There are also recorded remains of medieval and post-medieval ridge, furrow and cropmarks relating to potential prehistoric/early historic agricultural and settlement activity located with the development area.

Three conservation areas adjoin, or are close to, the development area. To the west of Pewsham is the moated site of Rowden Manor, a Scheduled Monument, Grade II listed building and Conservation Area. Potential alignments of the distributor road have taken these heritage constraints into account. To the north of the development area is the hamlet of Tyherton Lucas, which has a handful of listed buildings and is a designated Conservation Area. The historic core of Chippenham is a designated Conservation Area. The churches of St Andrew and St Paul have tall steeples and are prominent in views of the town.

Harden's Farmhouse is the only listed building within Future Chippenham, excluding Rawlings Green. The Concept Framework proposes retaining the traditional buildings forming the historic farmstead. Close to the boundary of the development area are several listed buildings and structures, including the Grade II Lackham House which is now part of Wiltshire College.

Heritage Recommendations

To ensure that heritage assets and their setting are preserved or enhanced, the approach to the development of Future Chippenham will look to:

- > Avoid impacts on heritage assets through design.
- > Preserve archaeological remains in situ or if not possible, by record.
- > Mitigate impacts on the setting of heritage assets through good design in consultation with Historic England and Wiltshire Council.

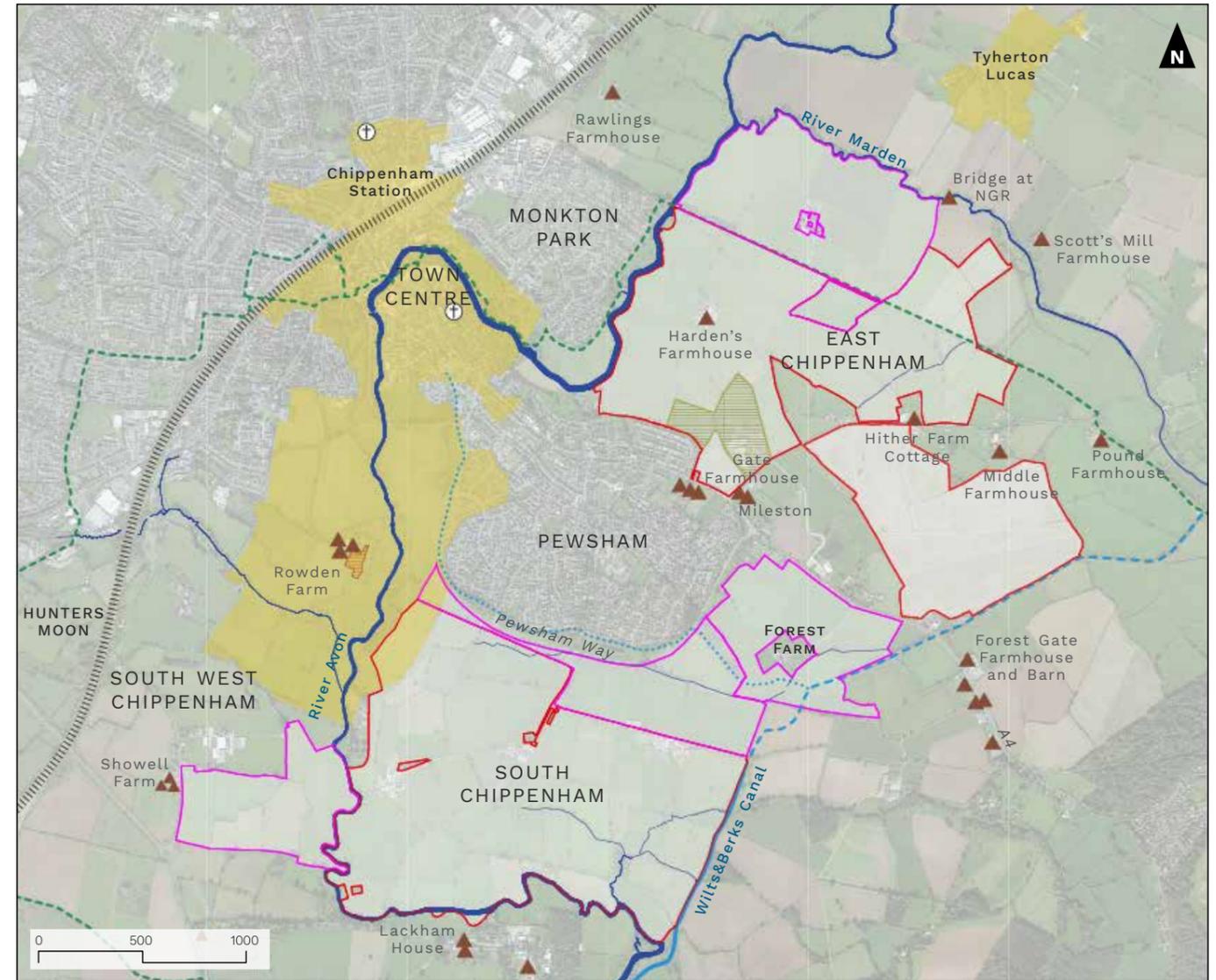
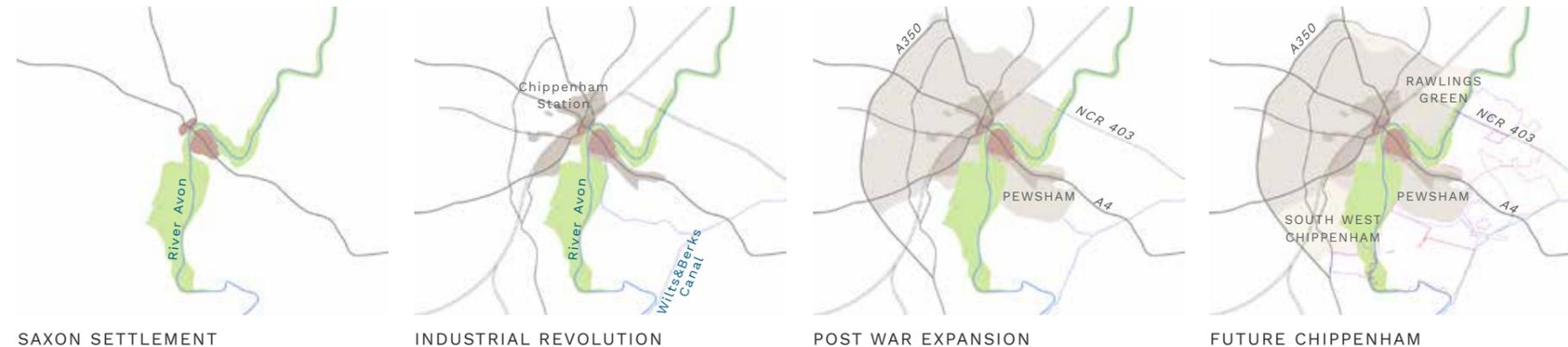


FIGURE 3.3 - HERITAGE ASSETS



SAXON SETTLEMENT

INDUSTRIAL REVOLUTION

POST WAR EXPANSION

FUTURE CHIPPENHAM

Future Chippenham

### 3.4 Landscape Character

Wiltshire Council Core Policy 51 Landscape states:

“Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character... Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s)”

Previous landscape assessment work has been undertaken at both Wiltshire wide and local level. The Wiltshire Landscape Character Assessment<sup>7</sup> contains Future Chippenham, which lies within the Avon Open Clay Vale character area. The North Wiltshire Landscape Character Assessment<sup>8</sup> has similar boundaries to the county assessment at a local level, and the study area is within the Avon Valley Lowland character area.

The relatively flat landform varies in height between 30 and 72m AOD and has been shaped by the River Avon and its tributaries. There are open views to the wooded limestone ridge to the south east, which forms part of the County level Bowood Greensand Hills character area. The land is mainly permanent pasture with some arable and grazed meadow. Hedgerows have been removed in places, or are low with gaps, creating a partially open landscape.

#### Chippenham Landscape Setting Assessment

The ‘Chippenham Landscape Setting Assessment’<sup>8</sup> was undertaken in 2014 by The Environment Partnership (TEP) for Wiltshire Council as part of the evidence base for the Chippenham Site Allocation Plan. This work examined the Strategic Areas of land (A to E) extending around the north, east and southern settlement edges. Within the period of the new Local Plan, development at Future Chippenham is only proposed where the TEP assessment considered it “can be more readily, or may be able, to be accommodated with mitigation”. The Future Chippenham development area falls mainly within Strategic Area C to the east of Chippenham and D to the south of Pewsham. Refer to Figure 3.4.1.

In Area C the land to the north of the former Chippenham to Calne railway line, which forms part of National Cycle Route 403, lies within the category “where development would be more difficult to accommodate with mitigation”. The land to the south of Stanley Lane which rises to a high point of 72m AOD to the south-east of Hither Farm also falls within this category. Both areas are therefore not proposed for development within the new Local Plan Period. The lower lying area to the south of Harden’s Farm is categorised as “where development can be more readily accommodated” and forms the majority of the proposed East Chippenham Neighbourhood.

The TEP assessment categorises all of Strategic Area D to the south of Pewsham as “areas where development may be able to be accommodated with mitigation”.

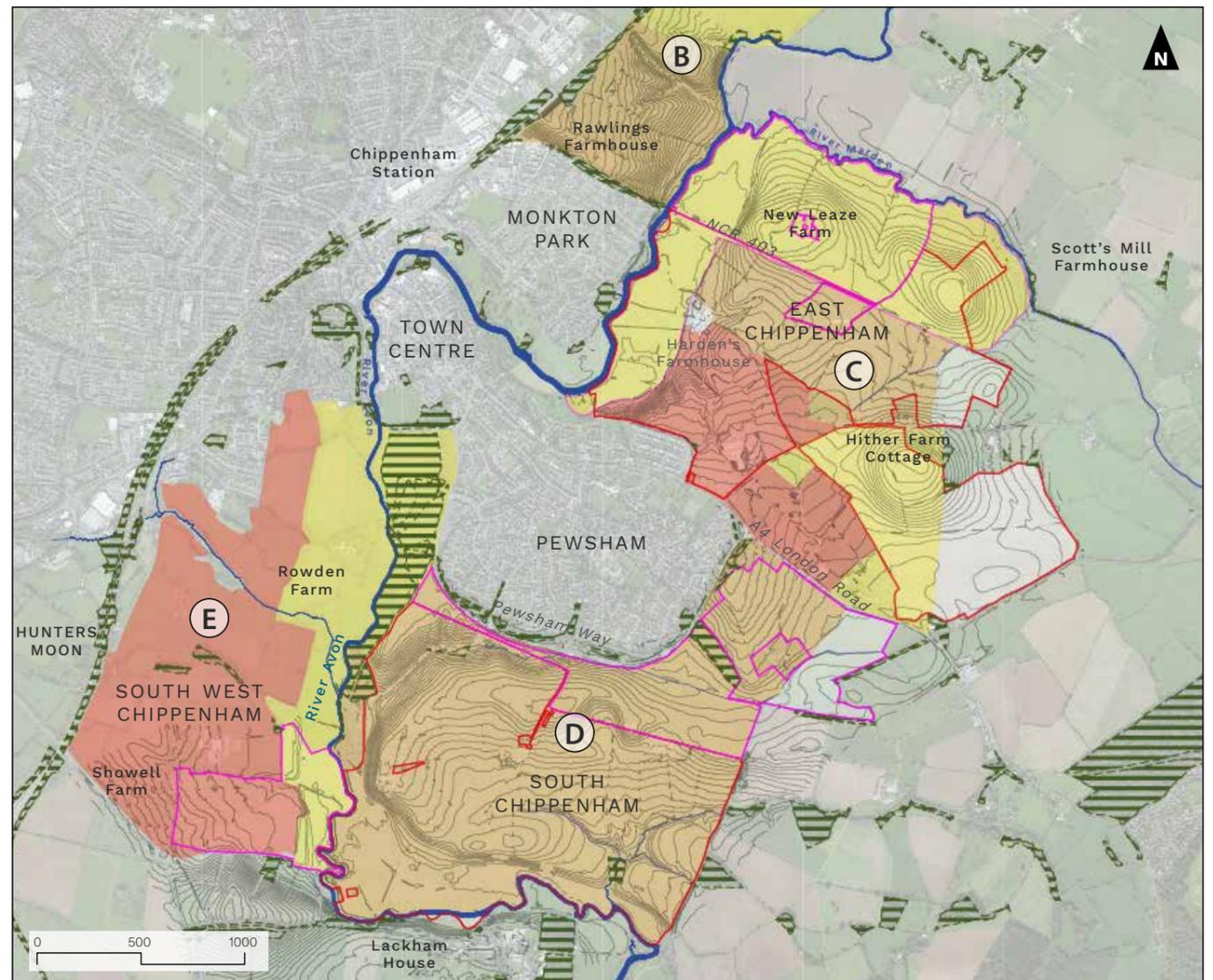


FIGURE 3.4.1 - TEP CHIPPENHAM LANDSCAPE SETTING ASSESSMENT

- Land within Wiltshire Council Ownership
- Land outside Wiltshire Council Ownership
- Existing Woodland
- Area where development can be more readily accommodated with mitigation
- Area where development may be able to be accommodate with mitigation
- Area where development would be more difficult to accommodate with mitigation
- Contour (1m)
- Listed Building (Setting around buildings important to retain)

1. Wiltshire Council, County Landscape Character Assessment (2005)
2. Wiltshire Council, North Wiltshire Landscape Character Assessment (2004)
3. The Environment Partnership, Chippenham Landscape Setting Assessment (December 2014)



THE RIVER AVON HAS SHAPED THE LANDSCAPE OF THE TOWN

## Atkins Draft Landscape Capacity Study

Please note that this study is presently in its draft form and is in the process of being updated, having regard for the recently published Local Plan Reg. 18, as well as to benefit from a supplementary site assessment undertaken in late summer 2020.

An Atkins Draft Landscape Capacity Study based on the methodology set out in Natural England Topic Paper 6 (Techniques and Criteria for Judging Capacity and Sensitivity)<sup>30</sup> has developed the granularity of assessment of the areas to the east and south of the town proposed for expansion. It examines the effects on landscape character, views of potential development and the opportunities for enhancement of the existing landscape structure.

The preliminary findings of the draft study in relation to the capacity of the landscape to accommodate development are represented in Figure 3.4.2. and are summarised below:

### Strategic Area C

**C1 New Leaze Farm and land to north of disused railway:** There is an abrupt change in character to the north of the disused railway line and the open landscape has a **Low** capacity for development. There is little existing vegetation to provide a setting for new development and new planting on the skyline would adversely affect the existing open landscape character.

**C2 Harden's Farm:** The lower lying topography provides a greater degree of spatial containment and the area is close to the edge of Harden's Mead. The sub-area has **Medium/High** capacity; development would be visible but there is the opportunity to mitigate its impact by reinforcing existing hedgerows and introducing new copses of woodland. The setting of the listed Harden's Farm should be protected.

**C3 Hither Farm:** This sub-area is assessed as **Medium** capacity due to the relative distance from the settlement edge and most receptors.

**C4 Stanley Lane/London Road Approach:** The local high point to the south of Stanley Lane should be kept open. This hillock helps conceal views from higher ground of the remainder of the sub-area which has a **Medium** capacity for development.

**C5 Wilts and Berks Canal and Pudding Brook:** This more easterly sub-area is visually quite exposed and is considered to have a **Medium/Low** capacity. It is recommended that the view along the A4 approach to Chippenham is kept partly open in character.

**C6 River Avon Floodplain:** Is not developable and is important to retain as a strong green river corridor extending north to the wider landscape.

### Strategic Area D

**D1 Mortimores Wood:** is relatively enclosed with limited viewpoints and has a **Medium/High** capacity. Careful consideration is required of the brook and valley formation. Woodland planting is appropriate to extend the Forest of Pewsham.

**D2 Land to north of Middle Lodge Farm:** The containment of the sub-area from the wider landscape and its proximity to Pewsham has meant that this area has a **Medium/High** capacity.

**D3 Forest Farm:** Overall has a **Medium** capacity with the section to the north of the overhead power line closest to the A4 Pewsham Way more developable. It is recommended that the view corridor along the A4 is kept partly open in character. Woodland planting would help mitigate views from the Limestone Ridge.

**D4 Middle Lodge Farm:** This parcel has a **Medium** capacity. It is within the setting of Lackham House and visible within the wider landscape. New woodland planting that replicates the existing small copses would help mitigate visual impact.

**D5 Cocklemore Brook:** The relative enclosure and existing vegetation provide some containment, there are also few receptors. The sub-area is considered to have **Medium** capacity. A buffer is required to the Canal and Cocklemore Brook.

**D6 River Avon Floodplain:** Is not developable and provides an important setting to Lackham House.

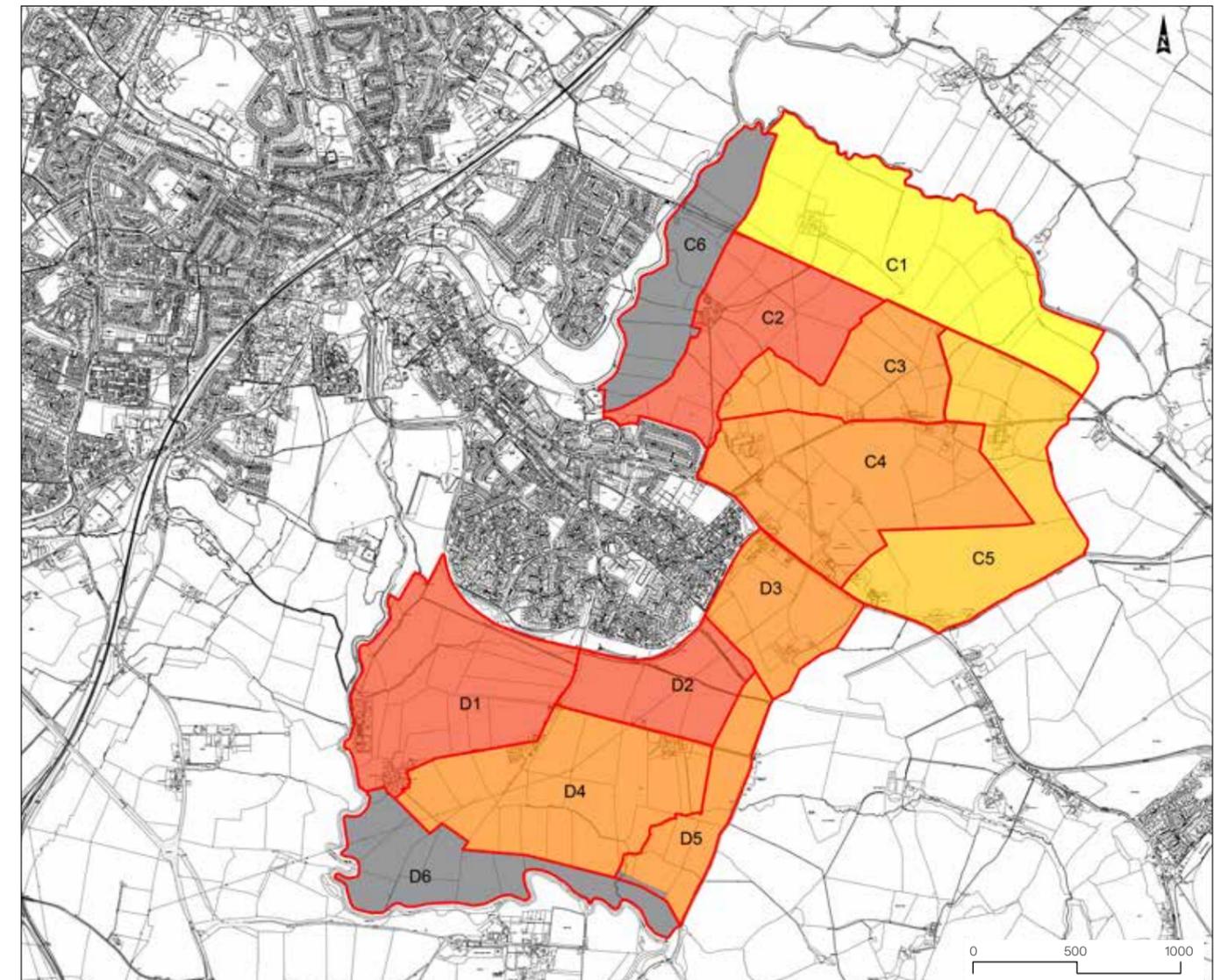


FIGURE 3.4.2 - ATKINS LANDSCAPE CAPACITY STUDY



3. Wiltshire Assembly, People, Places and Promises: The Wiltshire Community Plan 2011 – 2026 (2010)

**Landscape Recommendations**

Please refer to Section 5.7 Green Infrastructure for further details on the proposed country park, new woodland planting and green corridors.

- > **Siting of Development up to 2036**  
The sub-areas considered to have the best capacity to accommodate development within the new Local Plan period up to 2036 are: C2 Harden’s Farm and C3 Hither Farm in Strategic Area C and; D1 Mortimore’s Wood, D2 Land to the north of Middle Lodge Farm, D3 Forest Farm and D4 in Strategic Area D.
- > **River Avon Country Park**  
A 110 ha extension to the planned country park within the floodplain of River Avon is proposed as part of the green infrastructure. A range of landscape and biodiversity improvements could include wetland habitat creation with ponds, scrapes and reed beds. The fields would be managed as low intensity grazing pasture or hay meadow. These enhancements would help achieve the 10% biodiversity uplift required by the new Environment Bill and help restore the traditional riparian landscape character of the floodplain.
- > **New Woodlands**  
Major new woodland planting in recent years on the Westmead Open Space has helped restore the former Pewsham Forest. New woodland planting is proposed as part of Future Chippenham, the trees would enhance biodiversity and ‘fix’ carbon, helping to mitigate climate change. The new planting would provide containment on the south and eastern boundaries to help assimilate the development in elevated views from the limestone ridge and viewpoints such as Bencroft Hill, Derry Woods and Naish Hill.

- > **Green Corridors**  
Green corridors based on tributary streams such as Cocklemore Brook should thread through residential areas providing accessible natural green space and provide space for sustainable drainage features such as swales. Existing lanes such as Forest Lane should also be converted into green corridors with shared foot/cycle routes. A green corridor should also run parallel to the Wilts and Berks Canal.
- > **Mitigation of Elevated Views**  
There will be views of the proposed development from public rights of way (PRoW) on the limestone ridge to the south. These can be partially mitigated by the siting of development in areas with the best degree of containment. New planting along retained hedgerows, streams and lanes would have a filtering effect on views – breaking down the scale and mass of development. Development should also be kept away from local ridge lines.
- > **Settings of Listed Buildings**  
The only listed building included within the development area up to 2036 is Harden’s Farm in sub-area C2. The setting of the existing farm complex should be protected. It could be sensitively converted into community facilities. The settings of other listed buildings on the edge of Future Chippenham, for example the Georgian Lackham House, should be protected.
- > **Mature Trees**  
Strategic Area D includes mature hedgerow trees that make an important contribution to the character of the landscape. A more detailed tree survey is required to assess the age and condition of these, possibly, veteran trees, and to ensure future development properly protects their setting.
- > **Density and Form of Development**  
It is important that there is a graduation of housing density towards the countryside edge, and that the lowest densities provide a transition to the open farmland. This could take the form of larger detached properties set within their own grounds, or clusters of development similar to the traditional farmsteads found in this part of North Wiltshire.
- > **Framing Views**  
There is the opportunity to frame views within the development to the existing tall church spires of St Paul’s and St Andrew’s, which are important landmarks in the town. Views can also be framed to Lackham House and towards the limestone ridge to the south. The approach towards Chippenham from the south along the A4 (London Road) will also need careful consideration.

- > **Mitigation for Development Post 2036**  
It is the longer-term objective of the Future Chippenham project to provide a total of 7,500 homes up to 2046 and beyond. This would require extending development further to the east into sub-area C4 to the south of Stanley Lane, as well as closer to the River Avon in sub-areas D4 and D5. The opportunity exists to undertake major woodland planting over the next decade, which would provide the landscape setting for future development and help mitigate views from elevated viewpoints.



## 3.5 Biodiversity

Detailed survey work is ongoing to map the biodiversity value of Future Chippenham. Early desk studies confirmed that there are no statutory protected sites of principal importance, but the area includes two small Ancient Woodlands, the River Avon and its floodplain which are designated County Wildlife Sites (CWS).

The River Avon County Wildlife Site is a key resource for the area, and the river is a Running Water Biodiversity Action Plan (BAP) Priority Habitat<sup>10</sup>. These biodiversity features coincide with important Flood Zones and will remain outside the proposed areas for development. The floodplain grazing marsh along the Rivers Avon and Marden could be important to wading and wintering birds, while willows along the banks of the two rivers have the potential for roosting bats. Pudding Brook and other small watercourses and hedgerows also have the potential to act as wildlife corridors through the area.

### Biodiversity Recommendations

The protection and enhancement of existing natural assets will create:

- > Enhanced habitats, including hedgerow reinstatement, tree planting and creation of wildflower grassland.
- > New and enhanced green corridors and areas for nature conservation.
- > Wetland habitat creation associated with new lakes, water bodies and wetland recreation forming part of sustainable surface water and drainage systems.

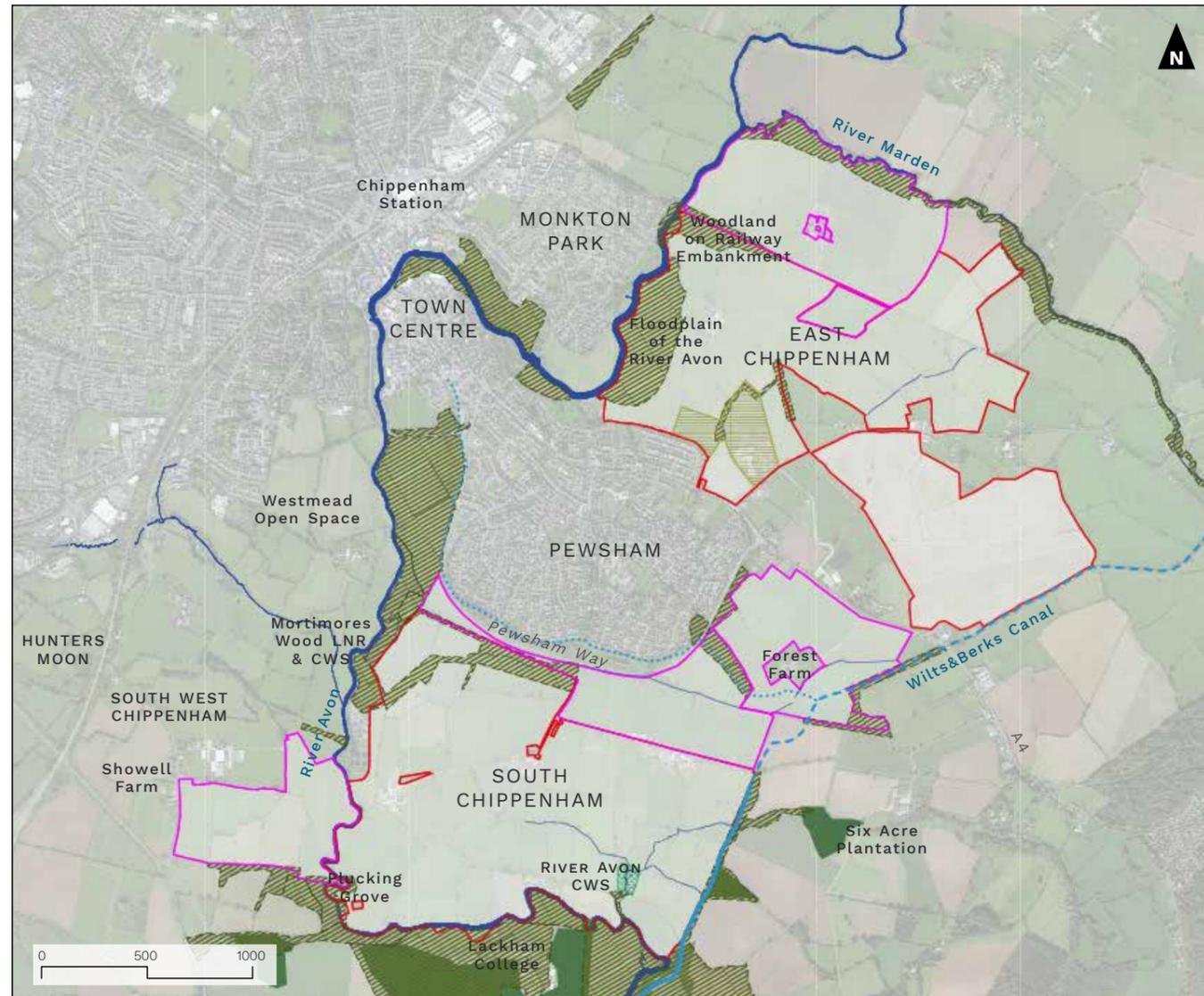


FIGURE 3.6 - BIODIVERSITY



HABITAT CREATION AND MANAGEMENT WILL HELP ACHIEVE BIODIVERSITY NET GAIN



FLOOD PLAIN OF THE RIVER AVON WITH RECENT NATIVE WOODLAND PLANTING

### 3.6 Flood Risk and Drainage

The River Avon and River Marden are important watercourses bordering the Future Chippenham area. The floodplains of both rivers are Flood Zones 2 and 3 (high probability of flooding) and provide flood storage, safeguarding Chippenham Town Centre and surrounding developments and infrastructure. No built development is proposed within Flood Zones 2 and 3, except for the required crossing of the floodplain by the distributor road. The remainder of the area is in Flood Zone 1 (low risk of flooding). It is anticipated that the road will cross over the flood zone on viaduct to limit the impact on the existing floodplain.

The Wilts and Berks Canal forms the proposed south eastern boundary to Future Chippenham. The canal was constructed between 1795 and 1810. The canal ran from the Kennet and Avon at Semington to the Thames at Abingdon and included a branch to Chippenham. It was closed by an Act of Parliament in 1914. The Wilts and Berks Canal Trust are in the process of restoring 3.5km of main line canal between Pewsham Locks and Double Bridge and a 600m stretch of the Branch to Chippenham. This project involves the restoration of three locks and a dry dock at Pewsham Locks which will form the focus of a new visitor waterside facility.

Tributary streams and brooks such as Cocklemore Brook and Pudding Brook drain the study area and need to be retained within the development proposals. They should form part of the proposed network of multi-functional green corridors.

#### Flood Risk and Drainage Recommendations

- > Development should respect flood risk zones and be planned to the highest possible levels of resilience to promote a sustainable and long-term response to climate change.
- > Surface water should be managed in the public realm using a variety of SuDS techniques.
- > Green infrastructure to play an important role in attenuating rainfall runoff and reducing flood risk.
- > Existing tributary streams and brooks to be protected within green corridors.
- > Development proposals to be integrated with the Wilts and Berks Canal Trust Pewsham Waterside Project.

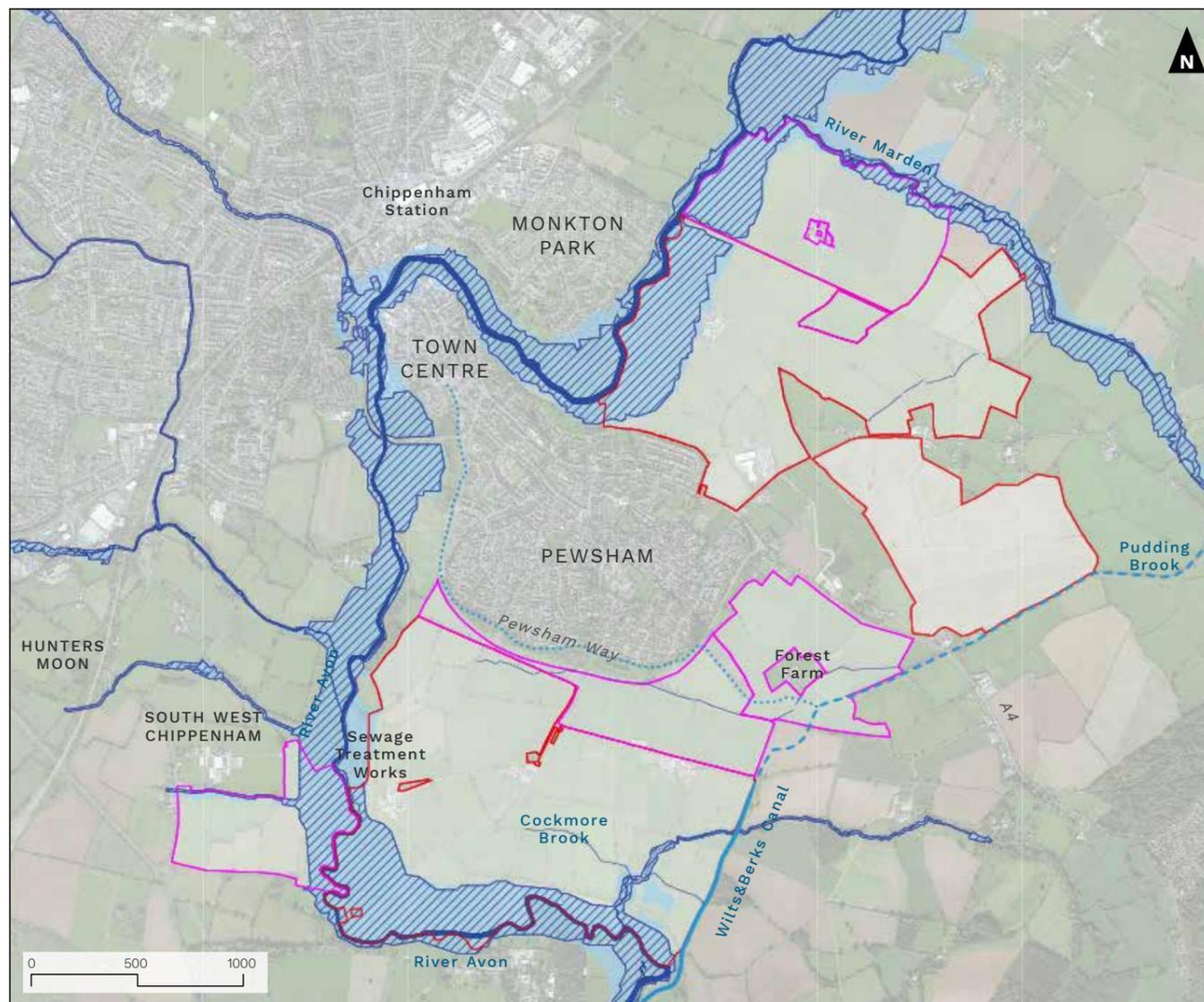


FIGURE 3.7 - FLOOD RISK



WILTS AND BERKS CANAL RESTORATION



THE RIVER AVON AFTER BURSTING IT'S BANKS DURING STORM DENNIS 17TH FEBRUARY 2020. THE AREA PROPOSED FOR DEVELOPMENT IS OUTSIDE THE FLOOD ZONE

### 3.7. Utilities

Desk based survey information has been collected from utility companies to understand high level constraints, capacities and costs. A summary of key existing utility constraints is provided below:

#### Powerlines

There are easements around the pylons and 132kV overhead powerlines that cross the development area diagonally from close to the A350 junction in the west to the A4 London Road; they then run north to New Leaze Farm before turning north west and passing through Rawlings Green. A 60m easement has been provided. Where practical, these corridors will be integrated into public open space or adjoining road rights of way.

#### Sewage Treatment Works (STW)

Discussions with Wessex Water have indicated that the existing STW next to the River Avon near Lower Lodge Farm has the capacity to accommodate the proposed new homes and development within the new Local Plan period. A 50-60m strip of land for potential future expansion in the field to the east has been reserved.

At this stage a 400m buffer around the STW has been applied to protect new homes from potential odour. Further odour modelling is required to establish a more accurate boundary for development. Discussions with Wessex Water have confirmed that there is not a constraint in passing the distributor road between the STW and Lower Lodge Farm. This option allows a shorter and more direct crossing of the floodplain. Further discussions with Wessex Water are planned to discuss whether an upgrade to the existing system could include an enclosed system, which would significantly reduce odour emissions from the site and change the potential odour development boundary.

#### Oil Pipelines

An oil pipeline crosses the Avon Valley near Rowden Manor and then runs west to east across the development area to the south of the A4 Pewsham Way. It leaves to the north of Pewsham Locks. This corridor forms part of a green buffer in the framework between the proposed South Chippenham Neighbourhood and Pewsham.

A second oil pipeline crosses the A4 near the route of Wilts and Berks Canal and crosses under Pewsham Way and the Pewsham residential development along Lodge Road. This oil pipeline crosses under the A350 to the west between the A4 London Road and the A420 junctions. Both oil pipelines require a 6m easement.

#### Other Existing Services

Other existing services within the development area up to 2036 include fibre optic communication cables and overhead electric cables, as well as underground electric cables, gas, foul sewers, surface water sewers and water supply mains. Preliminary design for planning of the road and development shall include preliminary surface diversion/ protection estimates; the scheme will seek to retain existing services in-situ where possible, protecting where necessary and minimising requirements for diversions.

#### Utilities Recommendations

- > Retain 60m easement below overhead powerlines and integrate into open space network.
- > Provide 400m buffer around sewage treatment works to protect new homes from odour. Investigate potential of enclosed system.
- > Provide easements to existing oil pipelines.
- > The promotion of intelligent utility networks with the opportunity for locally responsive decentralised networks.
- > Minimisation of power network loads through low carbon CHP and district heating.
- > Further consideration of the potential for renewable technologies.
- > On-site treatment of waste, including composting and recovery.



OVERHEAD POWER LINES PASSING THROUGH EAST OF CHIPPENHAM

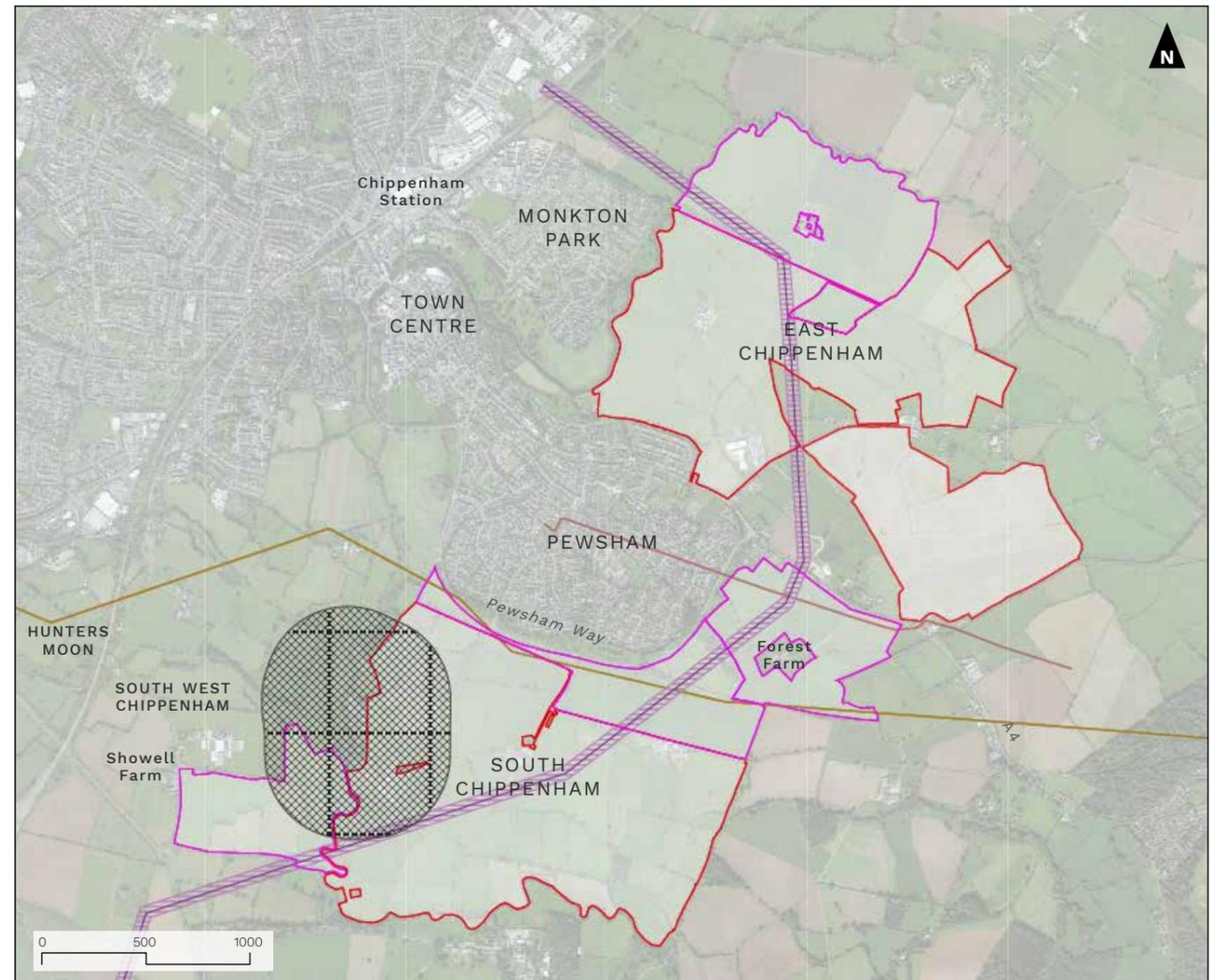


FIGURE 3.8 - ACCESS

- Land within Wiltshire Council Ownership
- Land outside Wiltshire Council Ownership
- Sewage treatment work odour buffer
- Overhead powerline with 60m easement
- Oil pipeline with 6m easement
- CLH oil pipeline with 6m easement

# 04

## Vision & Objectives

4.1 Vision for Future Chippenham

**Future Chippenham will create a new model of development, ground breaking 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 recreational and social facilities; and an economically prosperous community with an enduring sense of belonging.**



### 4.2 Objectives for Future Chippenham

Future Chippenham will provide sustainable locations for future growth and expedite delivery of two connected new sustainable neighbourhoods, East Chippenham and South Chippenham, which will set the agenda for sustainable and healthy living. In line with the Vision for Future Chippenham, the new neighbourhoods will be:

 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Distinctive</p> <p style="text-align: center; font-size: small; margin-top: 20px;">Future Chippenham will have a distinct character and sense of place influenced by local history, heritage, natural features and the wider landscape. The development will respond to its setting next to the River Avon which is its defining and connecting feature. The re-creation of the former Forest of Pewsham, which is still marked in local place names, will create a strong new landscape framework and natural resource.</p>	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Inclusive and Prosperous Economy</p> <p style="text-align: center; font-size: small; margin-top: 20px;">An inclusive development that enables access to key economic opportunities including employment, education and training regardless of age, income level and mobility, based on an active and vibrant town centre with a strong cultural and commercial offer, delivering benefits that are equitably distributed.</p> <p style="text-align: center; font-size: small; margin-top: 10px;">A development contributing to a prosperous local economy and providing increased potential for Chippenham's economic self-containment. By delivering high quality new housing 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.</p>	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Healthy</p> <p style="text-align: center; font-size: small; margin-top: 20px;">Healthy lifestyles will be encouraged through a green infrastructure network that provides opportunities for leisure, active recreation, access to nature and community food growing.</p> <p style="text-align: center; font-size: small; margin-top: 10px;">A development that promotes more sustainable and active transport choices, that reduce the need to travel. It will contain neighbourhoods that are self-sufficient with their own centres at highly accessible locations with community facilities, schools, parks and play areas co-located within easy walking distance of new homes.</p>	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Environmentally Sustainable</p> <p style="text-align: center; font-size: small; margin-top: 20px;">A Net Zero Carbon* development that is energy and resource efficient, minimises carbon emissions and offsets or sequesters carbon to achieve net zero and reduces car-based and other sources of air pollution, in order to help the environment now and in the future. Carbon reduction initiatives will be at the forefront of design considerations.</p> <p style="text-align: center; font-size: small; margin-top: 10px;">An Environment and Biodiversity Positive Development with measurable improvement resulting in net environmental gain and measurable net gain in biodiversity</p> <p style="text-align: center; font-size: small; margin-top: 10px;">A Zero Waste development that minimises waste going to landfill, minimises the use of materials and resources, reuses and repairs – keeping products, parts and materials at their highest use and value.</p>	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Resilient and Adaptable</p> <p style="text-align: center; font-size: small; margin-top: 20px;">A climate resilient and adaptable development that can adapt to climate change, with buildings which are designed to be flexible in their use over time, rather than being replaced.</p> <p style="text-align: center; font-size: small; margin-top: 10px;">Surface runoff and fluvial flooding will be mitigated by water features that address flooding issues in a blue network of recreational routes and waterbodies which, in turn, will enhance the green infrastructure network.</p>	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Connected</p> <p style="text-align: center; font-size: small; margin-top: 20px;">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 for all residents.</p> <p style="text-align: center; font-size: small; margin-top: 10px;">A major lifestyle implication of social distancing has been the upsurge in telecommuting, which has temporarily dominated the UK's work and social lives, including emerging digital platforms for telemedicine and education. It is anticipated that rates of telecommuting will remain high post COVID-19, particularly where residents rely on public transport. Accordingly, demand will likely increase for smart city infrastructure and technologies which promote digital connectivity.</p>
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\* The Net Zero Carbon concept refers to balancing carbon emissions produced and carbon emissions taken out of the atmosphere by offsetting or sequestration (e.g. through growing trees), with the net input of carbon emissions to the atmosphere due to human activities being zero. Note that other greenhouse gases can be considered within this concept, with a factor being applied to these which is typically reported as 'carbon equivalent'.

### 4.3 Policy Informants

#### National Planning Policy Framework 2019<sup>11</sup>

An important function of the NPPF is to embed the principles of sustainable development in plan-making and decision-taking. It sets out three overarching objectives for achieving sustainable development, which are interdependent and need to be pursued in mutually supportive ways:

- > An economic objective – to help build a strong, responsive and competitive economy,
- > A social objective – to support strong, vibrant and healthy communities, by ensuring that enough and range of homes can be provided to meet the needs of present and future generations,
- > An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment.

The NPPF also requires site allocations and development proposals to be demonstrably deliverable, feasible and viable:

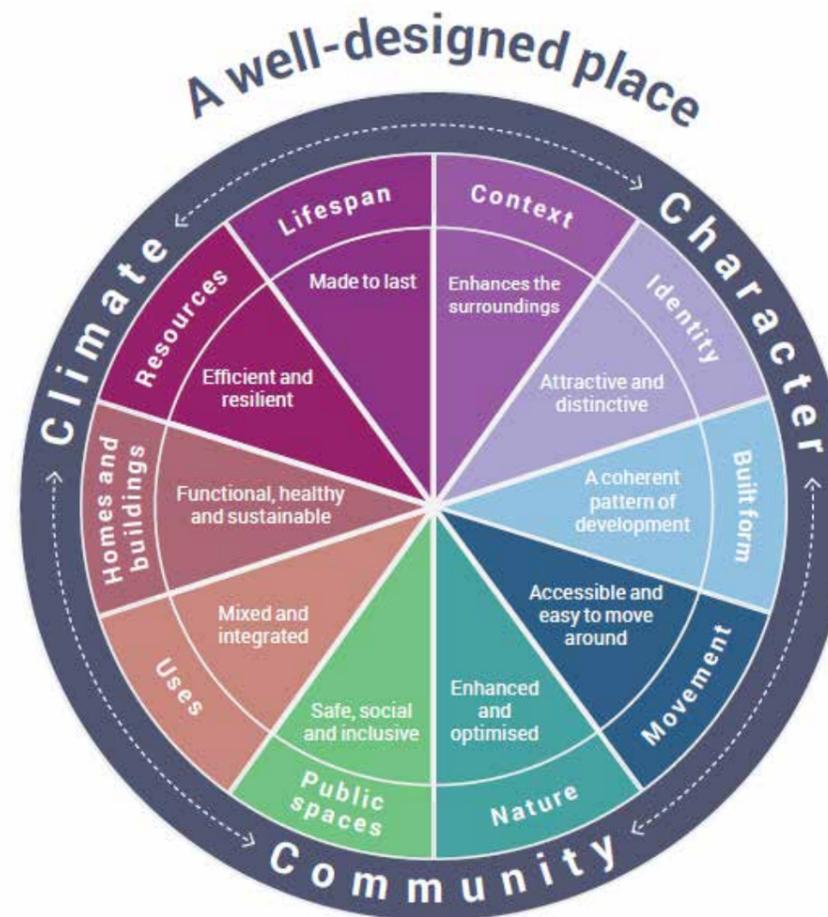
- > Annex 2 of NPPF defines a ‘deliverable’ site as available now, offering a suitable location for development now, and achievable with a realistic prospect that housing will be delivered on the site within 5 years,
- > Viability assessment considers whether the value generated by the development is more than the cost of developing it, so as not to undermine deliverability.

Further, the NPPF guides key policy issues relevant to Future Chippenham, including:

- > Building better places through good design and making efficient use of land through achieving appropriate densities,
- > Supporting the transition to a low carbon future,
- > Securing well-designed, attractive and healthy places,
- > Ensuring sufficient housing land and delivery against strategic housing requirements through maintaining a 5-year land supply and the annual Housing Delivery Test.

#### National Design Guide 2019<sup>12</sup>

The NPPF makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve. The National Design Guide 2019 is based on national planning policy, practice guidance and objectives for good design as set out in the NPPF. It outlines and illustrates the Government’s priorities for well-designed places.



Credit: National Design Guide

#### 25 Year Environmental Plan 2018<sup>13</sup>

The Government’s 25 Year Environment Plan sets an ambitious roadmap to improve the environment within a generation through embedding an ‘environmental net gain’ principle for development, including housing and infrastructure. The Plan identifies a set of goals for protecting and enhancing our environment for the next generation:

- 1.C lean air.
- 2.C lean and plentiful water.
- 3.T hriving plants and wildlife.
- 4.A reduced risk of harm from environmental hazards such as flooding and drought.
5. Using resources from nature more sustainably and efficiently.
- 6.E nhanced beauty, heritage and engagement with the natural environment.
- 7.M itigating and adapting to climate change.
- 8.M inimising waste.

#### Environment Bill 2020 Policy Statement<sup>15</sup>

Acting as one of the key vehicles for delivering the bold vision set out in the 25 Year Environment Plan, the Environment Bill brings about urgent and meaningful action to combat the environmental and climate crisis we are facing. The Bill introduces new incentives, actions and planning tools to drive further improvements for nature, a mandatory requirement for Biodiversity Net Gain in the planning system, to ensure that new developments contribute to the recovery of biodiversity.

4. Lynch, K., A Theory of Good City Form (1981)  
 5. Wiltshire Council, Chippenham Site Allocations Plan (Adopted May 2017)  
 6. Wiltshire Council, County Landscape Character Assessment (2005)

7. Wiltshire Council, North Wiltshire Landscape Character Assessment (2004)  
 8. The Environment Partnership, Chippenham Landscape Setting Assessment (December 2014)

#### 4.4 Major Environmental Challenges

Our world is facing major environmental change which is set to worsen in the future, and addressing these challenges requires a new approach to the development of Future Chippenham.

These major environmental challenges are summarised below:

- > The climate change opportunities to reduce greenhouse gas emissions and mitigate the consequences of a changing climate.
- > The rapid depletion and disposal of natural resources. A priority for new development at Future Chippenham will be to achieve Zero Waste.
- > The need to achieve a 'Circular Economy', which produces no waste and pollution, by design or intention. A Circular Economy keeps products, parts and materials at their highest use and value always.
- > The importance of protecting Natural Capital, which includes geology, soil, air, water and all living things.
- > The requirement for new development to leave the natural environment in a measurably better state than before development, referred to as Biodiversity Net Gain. The recent Environment Bill requires all new development to deliver a mandatory 10% net Biodiversity Gain.

#### 4.5 Climate Change Resilience

Mitigating the consequences of a changing climate and providing resilience will require a series of inter-related activities. These relationships are shown on the diagram opposite and the key actions summarised below.

##### Green Infrastructure

- > Maximise multi-function, multi-benefit green infrastructure
- > Local low-input food production
- > Woodland and vegetation to 'fix' carbon

##### Microclimate

- > Light, comfortable, healthy, vibrant open space / public realm
- > Mitigate the urban heat island (UHI) effect
- > Prevent overheating of outdoor areas and indoor spaces
- > High quality, liveable built environment for diversity of residents, employees and visitors

##### Biodiversity

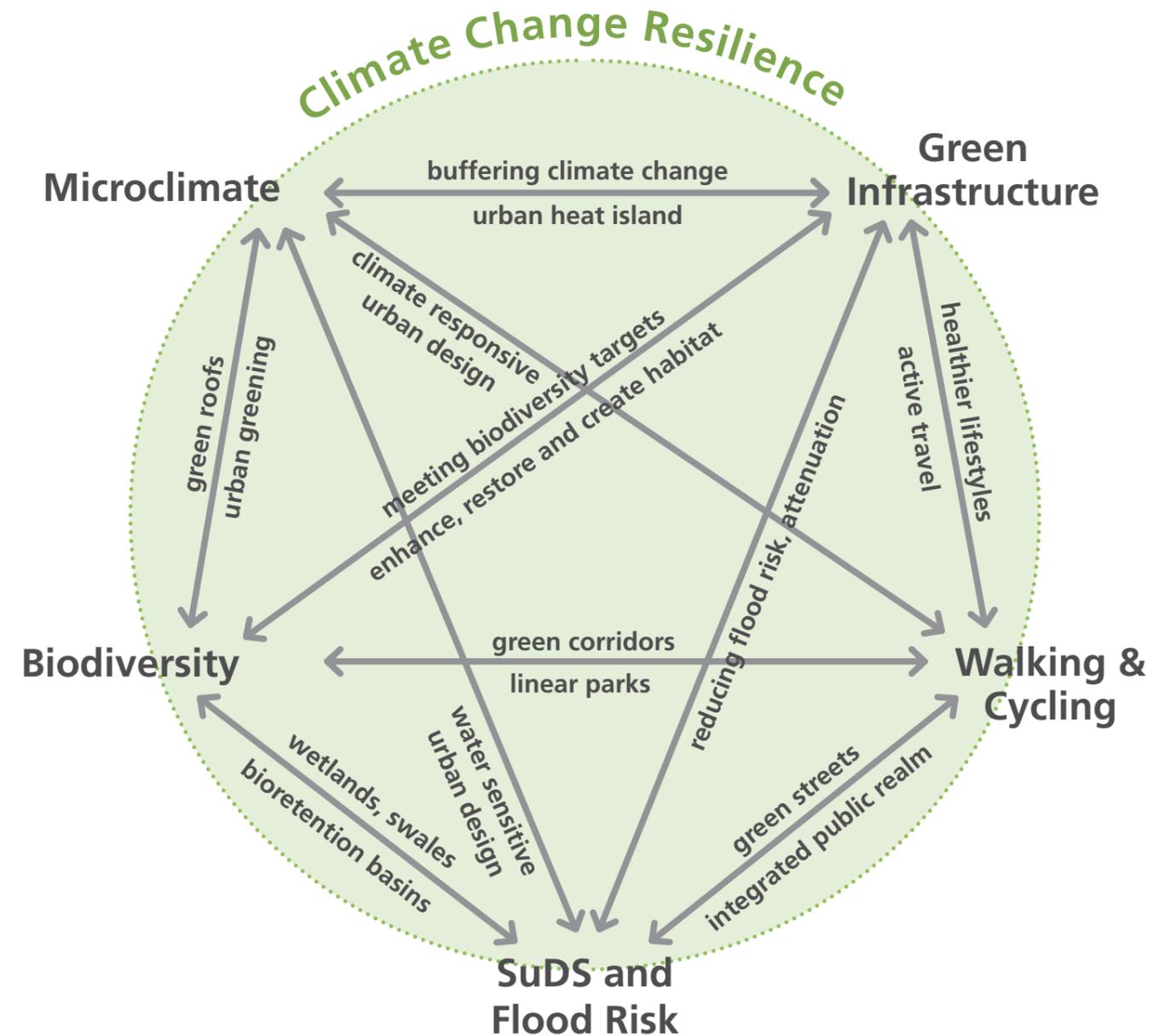
- > Restore natural habitats and enhance biodiversity

##### SuDS and Flood Risk

- > No development within Flood Zones 2 and 3, plus allowance for climate change
- > Water sensitive urban design
- > Sustainable drainage features integrated in green infrastructure and public realm
- > Mimic the water systems of undeveloped land

##### Walking & Cycling

- > Promote an active lifestyle, strong walking and cycling networks



**4.6 Built Environment Performance**

Equally, the built environment performance will need to be improved through a series of inter-related activities. These relationships are shown on the diagram opposite and the key actions summarised below:

**Energy**

- > Minimise energy demand
- > Maximise onsite zero/low carbon energy generation

**Waste**

- > Zero waste
- > Resource and carbon efficient waste disposal

**Materials**

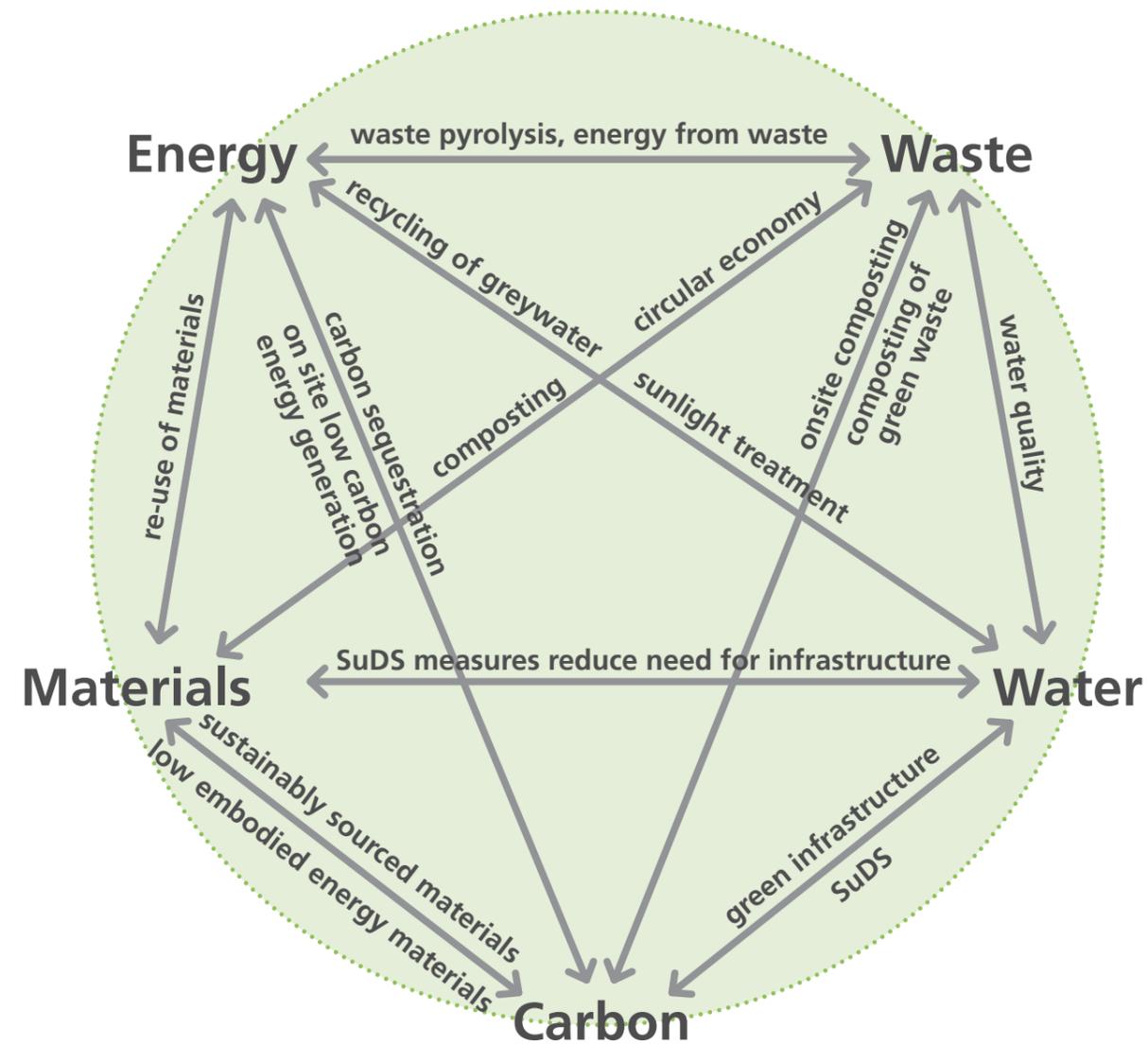
- > Optimise use of low carbon, sustainably sourced healthy materials

**Water**

- > Maximised efficient use
- > Maximise use of alternative sources for non-potable water uses
- > Minimise surface water runoff and wastewater discharges

**Carbon**

- > Net zero carbon emissions
- > Carbon sequestration



Adapted from Shaping Neighbourhoods, Hugh Barton, Marcus Grant & Richard Guise

# 05 Concept Framework

- The Concept Framework is explained in the following series of layers:
- > Housing Provision
  - > Employment Provision
  - > Education
  - > Social Infrastructure
  - > Movement Framework
  - > Green Infrastructure
  - > Utilities

## 5.1 Development Concept

### Neighbourhoods and Centres

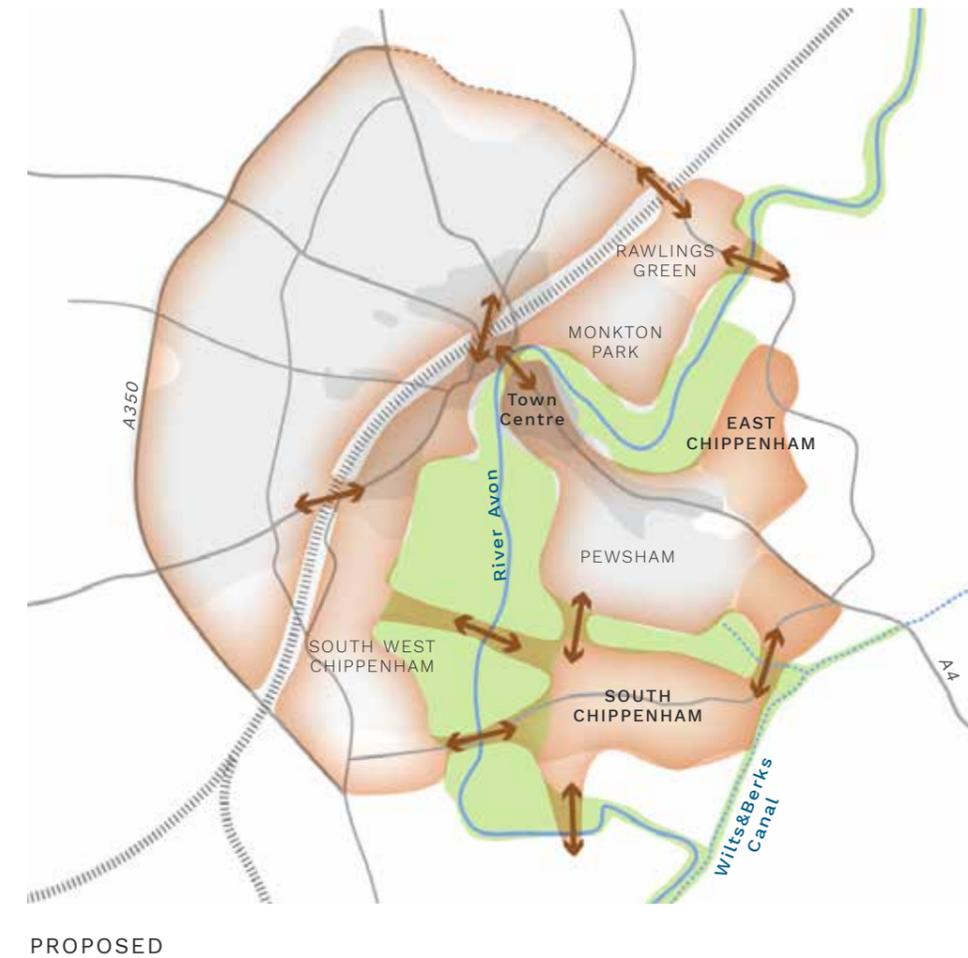
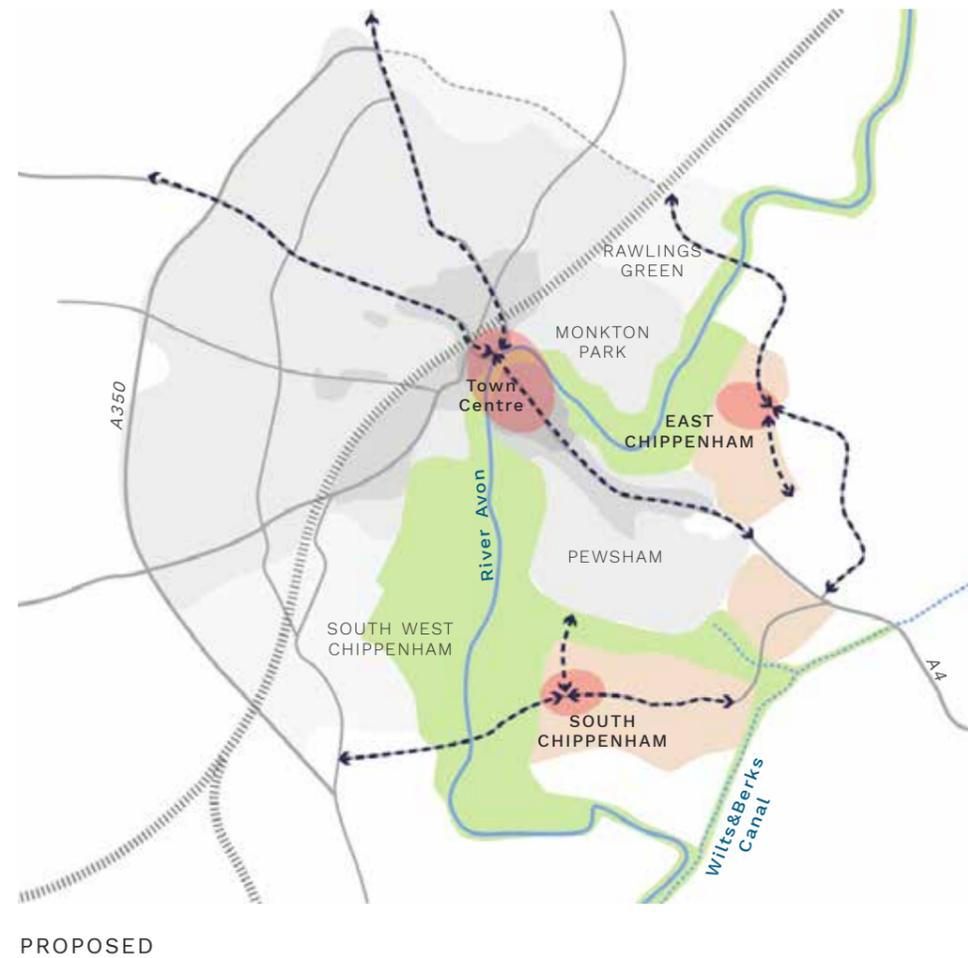
The development concept for Future Chippenham conceives two compact, walkable neighbourhoods – East and South Chippenham. Each neighbourhood would have approximately 1,200-1,500 new homes with its own primary school and mixed-use neighbourhood centre. The centres will act as the ‘hearts’ of the new communities and be within 5-10 minutes’ walk from homes. They will include a health and wellbeing centre, local shops, primary school and nursery, community hub and workspaces. Higher density housing and later living accommodation will surround the centre. The centres will be at the intersection of foot/cycle routes and served by public transport.



### Bridges and Places

Chippenham developed historically at the bridging point of the River Avon. New river crossings are required to access the future development areas and create a new link road around the south and east of the town. The alignment of these routes across the floodplain will carefully consider potential landscape, ecological and heritage impacts.

The new crossings will provide important gateways to the expanded town. The two neighbourhood centres could be located close to these arrival points. New residential development will have a positive relationship with the river and look over the valley.



**The Town and River**

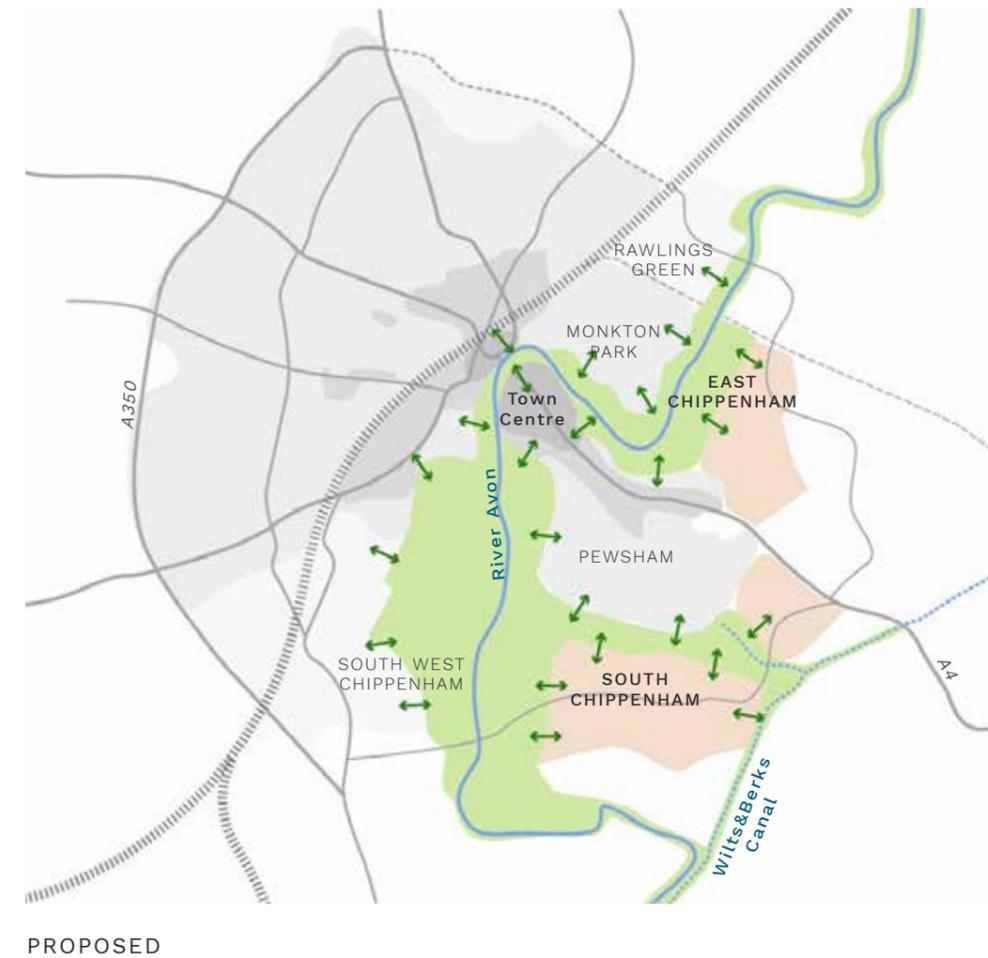
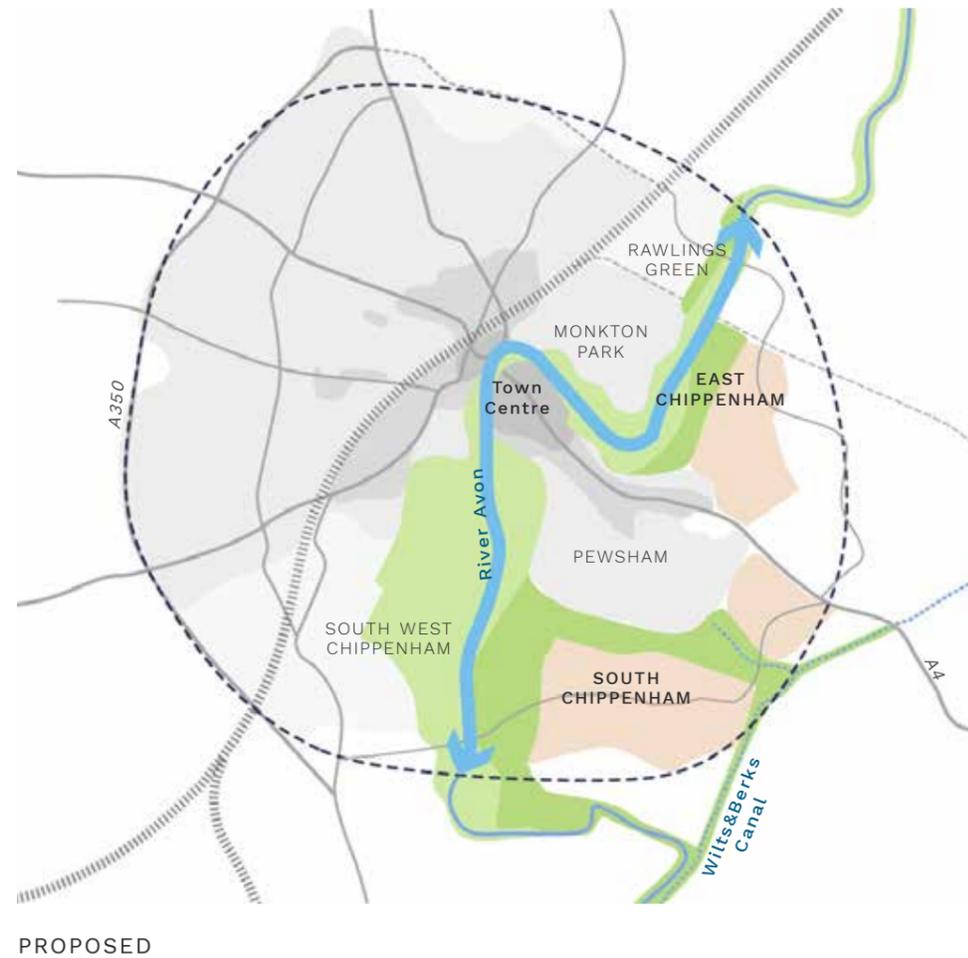
The River Avon corridor provides the key natural and recreational resource for Chippenham and it has been a long-standing aspiration of the town to better benefit from its location on the river. A country park along the river is proposed as part of planning permission for the new mixed-use development adjoining the river corridor at South West Chippenham and Rawlings Green. Further extensions to these two areas of parkland are proposed as part of Future Chippenham. The expanded park will form an important leisure, recreational and ecological asset at the heart of the new communities, uniting the neighbourhoods with the existing town.



**Landscape as the Connector and Focus**

The unique rural and riverside setting will create a sense of place and bring character and local distinctiveness to the new neighbourhoods. The landscape will act as the main connecting element and focus of the expanded town. A strategic network of green wedges and green corridors will shape the new development and create attractive places to live and work.

The new homes will be set within a network of green open spaces providing easy access to opportunities for activity, play, walking, cycling and recreation. Providing interesting and stimulating open spaces and natural environments will encourage people to be physically active and adopt healthy lifestyles.



## 05 Concept Framework

### Distributor Route Options

The new distributor road will connect the two neighbourhoods with the Pewsham Way and London Road sections of the A4 and the A350. A network of shared walking and cycling routes will connect the new neighbourhoods with the town centre, schools and colleges, the railway station and public transport nodes.

The masterplanning process has involved a period of option testing and sifting. This has been undertaken in parallel with option development for the distributor road. Three route options: Inner, Middle and Outer have been selected from the sifting process for further design development and assessment before public consultation. At this stage a preferred route alignment has not been selected. These alternative alignments are shown on the following Concept Framework plans.



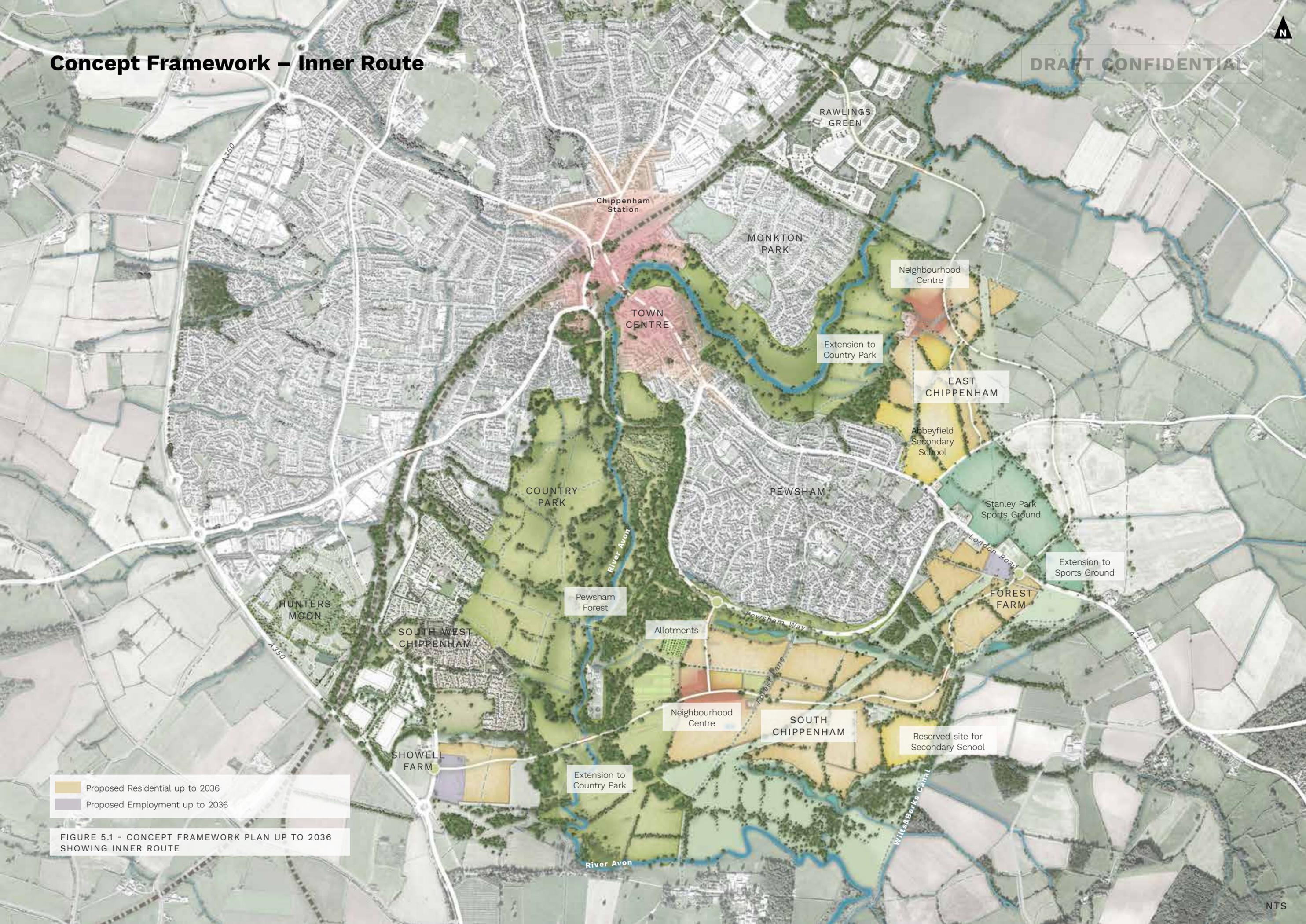
ARTIST VIEW OF RIVER AVON FLOOD BANK AT THE EAST OF CHIPPENHAM

# Concept Framework – Inner Route

DRAFT CONFIDENTIAL

- Proposed Residential up to 2036
- Proposed Employment up to 2036

FIGURE 5.1 - CONCEPT FRAMEWORK PLAN UP TO 2036 SHOWING INNER ROUTE

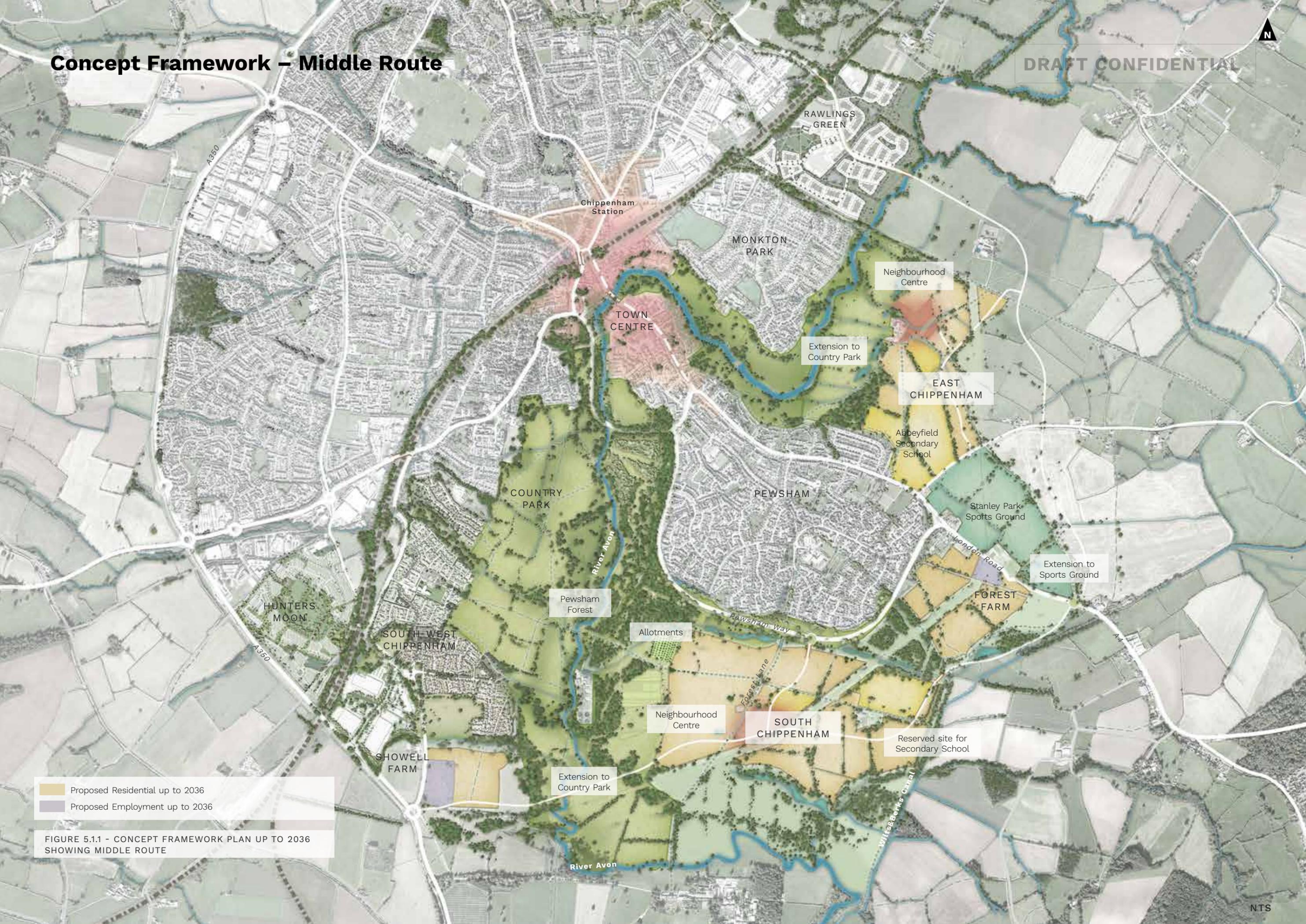


# Concept Framework – Middle Route

DRAFT CONFIDENTIAL

Proposed Residential up to 2036  
Proposed Employment up to 2036

FIGURE 5.1.1 - CONCEPT FRAMEWORK PLAN UP TO 2036 SHOWING MIDDLE ROUTE

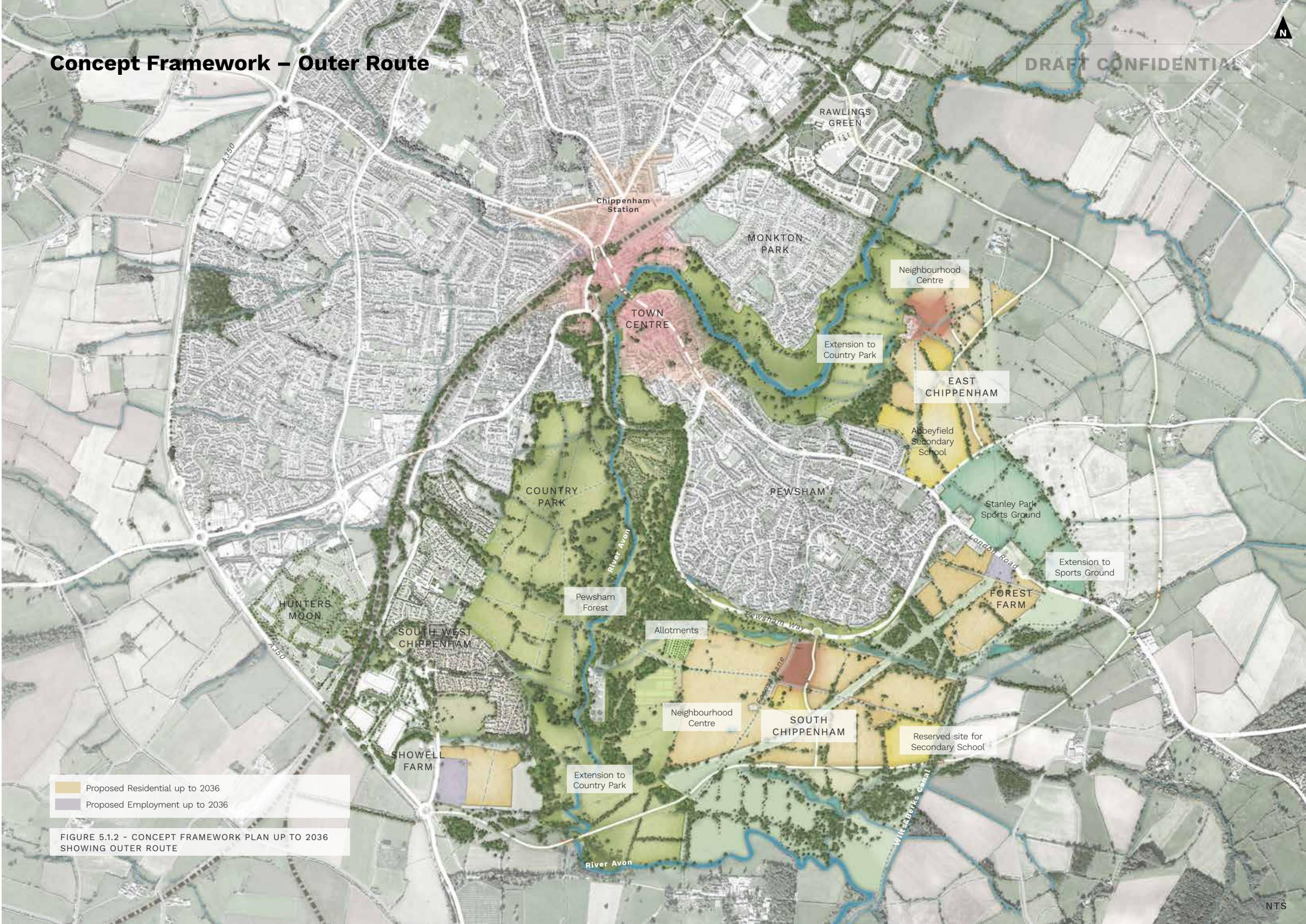


# Concept Framework – Outer Route

DRAFT CONFIDENTIAL

- Proposed Residential up to 2036
- Proposed Employment up to 2036

FIGURE 5.1.2 - CONCEPT FRAMEWORK PLAN UP TO 2036 SHOWING OUTER ROUTE



## 5.2 Housing Provision

### Housing Numbers and Projected Population

The Local Housing Needs Assessment (2019) identifies a Local Housing Need of between 16,900 and 20,400 dwellings in the Chippenham Housing Market Area out of an overall housing need of 40,840 dwellings across Wiltshire over the period 2016 to 2036. Future Chippenham will provide a significant proportion of future housing needed and further work to establish the detailed need for different housing types, sizes and tenures in line with the revised NPPF guidance is ongoing.

Unlocked by the delivery of the distributor road, development at Future Chippenham provides capacity to deliver between approximately 2,970 and 3,240 new homes depending on delivery rates. This excludes the 650 units allocated at Rawlings Green.

Based on 2.2 persons per household on average<sup>9</sup> proposed growth at Future Chippenham has the capacity to accommodate a population of approximately 6,500 to 7,200 people up to 2036.

In the longer term beyond the period of the new Local Plan the HIF funded distributor road would provide the key transport infrastructure to enable further growth up to a total of 7,500 homes.

### Housing Mix

The aspiration for Future Chippenham is to create well-designed neighbourhoods with an integrated mix of tenures and housing types that reflect local housing need and market demand, designed to be inclusive and to meet the changing needs of people of different ages and abilities – in accordance with the National Design Guide (2019).

Detailed proposals for the mix and type of housing provision at Future Chippenham during the next Local Plan period and beyond will be developed through the masterplanning process and take account of the deliverability and viability evidence as well as evidence of local need – including the significant demand for family housing and older persons' accommodation.

### Density

Housing densities will be broadly between 20 and 50 homes per hectare, with an average gross density of 30 dwellings per hectare (dph) provided across the wider Future Chippenham development area. This is likely to require a land-take of approximately 250ha in total, which breaks down to approximately 120ha needed for homes up to 2036 and 130ha post 2036.

Levels of density will be related to the level of public transport accessibility and proximity to neighbourhood centres, grading from higher density apartments and town houses near centres and bus stops, at densities of 40-50 dph to low density detached housing near open countryside and green corridors at densities of 15-20 dph. Most of the homes will be between 30-35 dph and be semi-detached and detached 3- and 4-bedroom family homes, with front and back gardens.

### Affordable Housing

Future Chippenham will aim to provide between 30% and 40% affordable housing in accordance with Core Strategy Policy 43 'Providing Affordable Homes'. This will be dispersed throughout the development, integrated with market housing and other uses and designed to a high quality, to be indistinguishable from other development.

A full range of affordable housing will be encouraged, including more novel tenures such as Build to Rent. This is purpose-built housing, which is 100% rented out, and will form part of wider multi-tenure development at Future Chippenham, comprising either apartments or houses, offering longer tenancy agreements of three years or more.

A proportion of affordable housing can and should be Lifetime Homes.

### Later-Living Accommodation and Lifetime Homes

Core Strategy Policy 46 'Meeting the Needs of Wiltshire's Vulnerable and Older People' requires that new housing provision in suitable locations should take account of the needs of older and vulnerable people. The SHMA 2017 identifies a future need of 8,520 specialist older person housing units of various types over a 20-year period 2016-36 within Wiltshire, which represents a substantial proportion (around 16%) of the overall objectively assessed housing need (OAN).

To meet changing needs of home occupiers over time and enable people to stay in their own homes for longer, Future Chippenham will provide at least 30% of new dwellings as Lifetime Homes across all housing types and tenures, including market and affordable housing.

### Self-Build Housing

Development parcels will be identified at a later stage in the masterplanning process for self-build and custom build homes. These would be appropriate in lower density housing areas on the countryside edge. They could take the form of larger detached properties or clusters of new homes grouped in the form of a farmstead.

TABLE 5.1 - SUMMARISES THE HOUSING MIX

DWELLING SIZE (NO. BEDROOMS)	MARKET	AFFORDABLE	
		RENTAL	SHARED OWNERSHIP
1	5%	43%	14%
2	25%	35%	55%
3	30%	17%	28%
4	25%	5%	3%
5+	15%		

9. Natural England, Techniques and Criteria for Judging Capacity and Sensitivity (Topic Paper 6) (2002)

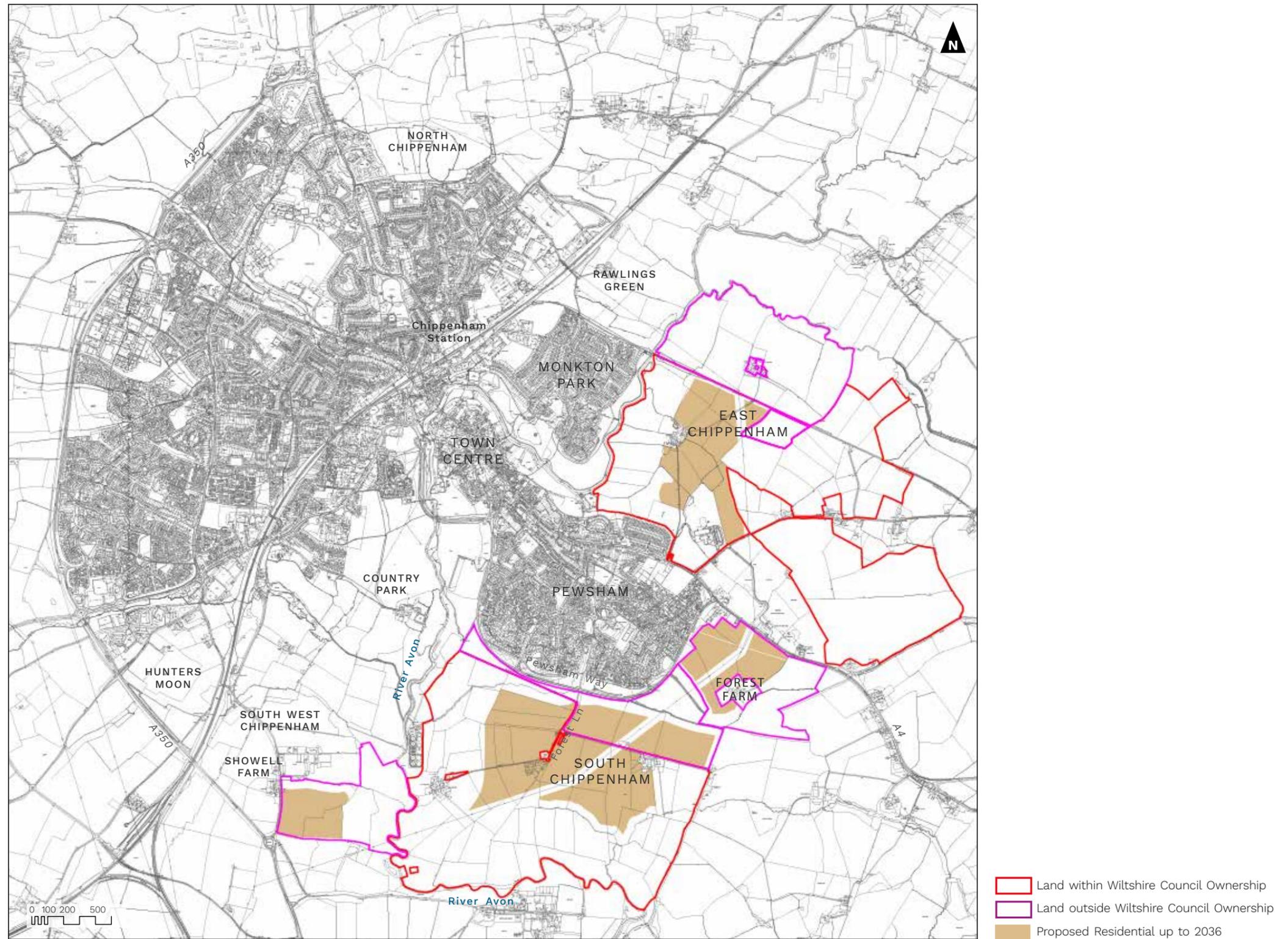


FIGURE 5.2 - HOUSING PROVISION UP TO 2036

5.3 Employment Provision

Strategic Location

Chippenham is in a strategic location at the intersection of the M4/Great Western Mainline and A350 economic corridors, as well as being situated on the main Bristol to London railway line. The town is an attractive location for employers and a focus for growth, capitalising on the town's accessibility to London and wider UK markets. Wiltshire's Employment Land Review (ELR) (2018)<sup>16</sup> identifies Chippenham as part of the A350 Functional Economic Market Area (FEMA).

Market Demand and Planned Employment Provision

Within the A350 FEMA, there are strong drivers of growth and the ELR identifies substantial market interest in Chippenham. Market assessments indicate demand exists in Chippenham for small and medium sized industrial/warehouse units up to approximately 30,000 square feet and a shortage of supply for B2 industrial and B1 light industrial uses.

The planned urban extensions outlined in the adopted Core Strategy are expected to offer significant employment provision. The Chippenham Site Allocations Plan includes 18ha of employment at South West Chippenham, 5ha at Rawlings Green and 2.5ha at North Chippenham.

Future Chippenham Employment Provision

Future Chippenham is well placed to provide additional employment development over the plan period and beyond, and will accommodate new start-ups, existing businesses seeking to expand or relocate, and innovative businesses that fit and align with the objectives of the clean growth agenda of the SWLEP. Employment growth will be aligned with the Local Industrial Strategy.

Employment within Future Chippenham, excluding Rawlings Green, is proposed in three locations:

- > Close to the A350 junction, accessed from the new distributor road with a frontage onto the B4528. This strategic location is near to the main employment area at Showell Farm within the South West Chippenham development. The site would be suitable for an employment campus for both light industrial and offices.
- > At the intersection of the distributor road with the A4 London Road at the entrance to Forest Farm.
- > Flexible office space, co-working space, maker-space and other employment-generating uses, such as care homes, will be embedded into the sustainable new neighbourhood centres. This will provide opportunities to integrate with residential, retail and community uses, whilst supporting self-containment by ensuring employment is accessible to the local population.

Emerging thoughts on the employment offer to be provided at Future Chippenham will be developed and refined through engagement with economic development officers and SWLEP to ensure alignment with identified need, market demand and potential opportunities.

In developing options for employment provision at Future Chippenham, opportunities will be explored to maximise links with the nearby Wiltshire College and University Centre at Lackham. The Lackham campus provides a focus on agricultural practice, and there may be potential to focus on bio-engineering. This aligns with Swindon and Wiltshire's commitment to low carbon industries and could be linked to potential new research and development opportunities at Future Chippenham.

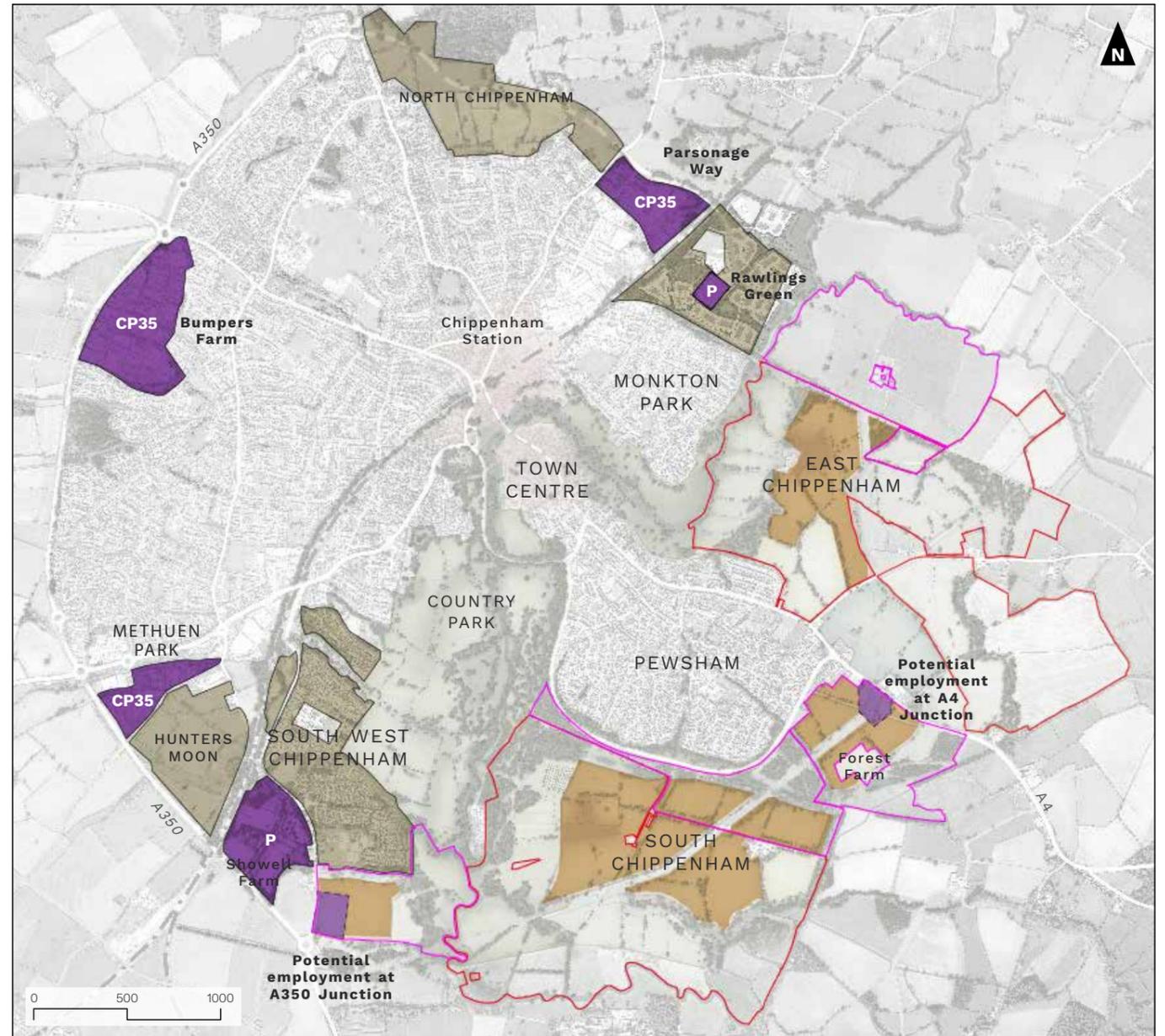


FIGURE 5.3 - EMPLOYMENT PROVISION

- Allocated mixed use proposed growth of the town
- Proposed growth of the town in new Local Plan
- CP35 Existing principal employment area
- P Planned employment area
- Proposed employment in Future Chippenham

10. Wiltshire Wildlife Trust, on behalf of Wiltshire Biodiversity Partnership, Wiltshire Biodiversity Action Plan (2008)

**5.4 Education**

**Primary Schools**

To ensure that housing growth in Future Chippenham is supported by new school capacity, two new primary schools with provision for nursery places are proposed and will be located within 10 minutes (800m) walking distance of most homes. Additional early years facilities will be provided on separate sites. The primary school in the South Chippenham neighbourhood would be two form entry (2FE) with space to expand to 3FE, post 2036. The primary school in East Chippenham would be 1FE up to 2036 with the capacity to expand to 2FE, post 2036.

**Secondary Schools**

In terms of existing secondary school capacity, the Council's School Place Strategy 2017-22<sup>17</sup> directs focus to utilising the available places at Abbeyfield School, and expanding Abbeyfield School on its existing site at the appropriate time. Whilst there may be some capacity from the Abbeyfield Secondary School expansion that can serve early development at Future Chippenham, the provision of a new secondary school will be necessary to meet demand for 591-633 secondary school places in the plan period up to 2036. A 7.5ha site is reserved in the Concept Framework next to Pewsham Locks.



ABBEYFIELD SECONDARY SCHOOL

Credit: Abbeyfield Secondary School

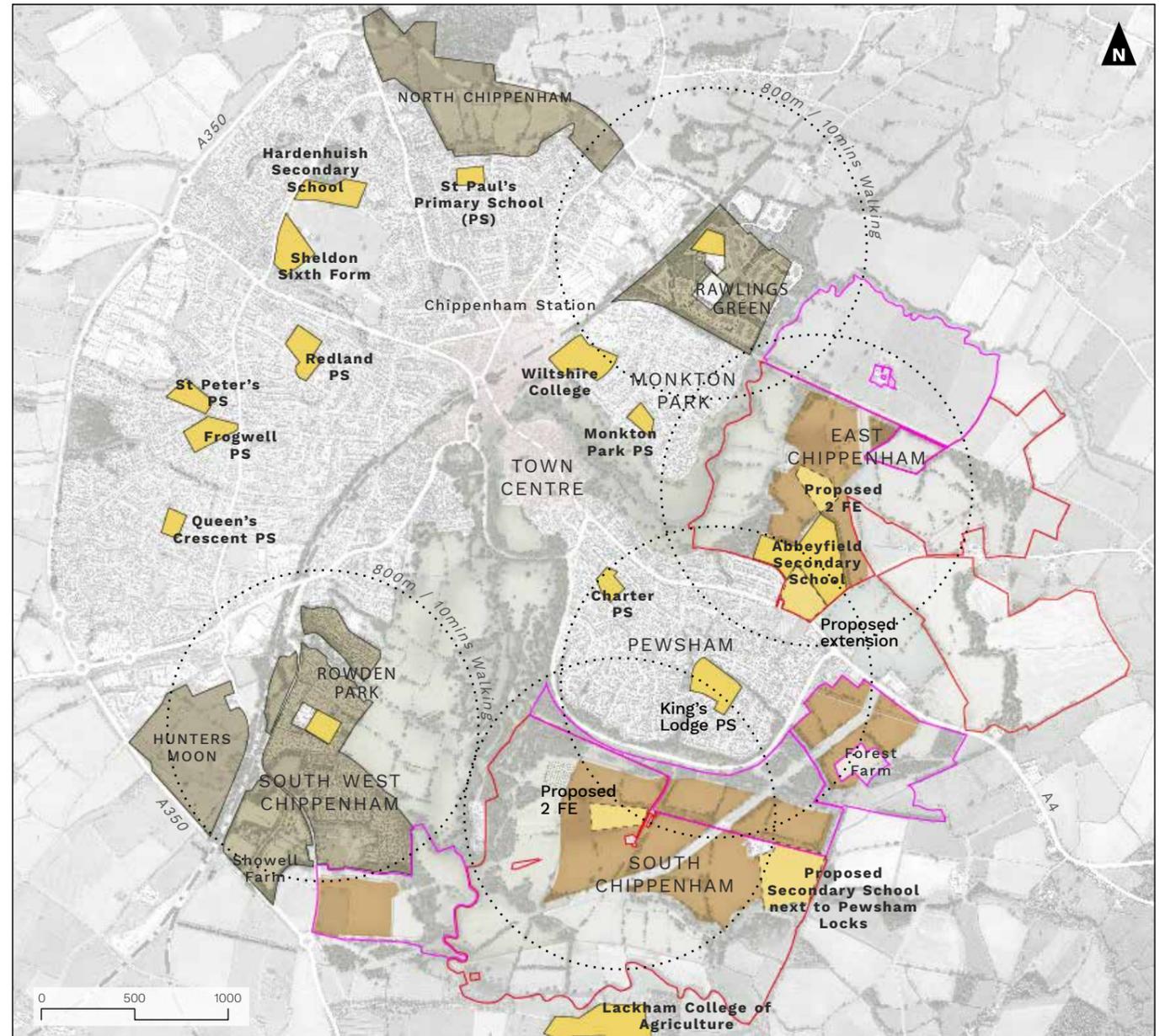


FIGURE 5.4 - EDUCATION PROVISION

- Allocated mixed use proposed growth of the town
- Proposed growth of the town in new Local Plan
- Existing / planned education
- Proposed education in Future Chippenham

11. Ministry of Housing, Communities & Local Government,

5.5 Social Infrastructure

Health & Well-Being

The provision of 3,620 to 3,880 new homes, including Rawlings Green, is likely to result in between 7,960 and 8,550 new patients that require access to healthcare services. Integrated health and well-being services will be provided in both the South Chippenham and East Chippenham Neighbourhood Centres.

These will co-locate a range of services and provide a co-ordinated and multi-agency approach to healthcare. The GPs' practice will be embedded within a facility that enables people to access the non-medical aspects of health – this may include a children's pre-school nursery, arts studio, community café, learning centre and centralised facilities for community groups. Space would also be allowed for a commercial pharmacy and dentist.

Cultural Facilities

Based on the Arts Council England recommended standards, it is anticipated that the housing growth within Future Chippenham may require provision for public libraries, archive facilities, arts/museum space. Further discussion with the Council will identify whether these types of cultural provision may be best located in the Town Centre to support its role and function, or whether some facilities are best located in the new Health and Well-being Centre.

Open Space

Based on the Council's open space standards for urban areas (2.97ha per 1,000 people) as set out in the Wiltshire Open Space Study<sup>18</sup>, this would require a minimum of 19.5 to 21.6 ha of amenity open space. This minimum standard would be exceeded.

Sports Provision

The existing Stanley Parks Sports Ground is located next to the A4 London Road in the middle of the planned urban expansion. This is a relatively new facility run by the Town Council and would provide the main formal sports requirements for the new community. The potential exists to expand the sports ground onto the adjacent fields owned by the Town Council. New pitches could be all-weather 5G to enable more intensive use.

Multi use games areas (MUGAs) would be provided in the two neighbourhood centres. The sports pitches in the secondary schools would be designed to be used by the wider community outside school hours and during school holidays.

Further detail on anticipated infrastructure requirements is contained in the Technical Paper: Infrastructure.



STANLEY PARK SPORTS GROUND

Credit: Chippenham Town Council

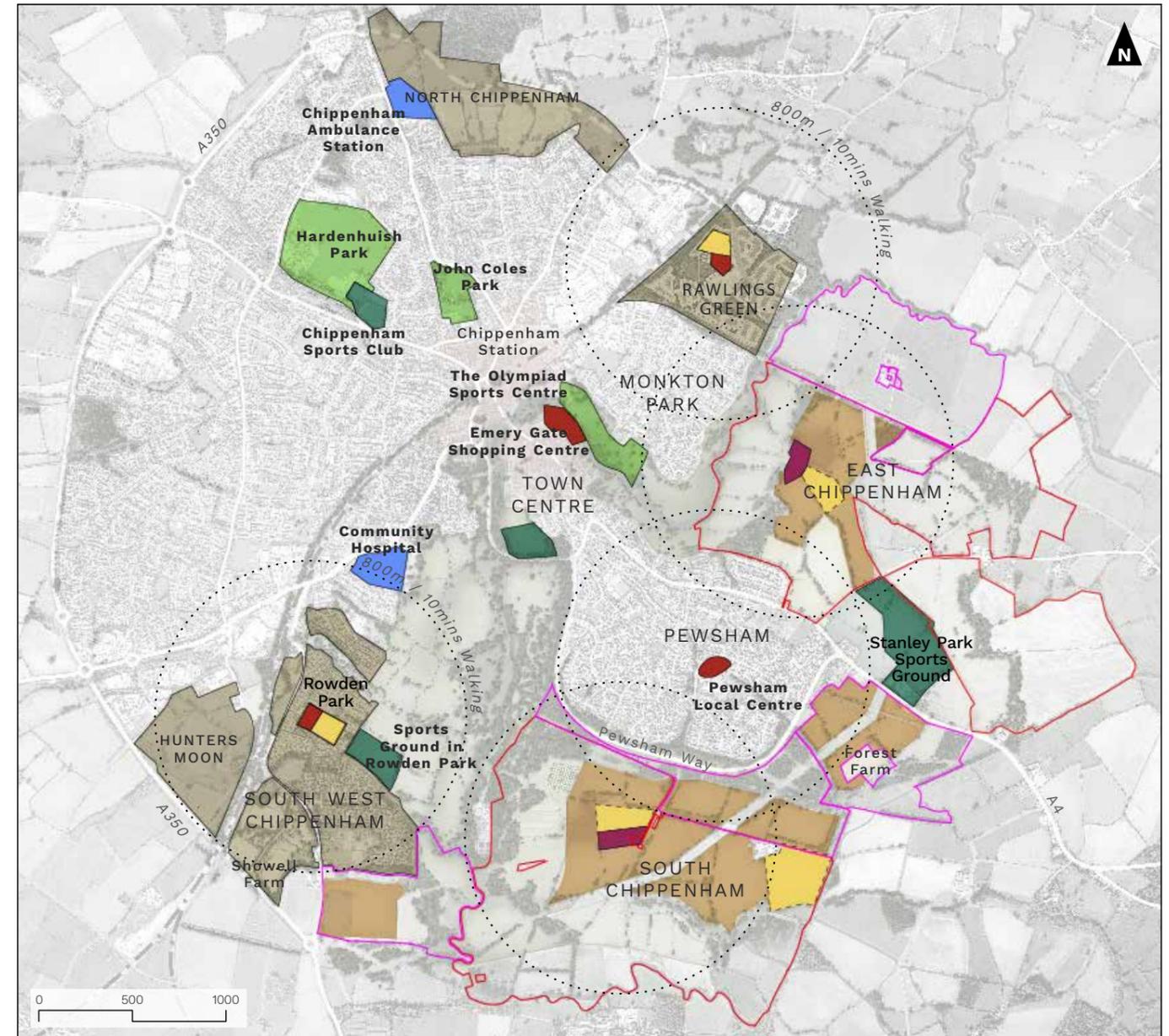


FIGURE 5.5 - SOCIAL INFRASTRUCTURE

- Allocated mixed use proposed growth of the town
- Proposed growth of the town in new Local Plan
- Existing / planned sports ground
- Existing park
- Existing / planned centre
- Neighbourhood centre in Future Chippenham
- Existing health care

12. National Planning Policy Framework (February 2019)

### 5.6 Movement Framework

The proposed movement framework provides a genuine choice of sustainable transport modes and is safe and accessible for all. It will establish a network of linked routes and connections that limit car use by prioritising and encouraging walking, cycling and public transport. All new transport infrastructure will be climate change resilient.

At this stage in the masterplanning process (March 2020), the final route alignment for the distributor road has not been selected. Three different road route options are currently being considered; Inner, Middle and Outer Routes. All three options run through or around the edge of the area proposed for development within the new Local Plan period providing essential transport network distribution and connectivity. The route options consider physical, environmental, planning, traffic conditions and multi-modal transport networks.

All route options meet the Strategic Objectives of the Future Chippenham scheme:

- > Enable the delivery of high quality housing developments, meeting the quantum of housing and other development proposed pre 2036 (Local Plan) and post 2036 (HIF)
- > Provide good connectivity for non-motorised users at new neighbourhood centres and into Chippenham Town
- > Improve traffic congestion and flow across the existing road network, including in Chippenham town centre

Road Route Options Assessment will include a qualitative review of:

- > Alignment with strategic objectives
- > Physical constraints
- > Preliminary environmental assessment report
- > Multi-modal improvement to the transport network
- > Land use
- > Quantitative assessment of Scheme Costs and Benefit Cost Ratios
- > Qualitative assessment of option Benefit Cost Ratios.

The new distributor road can be split into five zones. It is intended that each route option shall be assessed within each zone. All of these options will be subject to public consultation as soon as the current restrictions related to COVID-19 have been lifted, and the option assessments will be combined with feedback from consultation. The preferred option for each zone will be combined to form a preferred road route to progress to preliminary design.



NEW STRATEGIC ROUTES WILL PROVIDE SAFE ROUTES TO SCHOOL

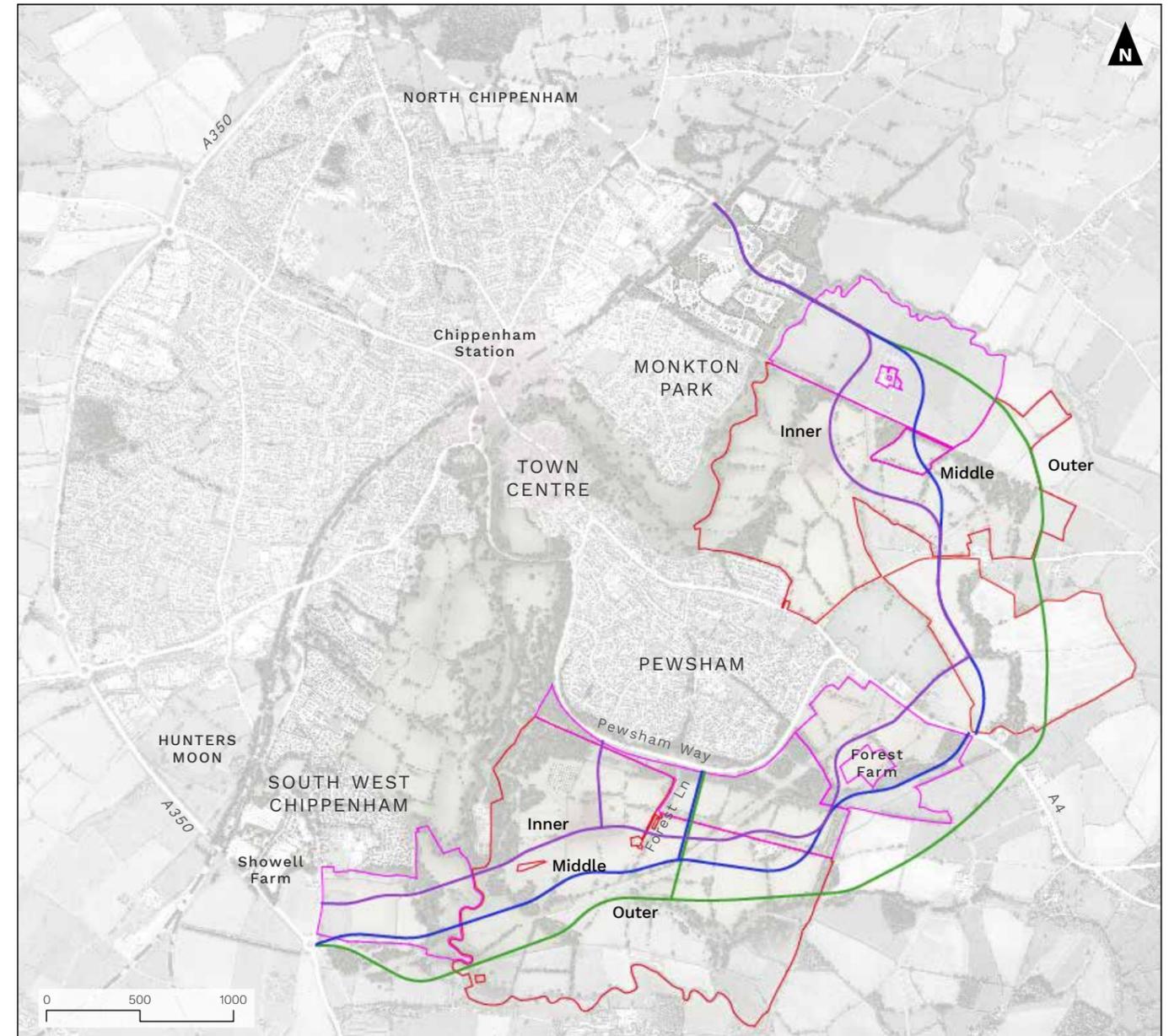


FIGURE 5.6.1 - MOVEMENT FRAMEWORK PLAN

- Inner Route
- Middle Route
- Outer Route

# 05 Concept Framework

## The Primary Street

The new distributor road will form the main corridor of movement through the new communities planned in the next Local Plan period to 2036, and further development which will come forward beyond the next plan period. The road will be designed to accommodate bus stops and will be flanked on either side by a combined cycle/footway and a footpath set in wide verges.

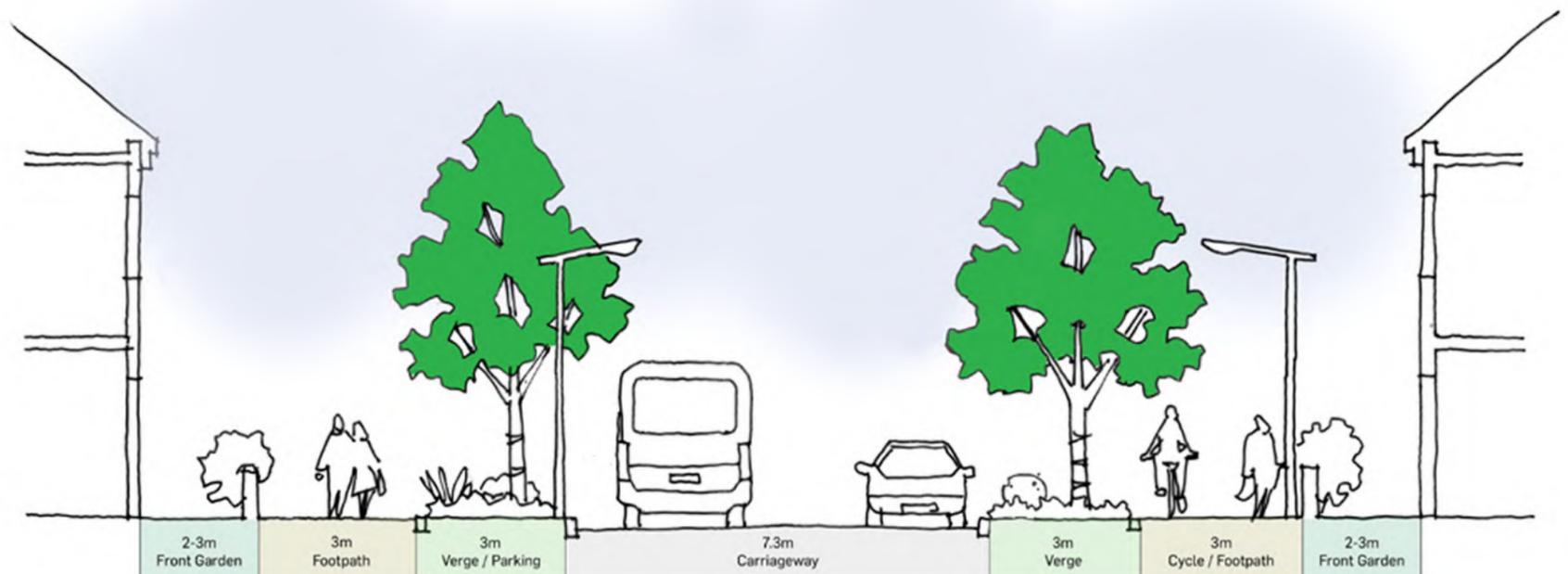
The distributor road will act as the 'the primary street' with community facilities and higher density housing located along its route. A relatively continuous built frontage will create a sense of enclosure. Direct access will generally not be permitted, frontage dwellings will be accessed by a parallel side road, or a rear parking court.

At key nodes the route could open into squares and greens, while link sections between these focal points could be designed as tree-lined avenues. The horizontal alignment of the street has changes in direction to create an unfolding sequence of street scene views, and in places the street would incorporate existing trees and hedgerows into its right of way.

The route would be designed in accordance with the Chartered Institution of Highways and Transportation, Manual for Streets (MfS) 2 and the Design Manual for Roads and Bridges (DMRB), along with Wiltshire Council's Local Highway Standards.

The minimum geometry design speed will be mainly 60B kph with a general speed limit of 30mph through residential development areas. The Outer Route option would run around the eastern boundary of the development and function more like a traditional distributor/bypass road with a minimum design speed of 70A kph and a general speed limit of 40mph.

All three road route options unlock the potential for residential development growth by improving transport congestion within the town centre, however the outer route would require further investment to facilitate a multi-modal transport network for Future Chippenham.



SECTION THROUGH PRIMARY STREET IN HIGHER DENSITY HOUSING AREA



SWALE ADJACENT TO DISTRIBUTOR ROAD FINBERRY, ASHFORD



WETLAND HABITAT CREATION ADJACENT TO BRIDGE OVER RIVER FINBERRY, ASHFORD



SUSTAINABLE DRAINAGE INCORPORATED INTO STREET SECTION UPTON, NORTHAMPTON



PRIMARY STREET WITH ACTIVE FRONTAGE

## Walking & Cycling

The development integrates walkable design, placing pedestrians and cyclists as the highest priority. Shared foot/cycle routes would link the development to the town centre, employment, neighbourhood hubs, primary and secondary schools and sport facilities.

The following routes are proposed as part of Future Chippenham:

- > The extension and enhancement of National Cycle Route 403 connecting Calne and Chippenham and providing a direct route to Chippenham Station.
- > The creation of a shared route linking the towpath of the Wilts & Berks Canal at its crossing of the A4 with the Stanley Park Sports Ground, Abbeyfield Secondary School and the proposed East Chippenham neighbourhood centre next to Harden's Farm and then across the existing footbridge over the River Avon to Monkton Park and Chippenham Station.
- > The upgrading of the existing public footpath connecting Pewsham Locks to Forest Lane and then a new route west into the River Avon Country Park and onwards into the planned new neighbourhood at Rowden Park in South West Chippenham.
- > The conversion of Forest Lane into a shared foot/cycle route connecting the centre and primary school in Pewsham with the new centre in South Chippenham and then an extension south to Lackham College of Agriculture with a new foot/cycle bridge over the River Avon.
- > Upgrading of the Avon Valley Walk following the river into the town centre.
- > A new route across the Avon Valley connecting the South Chippenham neighbourhood with the planned local centre in Rowden Park. This would follow an existing public right of way for most of its length.
- > The enhancement of the route along the towpath of the Wilts and Berks Canal.

## Public Transport

Good access to public transport will be planned and funded from the outset to ensure that the future expansion of Chippenham reduces car dependency. A high frequency bus priority route is proposed into the town centre and station following the A4 London Road and The Causeway.

The layout and orientation of bus routes need to ensure that they are attractive to residents. This will increase the use of public transport and reduce car dependency. The distributor road would have bus stops at approximately 800m intervals, within an easy walk from home, accessible to all, overlooked and well lit. All buses will be zero emissions.

## Electric Vehicles and Car Clubs

Future Chippenham will promote the use of electric vehicles for residents. Provision will be made for reliable electric vehicle (EV) charging in both public and private parking spaces, where possible this will be integrated into local renewable electricity generation. Affordable access to car clubs could be provided, which would be an attractive alternative to private car ownership.

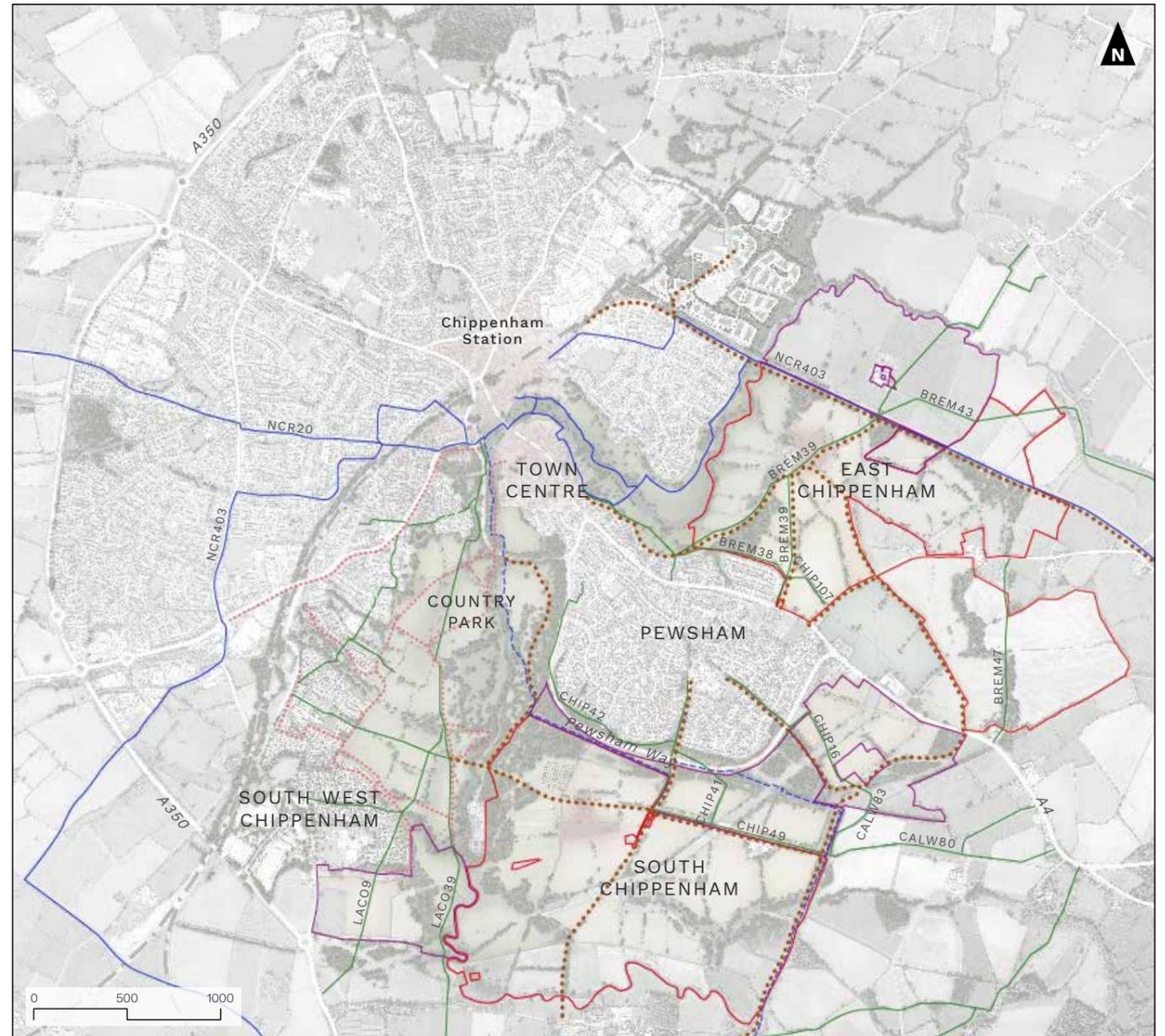


FIGURE 5.6.2 - WALKING AND CYCLING PLAN

- Existing Public Rights of Way
- National Cycle Route
- - - Existing Cycle Route
- Proposed Walking and Cycling Link
- Proposed Shared Surface Cycle and Footpath at Rowden Park





FOREST LANE AT SOUTH CHIPPENHAM

### 5.7 Green Infrastructure

#### Natural Capital

Green infrastructure will play an important role in helping Future Chippenham protect, enhance and restore its Natural Capital. This requires a design that will result in Biodiversity Net Gain through habitat creation or enhancement. If it is found that Biodiversity Net Gain cannot be delivered within Future Chippenham itself, then opportunities for gains elsewhere will be explored, but these would be targeted to benefit the wildlife and people of the local area. This approach will also help achieve the Council's goal of Net Zero carbon.

#### River Avon Country Park

A 110ha extension to the planned country park within floodplain of River Avon is proposed. This is similar in size to the country park associated with the recently commenced South West Chippenham development. It will include a range of riparian habitats and green spaces, which are managed for wildlife to flourish and people to enjoy, providing attractive spaces for relaxation and active recreation.

The extended River Avon Country Park will provide a strategic recreational resource for the existing and future residents of Chippenham. A network of permissive paths will be provided, including an extension to the Avon Valley Walk. Two new foot/cycle bridges will allow existing and future communities to be better connected with the river, the town centre, schools and colleges.

Biodiversity improvements will include wetland habitat creation with ponds, scrapes and reed beds and new habitat for reptiles. The fields could be managed as low intensity grazing pasture or hay meadow. The intention is for lost hedgerows to be restored, and willows planted to provide roosts for bats. These enhancements will help achieve the 10% biodiversity uplift required by the recent Environment Bill (2019).

The country park has the potential to offer learning and employment opportunities through events, educational outreach and jobs as rangers and green-space managers. The involvement of the adjoining Wiltshire College of Agriculture at Lackham would be of great benefit.

#### Woodlands

Pewsham was historically a Royal Forest and a hunting preserve of the King. There are small remaining patches of Ancient Woodland such as Mortimore's Wood. Major new woodland planting in recent years on the Westmead Open Space to the west of Pewsham has helped restore the former Pewsham Forest. This bold initiative has been led and funded by the Chippenham Borough Lands Charity which has a broad and rich history dating back to the rule of Queen Mary in the sixteenth century.

Significant new woodland planting is proposed as part of Future Chippenham. This would further extend the new woodland within the Westmead Open Space and the restoration of the former Pewsham Forest. The growing trees would enhance biodiversity and 'fix' carbon helping to mitigate climate change. They would also act as shelterbelts moderating wind speeds and reducing energy needs in neighbourhoods.

A 'Green Arc' of new woodland is proposed, which would enclose the urban expansion and provide a strong landscape framework within which longer term development (post 2036) could be accommodated. The new planting would provide containment on the south and eastern boundaries to help assimilate the development in elevated views from the Limestone Ridge and viewpoints such as Bencroft Hill, Derry Woods and Naish Hill.



#### Green Corridors

Green corridors would be based on tributary streams such as Pudding Brook and Cocklemore Brook. The corridors would thread through residential areas providing accessible natural green space (meeting Natural England Accessible Natural Green Space Standards) and provide space for sustainable drainage features such as swales. Existing lanes such as Forest Lane would also be converted into green corridors with shared foot/cycle routes. A green corridor could also run parallel to the Wilts and Berks Canal, subject to agreement and appropriate funding.

The green corridors would help in the long-term filtering of elevated views by including native tree planting throughout the development. This would include the retention and management of mature forest scale trees along the historic network of lanes and hedgerows.

A hierarchy of children play areas and games courts (based on Fields in Trust standards) will be set within the green corridors connected by footpaths and cycle routes. The open space will help promote healthy and active lifestyles.



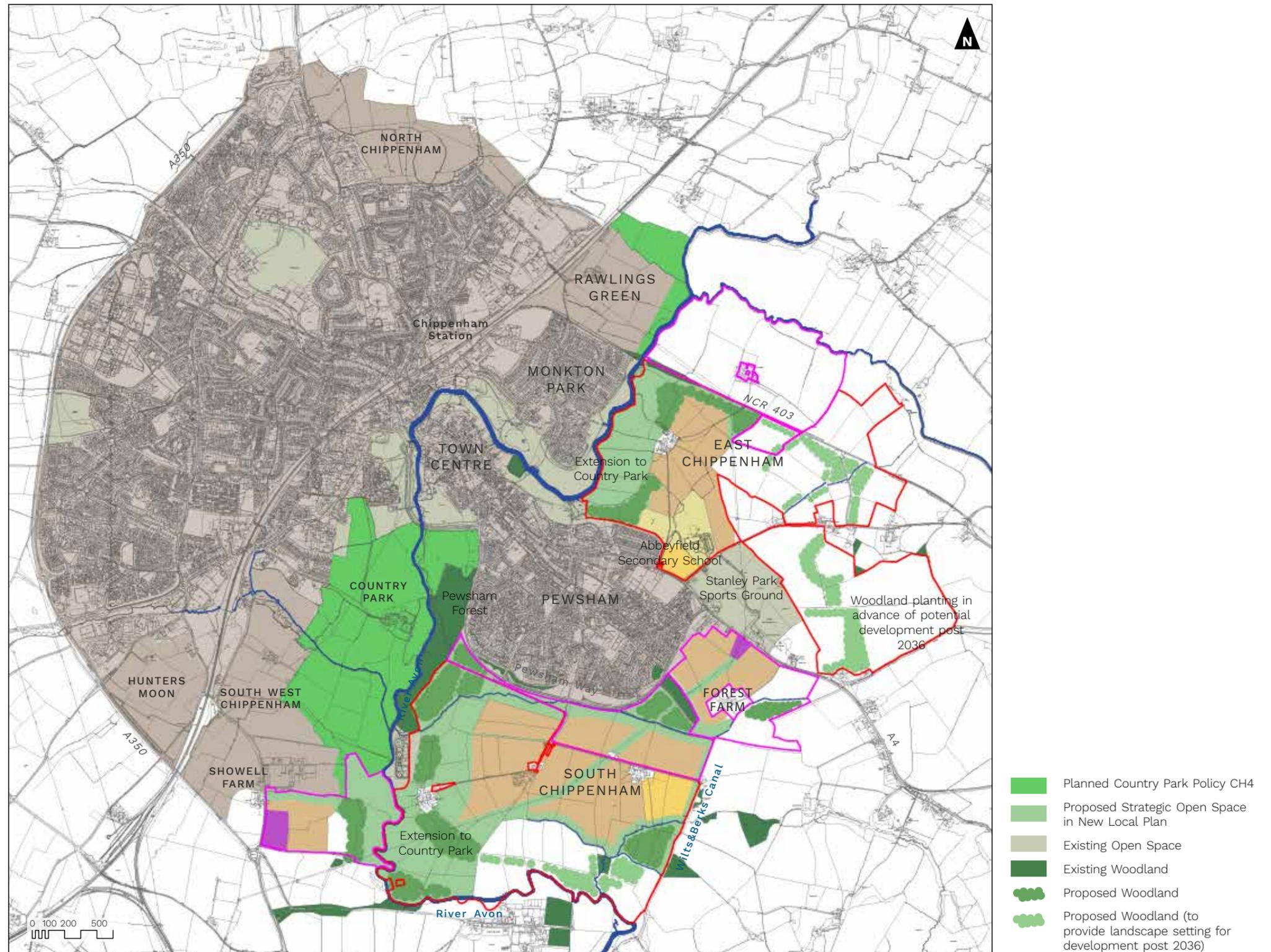
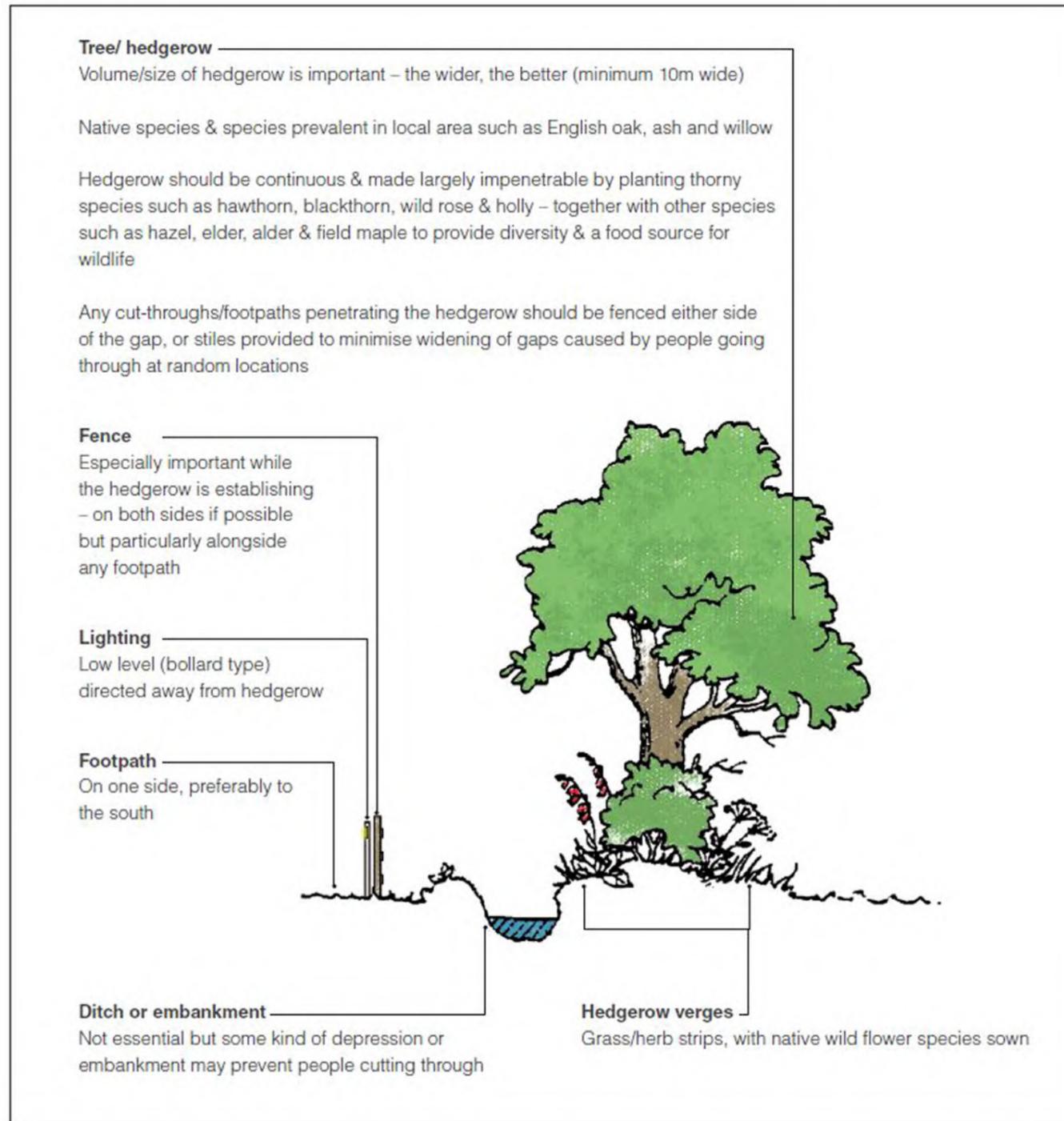


FIGURE 5.7 - GREEN INFRASTRUCTURE



The site includes hedgerows with mature trees that will need to be retained and protected. The illustration above shows some of the key design measures that will be undertaken.

**Allotments and Orchards**

These areas provide space to restore locally-sourced food production and to connect urban populations with the rural economy. They also offer opportunities to learn about and gain apprenticeships in gardening, vegetable and fruit growing, and horticulture, as well as providing for outdoor places and activities that help bring communities together and provide an active lifestyle.

The green network would provide for a variety of facilities including a neighbourhood farm, allotments, community orchards and community gardens. Allotments would be provided in the green wedge between the South Chippenham Neighbourhood and Pewsham.

A community composting facility could be located next to the sewage treatment works, with compost or re-use for energy of all green ‘waste’ from homes and greenspace management.

Renewable energy infrastructure could be installed within green infrastructure areas, for example ground source heat pump technology or using the River Avon as heat or hydropower resource.

**Urban Planting**

New planting of trees along streets, hedgerows and vegetation in parks and gardens will act to ‘fix’ carbon. It has a range of benefits beyond sequestration, including providing cooling (through shading and transpiration) to the urban environment and can reduce air, water, noise and light pollution.



## 5.8 Utilities Infrastructure

### Water Infrastructure

The new development will use natural flood management and sustainable drainage (SuDS) techniques to mimic nature and manage surface water drainage close to where rainfall falls. The constructed wetland features will also provide new riparian habitat and an attractive setting for homes and employment.

Water neutrality is the long-term aim. This would be achieved by limiting new demand for potable water and using alternative sources of water including: onsite rainwater, recycled grey water and possibly recycled blackwater to replace mains potable water.

### Waste Infrastructure

All buildings and infrastructure would be designed and constructed to minimise waste and promote resource efficiency. This would help the move towards a Circular Economy in which resources are kept in use for as long as possible and maximum value is extracted from them before they are recovered at the end of their life and turned into new products and materials.

Houses will have adequate internal storage, usually within the kitchen, for the segregation of recyclable and compostable or reusable materials from other waste. Outside the buildings there will be enough storage space for the required waste receptacles.

Local waste management facilities will be developed or expanded to allow for integrated waste management that will be capable of dealing with waste streams that are sometimes neglected such as textiles.

On site treatment of waste food can also be achieved, alongside garden waste, via anaerobic digestion and this could be linked closely to the energy infrastructure. Only non-recyclable or reusable waste, perhaps due to contamination, would be sent for incineration to enable energy recovery. All new waste infrastructure will be climate change resilient.

### Energy Infrastructure

The development will be highly energy efficient with renewable energy produced locally. A gas network will not be provided as it is a fossil fuel. The new electricity network will be delivered in a manner that allows investment in smart grids and energy storage. Smart grids involve a variety of operation and energy measures including; smart meters, smart appliances, renewable energy generation, communication and information technology.

The integrated network can embed multiple renewable energy generators in a Virtual Power Plant. Installation of community renewable energy generation scheme (generating more than is needed by the development) and feeding back to the grid will offset carbon emissions and generate revenue for the community. EV charging will be integrated in the Virtual Power Plant to ensure maximum advantage is taken of the potential of the batteries to provide storage. All energy infrastructure will be climate change resilient.

The aspiration for Future Chippenham is for new homes, employment buildings and schools to be operational zero carbon and whole life net zero carbon (with increased reduction in embodied energy over time as new buildings are built), less resource intensive and with improved climate change resilience.

### Sustainable Buildings

All buildings will be highly energy and water efficient, seeking to meet energy needs from renewable energy. As far as possible they will adopt passive cooling measures and external shading to avoid overheating. Preference will be given to low carbon materials, such as wood, being used for construction. In addition, employment buildings and schools should be net producers of renewable energy as far as feasible and practical. All buildings will be healthier and more affordable to run.

### Utility Supply Corridors

Where new service supplies are required for development and the road, an allowance shall be made in the proposed road corridor for associated underground ducting, cabling and supply mains. The cross section allowance shall be to the National Joint Utilities Guidance.

An additional allowance in the cross section shall be made for utility services to cater for emerging technology, including installation of smart grids for the electricity network and evolving superfast communications networks.



NEW WETLAND HABITATS IN THE FLOODPLAIN OF THE RIVER AVON WILL ENHANCE BIODIVERSITY AND CREATE AN ATTRACTIVE SETTING FOR DEVELOPMENT

**06**

# Phasing & Delivery

## 6.1. The HIF Distributor Road

In October 2019 Wiltshire Council was awarded £75 million in HIF Forward Funding to provide a distributor road which will deliver 7,500 new homes and unlock traffic congestion in Chippenham's town centre and the surrounding road network. The Homes England funding currently has a delivery target for the new road by early 2024.

Wiltshire Council as Highway Authority will work with Homes England over the coming months to progress funding draw-down and delivery of the road and funding through further due diligence to satisfy the pre-contract funding conditions. A set of both standard and bespoke funding conditions must be met by the Council, which will require the submission of information and additional detailed technical assessments.

It is anticipated that a planning application for the road, together with a linked application for housing and other development on the Council owned land and possibly other land in the Concept Framework, will be submitted following formal statutory consultation to identify and address potential objections. Both applications will need to be supported by detailed technical work, including an Environmental Impact Assessment.

The three route options being assessed prior to public consultation are shown on Figure 5.6 - Movement Framework.

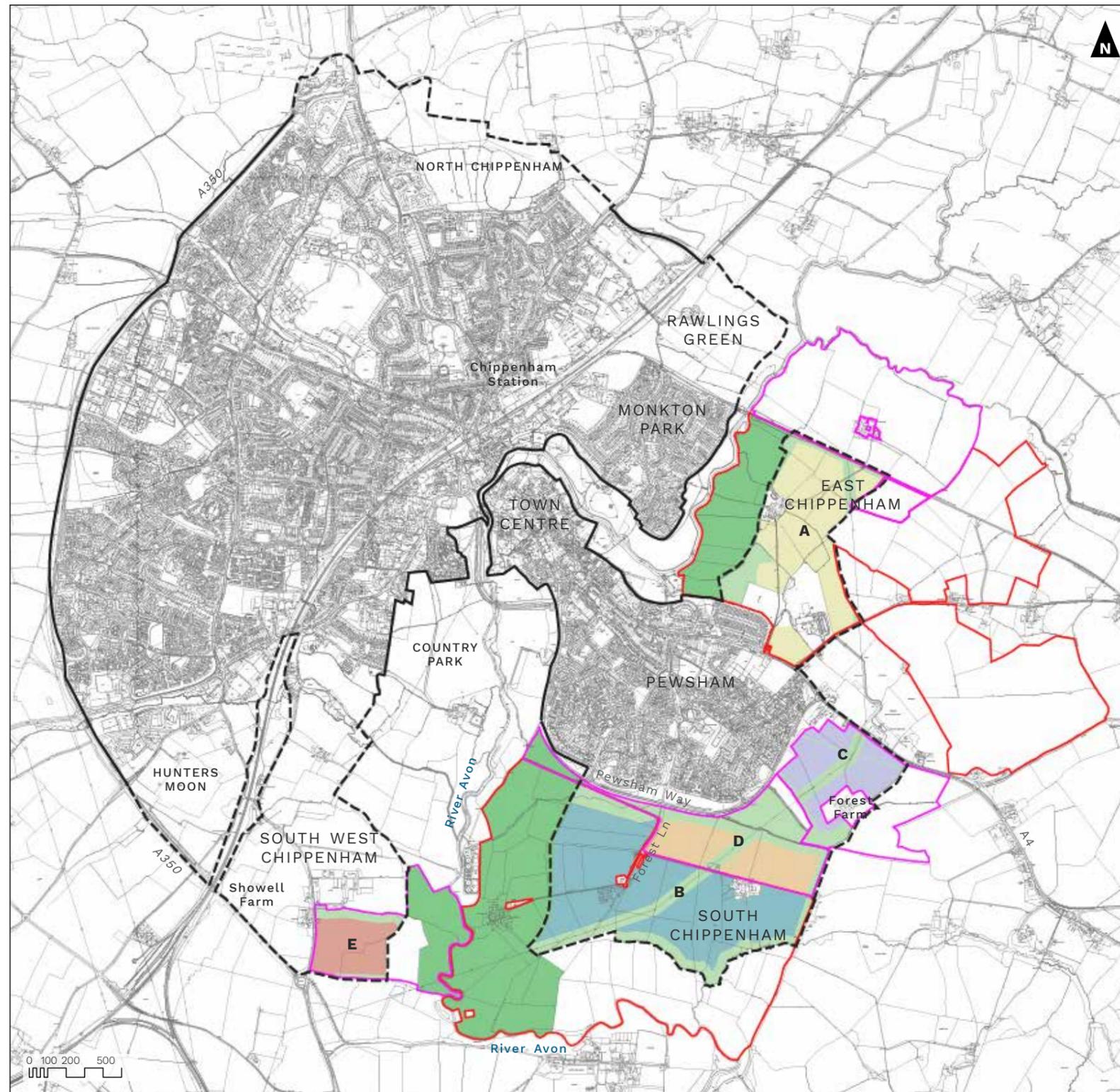


Figure 6.1 identifies the developable area and the open space area within the proposed new settlement boundary for each land ownership.

The plan also identifies the area of the proposed extension to the Country Park.

FIGURE 6.1 - PROPOSED DEVELOPMENT IN NEW LOCAL PLAN

### 6.2. Proposed Development in New Local Plan Period

A total of between 3,620 and 3,890 new homes are proposed as a representation to the new Local Plan. These figures are calculated under a viability and deliverability assessment rate of 270-290 units per annum over 13.4 years and include the 650 homes already allocated at Rawlings Green. When these are excluded, the total number of new homes in Future Chippenham is between 2,970 (270 dpa) and 3,240 homes (290 dpa).

Phasing of development will ensure the optimum relationship between new housing and the provision of transport infrastructure, schools, community facilities and green infrastructure. The Concept Framework has been broken down into two neighbourhoods within which there would be distinctive character areas, each of which will form a phase of 300-500 homes.

A neighbourhood centre with a 2 FE primary school would be provided in the South Chippenham Neighbourhood and a smaller local centre with a 1FE entry primary school in the East Chippenham Neighbourhood. These would be in addition to the local centre and 2FE primary school in Rawlings Green. During the later part of the next Local Plan period an additional secondary school would also be needed. A 7.5ha site is reserved near Middle Lodge Farm and Pewsham Locks.

Within the new Local Plan period 5ha of employment space would be released, this is in addition to the 5 ha of employment in Rawlings Green. Potential locations are at the A350 junction, the intersection of the distributor road and the A4 London Road and in the neighbourhood centres. Further work is ongoing with the Local Economic Partnerships and others to identify the likely nature of demand for employment space to inform the next stage of detailed masterplanning.

Table 6.1 below summarises the amount of proposed development in the next Local Plan period.

TABLE 6.1 - SUMMARISES THE AMOUNT OF PROPOSED DEVELOPMENT UP TO 2036  
\*TO BE READ TOGETHER WITH FIGURE 6.1

LAND OWNER SHIP	TOTAL LAND-OWNER SHIP AREA (HA)	SITE*	SITE AREA (HA)	LAND USE	LAND USE AREA (HA)	GROSS DENSITY (HOMES PER HA)	HOMES	
<b>SITE*: LAND OWNERSHIP WITHIN PROPOSED NEW SETTLEMENT BOUNDARY</b>								
WILSHIRE COUNCIL	206.6	A	56.1	RESIDENTIAL	27.8	27	751	
				NEIGHBOURHOOD CENTRE (INC... EMPLOYMENT)	0.5			
				EDUCATION	PRIMARY SCHOOL	2.5		
					ABBNEYFIELD SCHOOL EXTENSION	3.6		
				OPEN SPACE	7.7			
<b>TOTAL DEVELOPABLE AREA</b>					<b>42.1</b>		<b>751</b>	
WILSHIRE COUNCIL	196.9	B	78.9	RESIDENTIAL	48.3	27	1,304	
				NEIGHBOURHOOD CENTRE (INC. EMPLOYMENT)	0.5			
				EDUCATION	PRIMARY SCHOOL	2.5		
					SECONDARY SCHOOL	8.8		
				OPEN SPACE	17.5			
<b>TOTAL DEVELOPABLE AREA</b>					<b>77.6</b>		<b>1,304</b>	
GOUGH GLEESON	38.9	C	23.9	RESIDENTIAL	17.7	27	478	
				OPEN SPACE	6.2			
<b>TOTAL DEVELOPABLE AREA</b>					<b>23.9</b>		<b>478</b>	
SHILES	38.7	D	35.8	RESIDENTIAL	18.1	27	489	
				OPEN SPACE	15.3			
<b>TOTAL DEVELOPABLE AREA</b>					<b>33.4</b>		<b>489</b>	
CANDY	34.5	E	15.0	RESIDENTIAL	8.1	27	218	
				EMPLOYMENT	4.0			
				OPEN SPACE	3.0			
<b>TOTAL DEVELOPABLE AREA</b>					<b>15.0</b>		<b>218</b>	
<b>TOTAL LAND OWNERSHIP AREA</b>	<b>515.6</b>	<b>TOTAL SITE AREA</b>	<b>209.6</b>					

TABLE 6.2 LANDUSE AREA SUMMARY

LANDUSE	LANDUSE AREA (HA)	GROSS DENSITY (HOME PER HA)	HOMES
RESIDENTIAL	120.0	27	3,240
NEIGHBOURHOOD CENTRE	1.0		
EDUCATION	17.4		
EMPLOYMENT	5.0 (1.0HA WITHIN NEIGHBOURHOOD CENTRE)		
<b>TOTAL DEVELOPABLE AREA</b>	<b>142.4</b>		
OPEN SPACE	49.7		
<b>TOTAL AREA</b>	<b>192.1</b>		

TABLE 6.3 PROPOSED EXTENSION TO COUNTRY PARK

LAND OWNERSHIP	AREA (HA)
WILTSHIRE COUNCIL	93.2
SHILES	2.9
CANDY	13.3
<b>TOTAL AREA</b>	<b>109.5</b>

## 6.3 Future Growth Post 2036

Post 2036, beyond the period of the new Local Plan, the wider development area has the capacity to accommodate a further 3,620 to 3,880 new homes bringing the total of new homes in Future Chippenham to around 7,500, the total number of new homes for which the HIF grant of £75m was awarded.

The intention is that the sites for the two primary schools would have enough expansion area to accommodate the additional forms of entry required by the new homes in development beyond the next Plan Period.

Major new woodland planting would be undertaken during the new Local Plan period up to 2036 to provide a long-term landscape framework within which future housing growth, employment and community facilities can be assimilated.

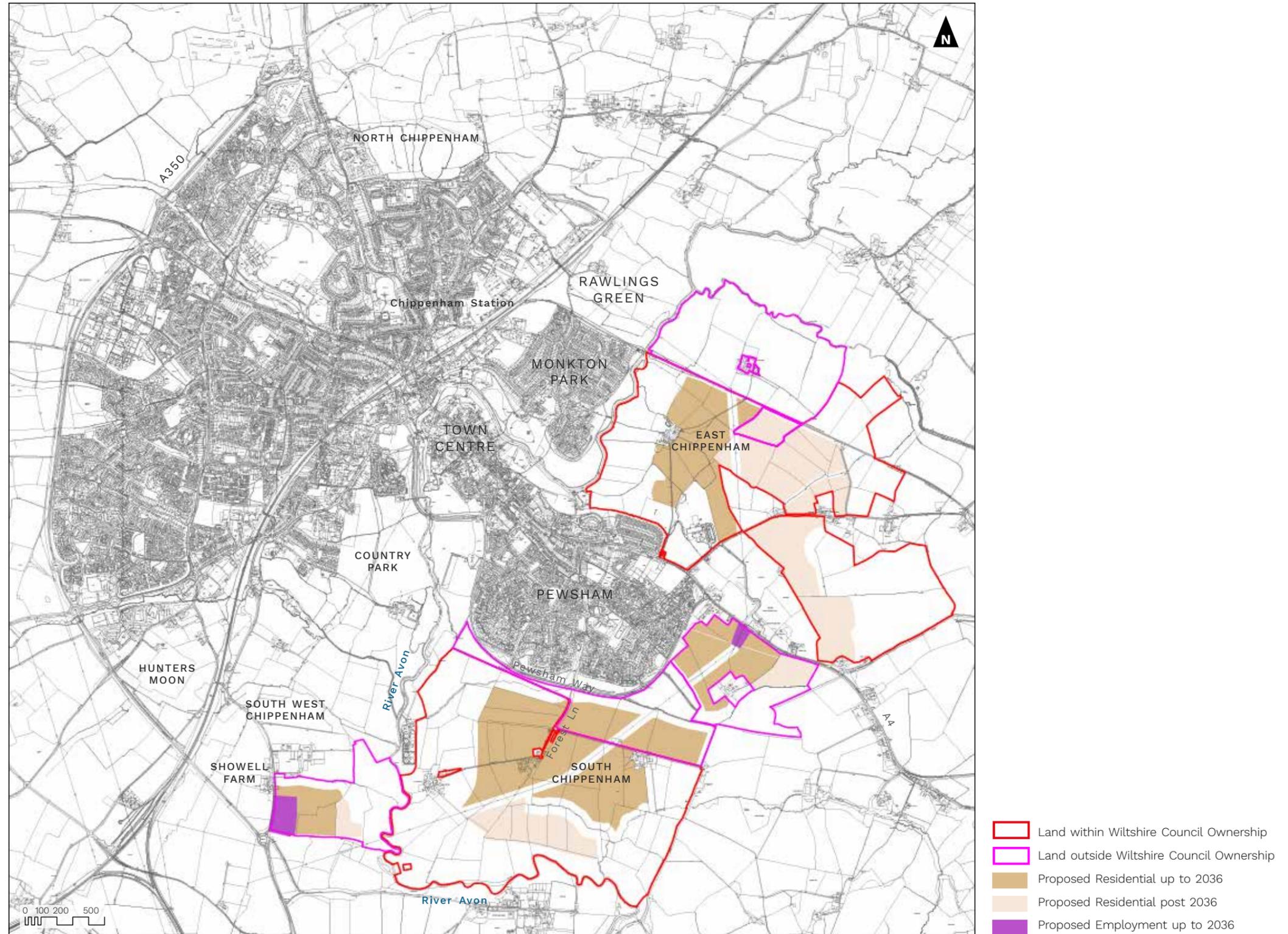


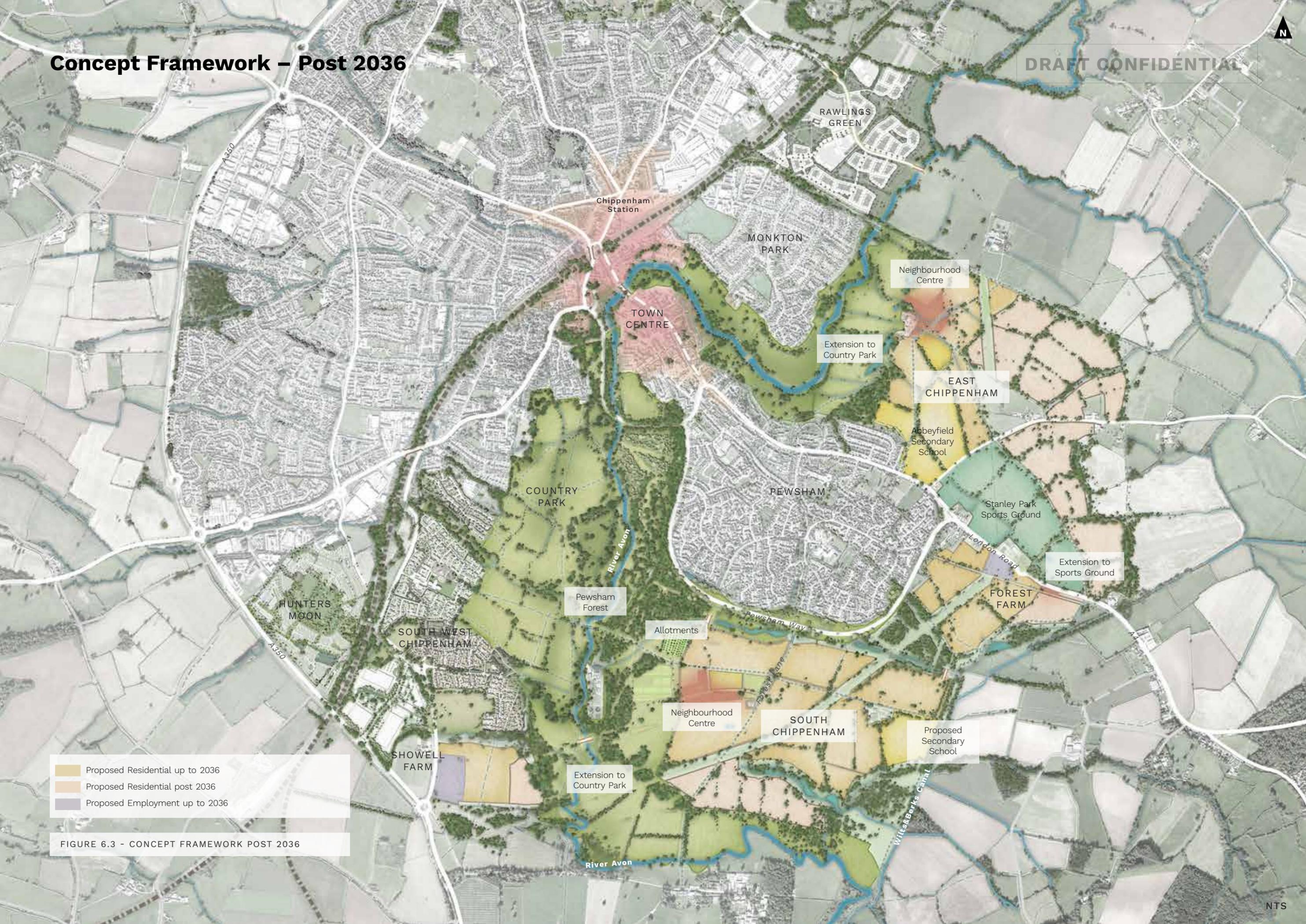
FIGURE 6.2 - FUTURE GROWTH POST 2036

# Concept Framework – Post 2036

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- Proposed Residential up to 2036
- Proposed Residential post 2036
- Proposed Employment up to 2036

FIGURE 6.3 - CONCEPT FRAMEWORK POST 2036



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**ATKINS**

Member of the SNC-Lavalin Group