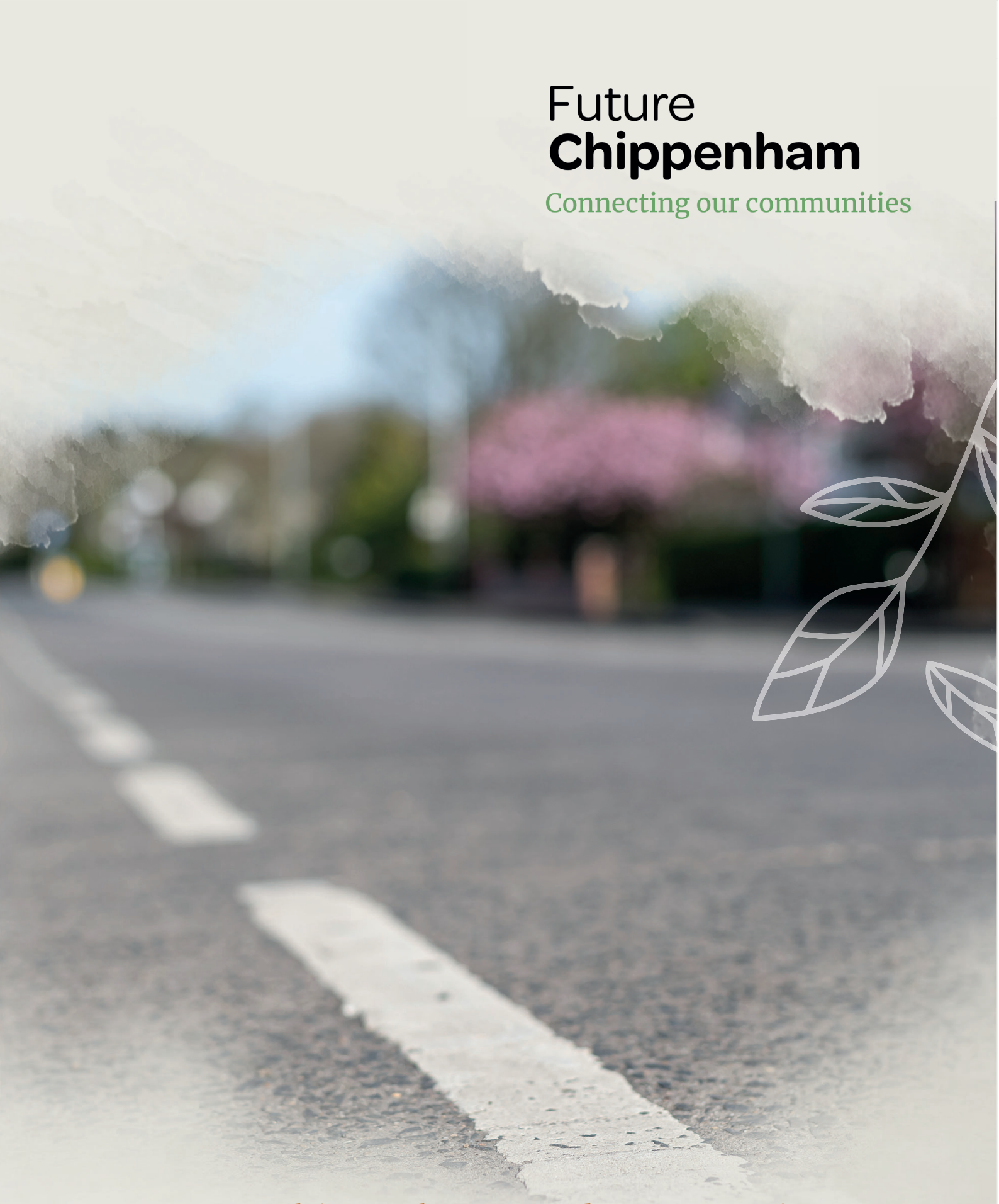
Future
Chippenham

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Future Chippenham Road Route Options

Consultation Feedback Report

July 2021

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1. Executive Summary

1.1. The Future Chippenham programme team are promoting the site known as Future Chippenham for mixed use development, and made representations to this effect to the Local Plan review process in March 2021. As part of these representations, the team developed a draft Concept Framework plan to inform a potential road route options assessment process which identified the above three routes as providing the best options to support the delivery of up to 7,500 homes and associated infrastructure, subject to the Local Plan review and Cabinet approval. The draft Concept Framework plan looked at not only Wiltshire owned land but also third-party land in a holistic approach to the site's development.

1.2. Wiltshire Council's Future Chippenham programme team carried out a public consultation relating to a Future Chippenham distributor road between 15th January and 12th March 2021. This report details the feedback that was received during this consultation.

1.3. The consultation sought opinions on three road route options to serve a future development to the south and east of Chippenham, including two link roads to the existing highway at Pewsham Way. The three road route and two link road options are illustrated in Figure 1 below:

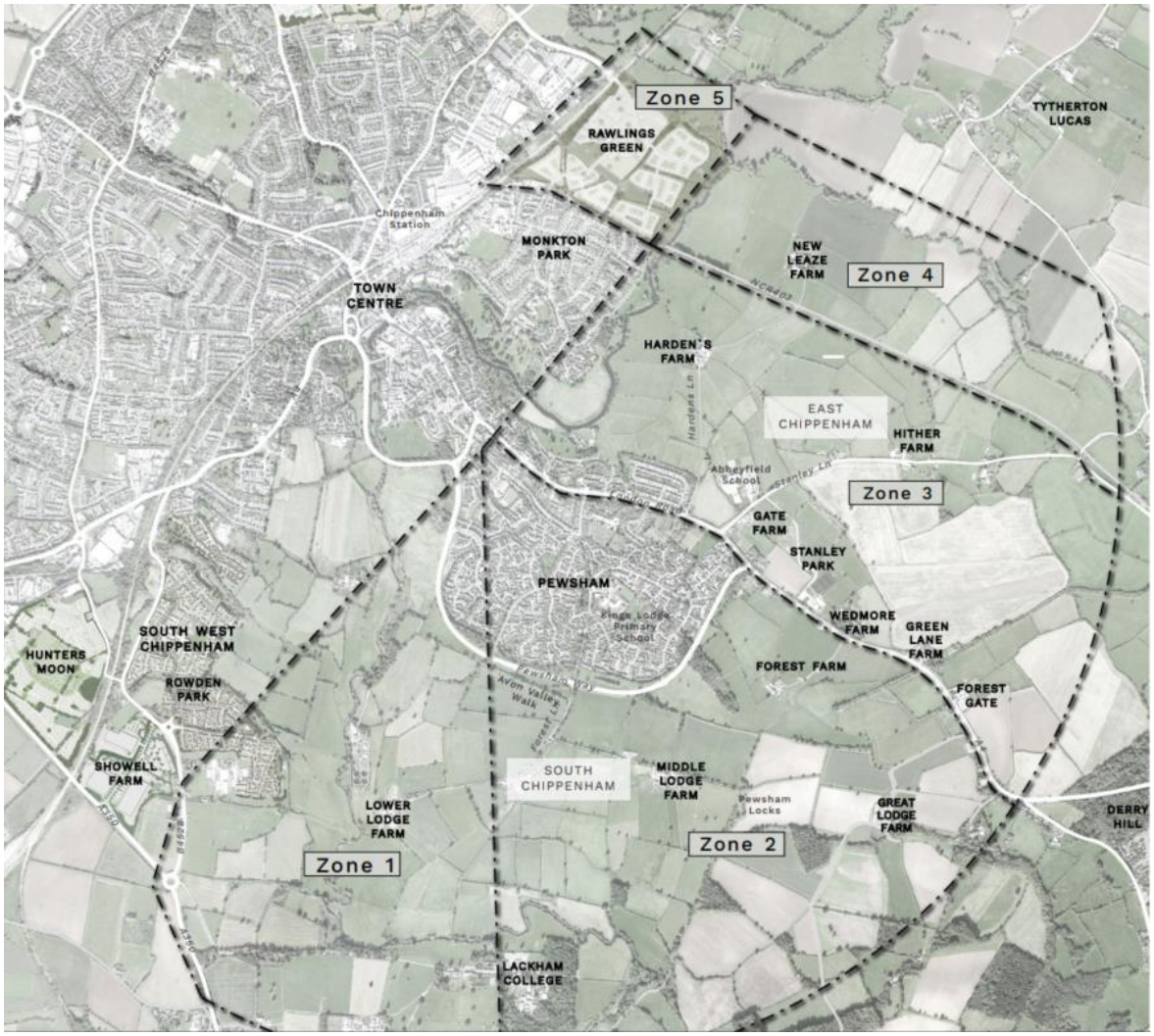
- Option A (Outer Route) with Link Road Option 3 - shown in purple
- Option B (Middle Route) with Link Road Option 3 - shown in green
- Option C (Inner Route) with Link Road Option 1 - shown in orange

Figure 1: Future Chippenham road route options map



1.4. To enable respondents to provide detailed area specific responses the site area was split into 5 zones. This meant that the final preferred route option could be a hybrid of the 3 main routes and 2 link roads.

Figure 2: Consultation zones 1-5



1.5. The purpose of the consultation was to gather responses from members of the public and key stakeholders on the potential road route options, the results of which would be used to inform a recommendation on a preferred route. This feedback was requested through submission of a consultation form, or by email or letter. The results of this consultation are summarised in this report.

Background

1.6. In addition, and a key consideration, the programme team have been successful in securing a £75 million Housing Infrastructure Fund grant from central government to support the delivery of the proposed distributor road which will unlock land to deliver the housing and associated infrastructure. The draft Concept Framework is part of the early stage of the masterplanning process for Future Chippenham. The draft Concept Framework is currently being developed further into a Framework Masterplan for Future Chippenham which will set out a series of design principles and landscaping requirements to guide the wider mixed use development of the site

1.7. From the feedback received during the road route options consultation process it was clear that there was some confusion regarding the role of Wiltshire Council as Local Planning Authority leading the Local Plan review process, as well as the role of the council in its promotion of the Future Chippenham programme. Both the Local Plan review consultation and the Future Chippenham road route options consultation had clearly defined roles and responsibilities in the respective consultation's events and consultation material.

1.8. This report acknowledges that a significant number of respondents to the Future Chippenham road route options consultation utilised the road route options consultation to submit objections to development of the proposed site and the distributor road. Whilst this was not the purpose of the consultation, the respondents were able to do this, and the feedback received will be forwarded to the Local Planning Authority within the consultation report.

The road route options public consultation

1.9. The purpose of the Future Chippenham road route options consultation was to gather feedback from the public and key stakeholders to inform the selection of a preferred route of a new distributor road to the south and east of Chippenham, to serve a new development of up to 7,500 new homes, supported by local neighbourhood services, essential infrastructure and provide additional employment development land. A brief statistical overview of the process and outcomes is set out below:

- Wiltshire Council's Future Chippenham team carried out an 8-week period of public consultation on the Future Chippenham road route options between Friday 15th January and Friday 12th March 2021.
- The Future Chippenham consultation webpage was visited 6,969 times over the consultation period, and the general Future Chippenham webpage was visited 7,717 times.
- The consultation video, explaining the road route options was viewed 13,182 times during the consultation period.
- Three online webinar events were hosted during the public consultation period, one during a weekday, one during a weekday evening and one on a Saturday, to provide opportunities for as many people to attend as possible. A total of 201 attendees attended the webinar events live, and recordings of the events that were subsequently made available on YouTube were watched 686 times during the consultation period.
- Responses to 260 questions asked during the public webinar events were provided.
- Over the public consultation period, 1,175 consultation responses were received from a range of residents and stakeholders by email, letter and through completion of the online consultation form.

Future Chippenham road route options consultation feedback

1.10. The feedback to the consultation is outlined in section 4 of this report, and this is presented in the order that the questions were laid out in the consultation feedback form (see **Appendix T**). Where numerical feedback was provided, e.g. the ranking of the road route options under Questions 7 and 11, this data is arranged into graphs. Where written feedback was provided, this has been broken down into the key points raised and the number of times the same point was raised has been tallied to show which points of feedback were more frequently repeated. Points of feedback are grouped by theme, and an officer response provided for each of these themes. The full lists of summarised feedback can be found at **Appendices A - G**.

1.11. The feedback received identified that a significant number of respondents expressed an objection to any development of the Future Chippenham site, including the road and future housing and infrastructure. This included responses from a significant number of residents and several of the local town and parish councils, who voiced objections and concerns about issues including the quantum of proposed development, environmental impacts, climate change considerations, and traffic congestion.

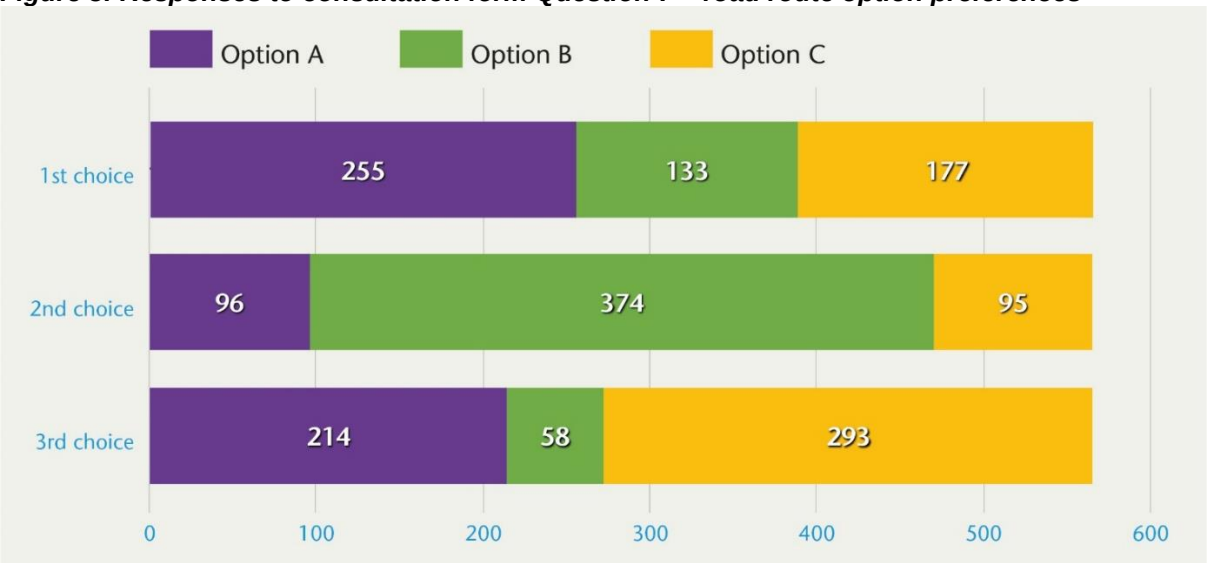
1.12. All landowners with interests in the scheme supported the principle of the proposed scheme, some providing feedback with suggested alterations to the road route.

1.13. Feedback identified that there was a perceived lack of information about the benefits of the proposed scheme to the whole of Chippenham.

Road route preferences

1.14. A total of 565 respondents (48%) provided feedback to Question 7 of the consultation feedback form, which asked respondents to rank the three road route options in order of preference. Of those who gave an answer to this question, Option A (the outer route) received the highest number of first choice selections (45%). Option B (the middle route) received the lowest number of first choice selections (24%) but conversely received by far the most second choice selections (66%). Option C (the inner route) received fewer first choice selections that Option A (31%) but a much larger number of third choice selections (52%).

Figure 3: Responses to consultation form Question 7 – road route option preferences

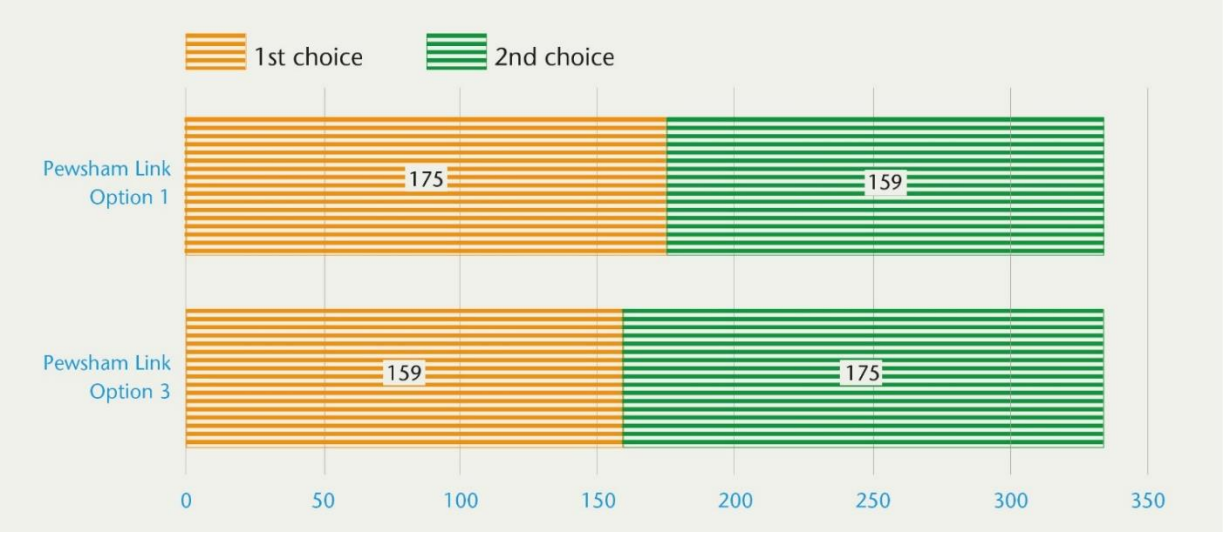


1.15. The consultation output from Question 7 includes feedback from a number of key stakeholders, including Sport England and Abbeyfield School whose preferred route was recorded as being Option A (outer route); Stagecoach West bus providers and various landowners (Hallam Land, Gallagher and Gleeson Homes) whose preferred route was recorded as being Option B (middle route); and the National Trust whose preferred route was recorded as being Option C (inner route).

1.16. In addition, written responses from a number of other stakeholders were received, albeit not submitted via the consultation form. This included the Environment Agency who expressed a preference for a hybrid of Options A and B; the Chippenham Chamber of Commerce whose preference was for Option B; landowners (Chippenham 2020) who expressed a preference for Option B, and a landowner at Tytherton Lucas whose preference was for Option A.

1.17. A total of 334 respondents (28%) provided feedback to Question 11 of the consultation feedback form, which asked respondents to rank the two Pewsham link road options into order of preference. Of those who gave an answer to this question, Pewsham Link Option 1 was marginally favoured over Pewsham Link Option 3. Pewsham Link 1 received 52% first choice selections and Pewsham Link Option 3 received 48% first choice selections.

Figure 4: Responses to consultation form Question 11 – link road option preferences



Summary of written feedback

1.18. Alongside the road route ranking questions, the consultation enabled respondents to submit written feedback to elaborate on their responses and to raise any other issues they wished to bring to the council's attention. A significant volume of responses was received that addressed a broad range of topics. While most concerned matters related to the road route options, a large number also addressed wider issues relating to the masterplanning of the site and the Local Plan review allocation process. All comments received to the consultation have been summarised for the purpose of this report, and officer responses provided.

1.19. As noted above, for the purpose of reporting on written feedback this was broken down into the key points raised and the number of times the same point was raised was tallied to show

which points of feedback were more frequently repeated. The full lists of summarised feedback can be found at **Appendices A - G**.

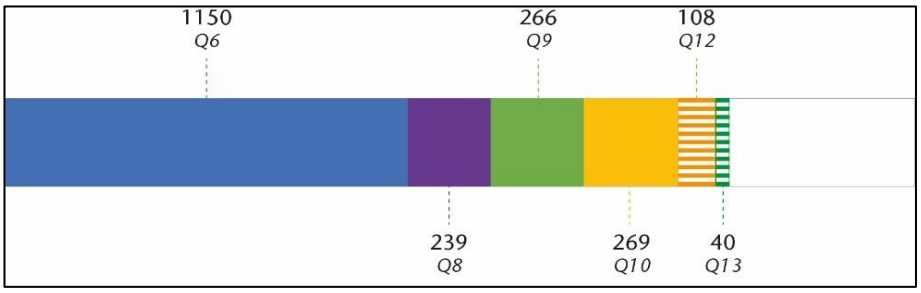
1.20. The main issues raised during the consultation relevant to the road route options were around environmental and climate change and concerns over congestion. A significant number of respondents utilised the consultation to register an objection to the scheme in general, the planning process and quantum of proposed development in Chippenham and the consultation process.

1.21. The table below shows the number of points raised by theme, split by the question that they were raised in response to.

Figure 5: Number of individual points raised, ordered by theme
Blue = Question 6 (Important Issues)/emails or letters
Purple = Question 8 (Option A, Outer Route)
Green = Question 9 (Option B, Middle Route)
Orange = Question 10 (Option C, Inner Route)
Orange hatching = Question 12 (Pewsham Link 1)
Green hatching = Question 13 (Pewsham Link 3)

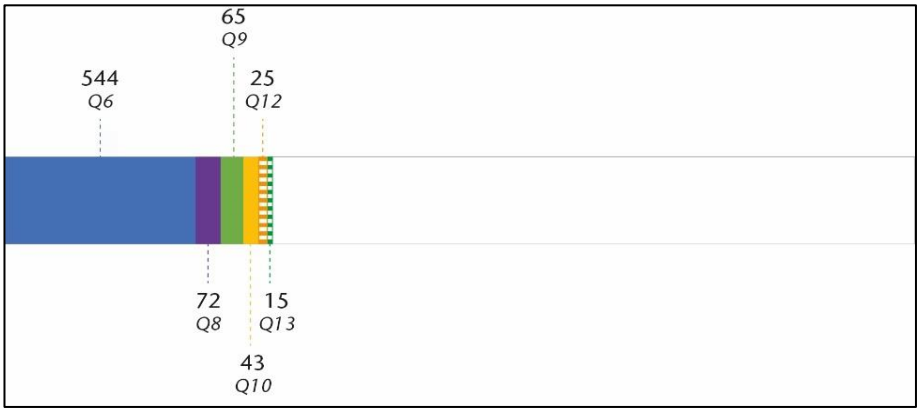
Transport - 2,072 individual points raised

Issues related to transport, connectivity, sustainable transport, congestion, and town centre traffic.



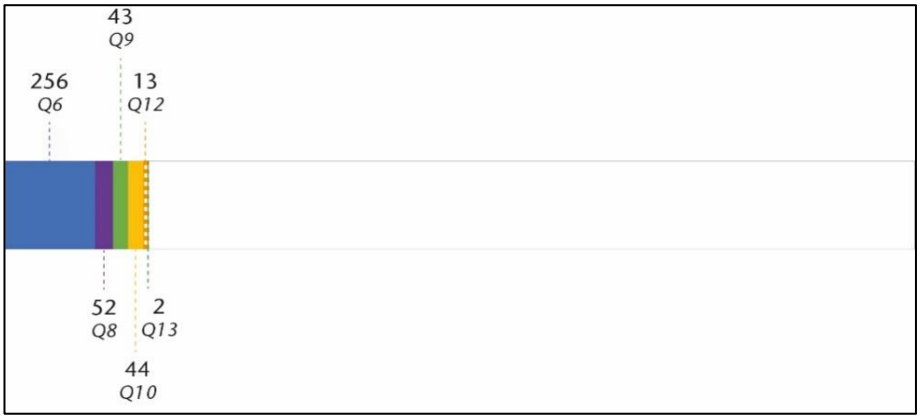
Climate change - 764 individual points raised

Issues related to climate change and the climate emergency, and issues related to flooding.



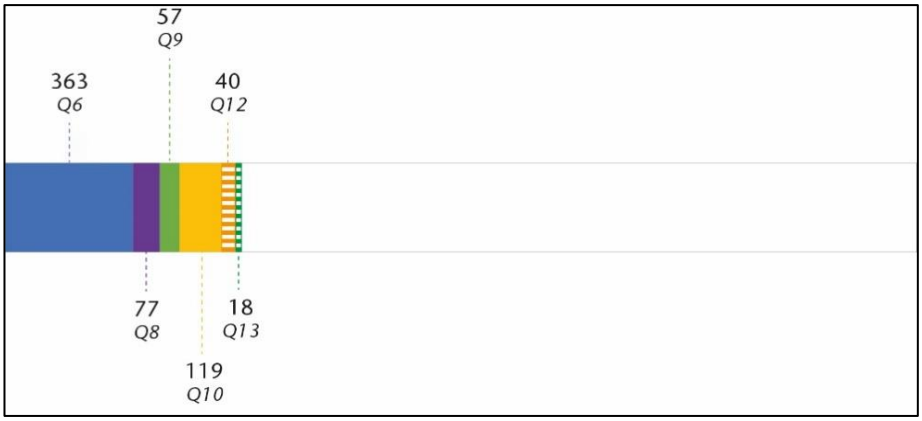
Pollution and air quality - 410 individual points raised

Issues related to pollution and effects of the road and associated development on air quality, noise, light and other sources of pollution.



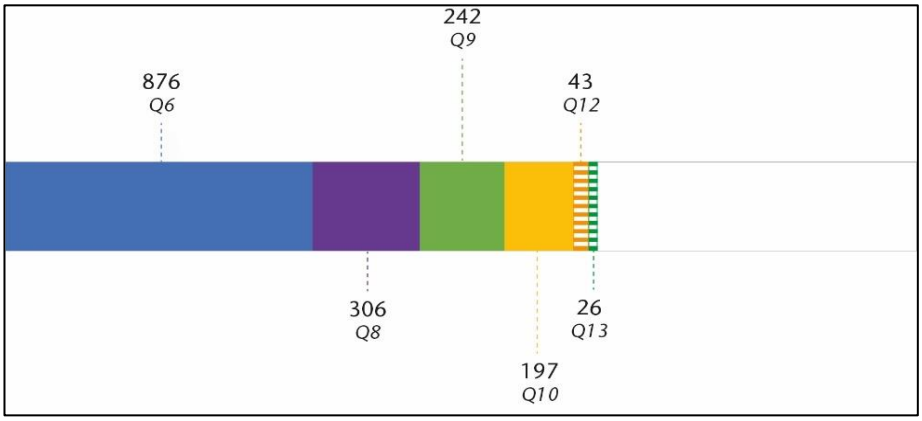
Ecology and environment - 674 individual points raised

Issues related to the natural environment and ecology.



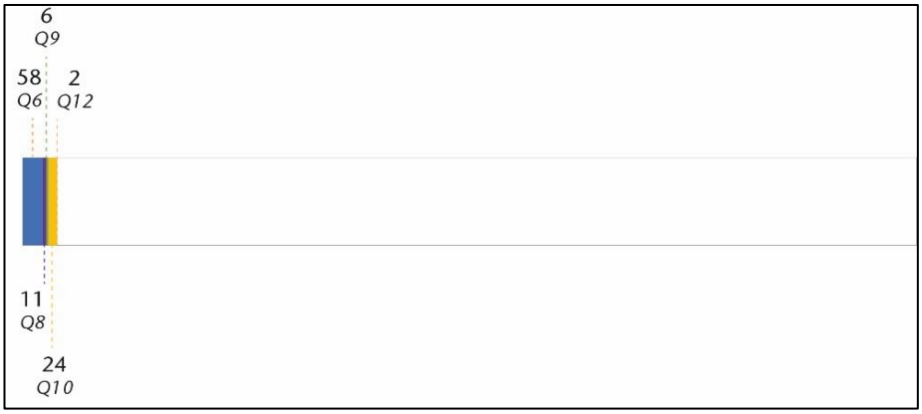
Landscape - 1,690 individual points raised

Issues relating to landscape and visual impacts, accessible open green space, and coalescence.



Heritage - 101 individual points raised

Issues relating to heritage assets, archaeology and historic landscape.



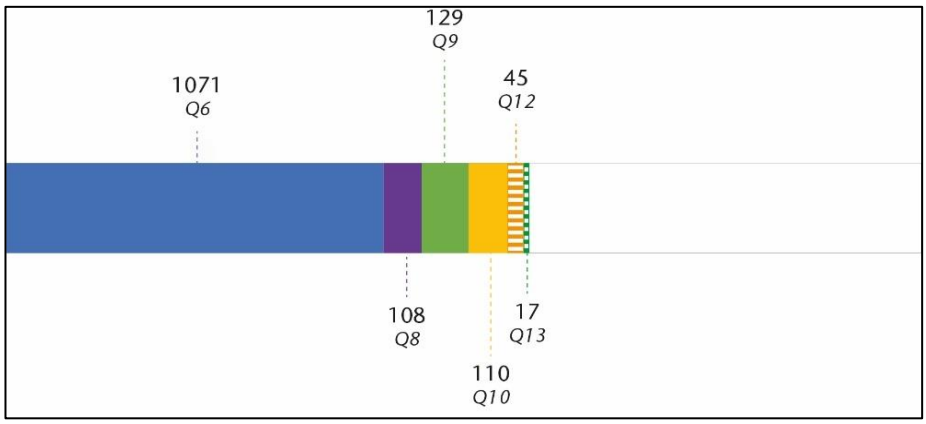
Economy and infrastructure - 692 individual points raised

Issues relating to employment, the economy, infrastructure and services, health, and wellbeing.



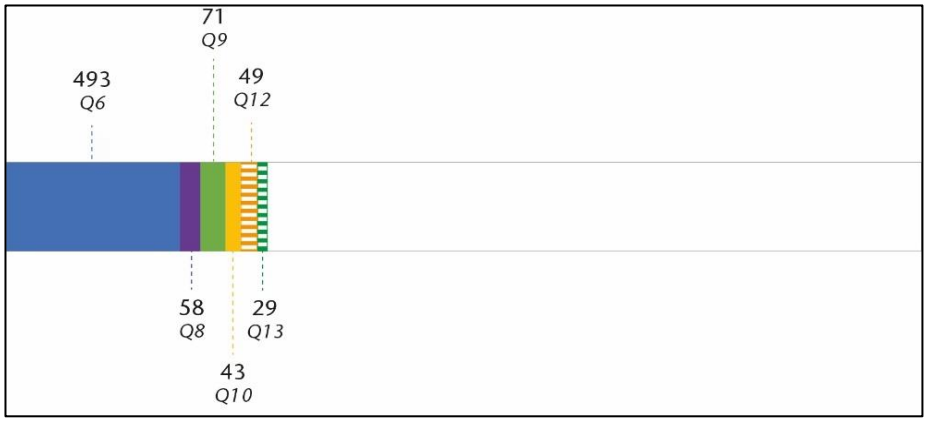
Planning - 1,480 individual points raised

Issues relating to wider principles of development set by the adopted and emerging development plan, the scale of development, matters relating to placemaking and planning process.



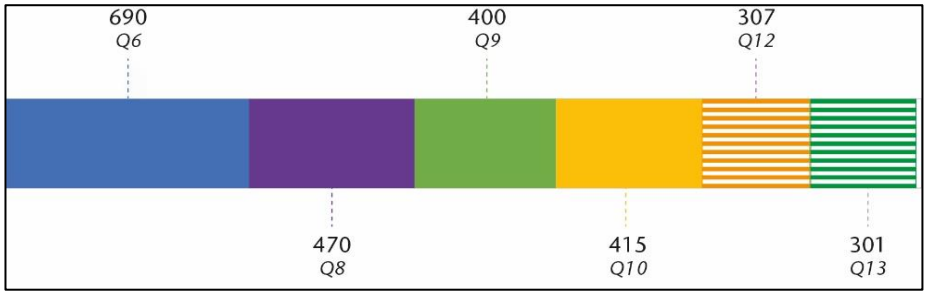
Consultation and process - 743 individual points raised

Issues relating to the processes leading up to and during the Future Chippenham road route options consultation, including feedback on the approach taken to the application for HIF funding, and the administrative detail of the public consultation.



General comments/ objections - 2,583 individual points raised

Issues relating to general in principle objections/general comments on the road and/or associated development.



1.22. The Future Chippenham team acknowledge this feedback and the officer responses contained within this report confirm how these have influenced the recommendation on the preferred route or, where these were not within the scope of the road route selection process, an explanation of how these comments will be considered through other aspects of the project, such as the subsequent masterplanning process for the site.

Clarity of information

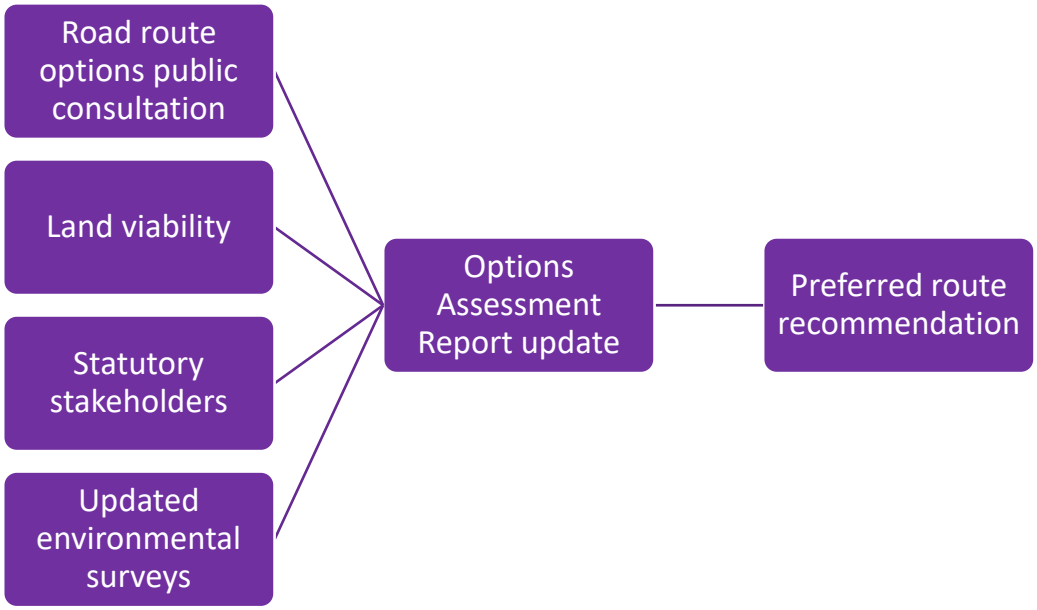
1.23. The significant response to the consultation identified an increased awareness of the scheme and the extended consultation timeframe of 8-weeks allowed for specific questions to be answered to inform consultation feedback responses. However, several concerns were raised

on the overall context of the road within the scheme and wider benefits that it offered and that these could have been communicated more effectively. A number of concerns were raised over the confusion between the Local Plan review consultation and that of the Future Chippenham road route options.

How the consultation feedback has influenced the preferred road route option

1.24. The feedback from this consultation is welcomed and provides valuable considerations which has been used to update the Options Assessment Report (OAR) and identify an emerging preferred route to inform the selection of the preferred road route. The diagram below illustrates the factors which have fed into the update to the OAR, illustrating that the outcome of this consultation, along with land viability assessment work, ongoing discussions with statutory stakeholders and updates to environmental surveys have all shaped the recommendations made on the proposed road route option.

Figure 6: Factors influencing the road route recommendation



1.25. It should be noted that the road route will continue to be refined during the design stages and within the constraints and opportunities identified as part of this ongoing process including but not limited, land survey results, environmental surveys, flood modelling etc.

Conclusion

1.26. The consultation identified a preference for a route more aligned to the outer route Option A (the outer route), although the route that received the least opposition was Option B (the middle route). This feedback will be used to inform the preferred road route selection process.

1.27. The consultation identified a considerable level of opposition to the proposed road and scheme. Whilst obtaining feedback on public support or objection to the principle of the project was not the purpose of the consultation, this information has been considered as part of the consultation feedback review and proposed next steps.

1.28. The comments that included suggestions and improvements to feed into the preferred route recommendation process have been passed to the design team for further consideration and incorporation into the scheme design, where appropriate.

Next steps

1.29. This report has been utilised to update the Options Assessment Report for the road route which in turn will provide a recommended route which will be considered by officers when making their recommendation for a preferred route selection.

1.30. Following a decision on a preferred route option the road element of the project will proceed through an outline design process. Alongside this, the project team will be preparing a Framework Masterplan to guide the wider mixed use development of the site. A further pre-application consultation on the Framework Masterplan is expected to take place in late summer/autumn 2021 to support a planning application for the road in winter 2021/22.

1.31. The Framework Masterplan for the Future Chippenham area will set out a series of design principles and landscaping requirements to ensure that new development is of a very high quality of design and enhanced by generous and appropriate landscape planting. A design code will also be developed which will set out place specific design standards and criteria that will be delivered through the development.

1.32. The Future Chippenham programme team is committed to delivering good design and high-quality place shaping based on national aspirations set out in the government's garden communities guidance[1].

1.33. There are no direct equality impacts from this report however there is an ongoing obligation of Cabinet as the relevant decision maker to keep the impacts that may arise under review. This is being managed by keeping the Equalities Impact Assessment under review and at all stages including consultation ensuring that any identified impacts are considered and appropriately dealt with.

[1] Garden Communities Toolkit, https://www.gov.uk/guidance/garden-communities

2. Introduction

2.1. The strategic vision for Chippenham, set out in the adopted Wiltshire Core Strategy, identifies a vision for Chippenham that meets local needs for jobs and housing while addressing some of the longstanding challenges it faces. This includes strategic issues, such as addressing town centre congestion, that require strategic investment which can be difficult to deliver through piecemeal development. The vision aspires to greater self-sufficiency in the town, so that the community can meet its living, work and leisure needs sustainably into the future.

The Future Chippenham potential site allocation

2.2. The long term strategic vision for Chippenham is currently being further explored through the Wiltshire Local Plan review[2] led by the council as Local Planning Authority, in light of the requirement to roll forward the Wiltshire Core Strategy to the next plan period taking into consideration the most up to date housing requirements. The Local Plan review has been the subject of a recent 'Regulation 18' public consultation which identified land to the south and east of Chippenham as a preferred site allocation with the potential to deliver the most sustainable location for future growth at Chippenham over the plan period up to 2036, and potentially beyond into the next plan period.

2.3. In view of the proposed allocation of land to the south and east of Chippenham, the Future Chippenham team are preparing a Framework Masterplan to demonstrate a strategic overview of how the site could be delivered, confirming its deliverability, viability and sustainability well into the future.

2.4. By 2046, it is envisioned that the Future Chippenham site could deliver sustainable new communities, essential infrastructure, and green spaces, including up to 7,500 homes, supported by local neighbourhood services and employment opportunities. It is envisaged that, should the Local Plan review allocate the site, the development will be led by a collaborative Framework Masterplan in consultation with all the landowners, to be endorsed or adopted by Wiltshire Council as a material planning consideration in the determination of future planning applications on the site.

Infrastructure led development to support a holistic approach to future growth and development

2.5. It is recognised that to deliver the significant growth envisaged will require significant investment into infrastructure supported by a holistic masterplanning approach to ensure that all the objectives and benefits identified can be delivered. These are also recognised as key requirements as part of the emerging Local Plan. The Future Chippenham site was acknowledged as a site that had potential for future development supported by infrastructure during the examination of the Chippenham Site Allocations Plan[3].

2.6. In March 2019, Wiltshire Council submitted a bid to the Housing Infrastructure Fund (HIF) from Ministry of Housing Communities and Local Government and in November 2019, the

[2] Wiltshire Council, Local Plan review, available at: https://www.wiltshire.gov.uk/article/1082/Local-Plan-Review
[3] Chippenham Site Allocations Plan, available at: https://www.wiltshire.gov.uk/planning-policy-site-allocation-plan-chippenham

council was successful in the award of a grant of £75 million. The grant ensures funding is available to contribute towards the cost of delivering strategic infrastructure in and around Chippenham to support the potential longer-term growth of the area, should the site be allocated in the Local Plan review. The Future Chippenham team have developed a draft Concept Framework to inform the assessment of potential route options for a new distributor road. Desk based and onsite assessments of the opportunities and constraints have been carried out, including assessments of ecological, flooding and heritage constraints. Based on the evidence prepared up until the start of the consultation period, three distributor road route options emerged along with two link road options which would serve to connect the new distributor road to Pewsham Way. This process and its findings were published in the Options Assessment Report and made available throughout the road route option consultation process.

2.7. In addition, as part of its bid process the council sought support from key stakeholders to secure the funding and support the potential development. The redacted HIF bid was published[4] to support the consultation process.

Consultation on the road route options

2.8. In order to provide members of the public with an early and meaningful opportunity to comment and feedback on the road route options, the Future Chippenham team undertook a period of public consultation on the three potential road route options and two link road options between Friday 15th January and Friday 12th March 2021.

2.9. The feedback from the responses received has informed an update to the Options Assessment Report process and has fed into the selection of a recommended preferred route for the distributor road and Pewsham link road. This preferred route will continue to be developed as part of the more detailed design and be informed by site constraints and opportunities, and landowner negotiations as more information is gained.

2.10. This document provides a summary of the analyses of the feedback received to this consultation and details how this will influence the selection of a recommended preferred route and will influence the shaping of the subsequent Framework Masterplan.

[4] HIF bid, available at: https://www.wiltshire.gov.uk/media/5439/HIF-FF-000456-BC-01-Chippenham-Urben-Expansion-Final-submitted-business-case-redacted/pdf/HIF_FF_000456_BC_01_Chippenham_Urben_Expansion_Final_submitted_Business_Case_Redacted.pdf?m=637442430691700000

3. Consultation process

3.1. The Future Chippenham road route options were the subject of public consultation that took place between Friday 15th January and Friday 12th March 2021.

3.2. As it is intended that the forthcoming Future Chippenham Framework Masterplan will be adopted or endorsed by the council to hold material weight in the determination of any future planning applications on the site, the approach to the consultation followed the prescription outlined for the preparation of Supplementary Planning Documents in Wiltshire Council's Statement of Community Involvement (SCI)[5].

3.3. In July 2020, the council adopted a Temporary Arrangements supplement to the SCI[6] which presents an interim approach to carrying out public consultation considering the restrictions imposed due to the COVID-19 pandemic. This approach is designed to minimise the requirement for face-to-face contact and physical handling of documents.

3.4. The programme for public engagement on the Future Chippenham road route options consultation adhered to the provisions set out in the Temporary Arrangements supplement to the SCI. For example, the Future Chippenham team undertook a series of live online webinar events to engage with interested parties rather than organising face-to-face events or exhibitions.

[5] Wiltshire Council Statement of Community Involvement (SCI), July 2020, available at: https://www.wiltshire.gov.uk/media/4622/Wiltshire-Statement-of-Community-Involvement-2020/pdf/DM20_535_-_Statement_of_Community_Involvement_part_1_online6.pdf?m=637348359568430000

[6] Wiltshire Council Statement of Community Involvement (SCI), Temporary Arrangements Supplement, July 2020, available at: https://www.wiltshire.gov.uk/media/4223/Statement-of-Community-Involvement-Temporary-Arrangements-2020/pdf/Statement_of_Community_Involvement_Temporary_Arrangements.pdf?m=637335218466200000

Figure 7: Summary overview of consultation statistics



Who was consulted?

3.5. Organisations, groups, and individuals set out within the Regulations[7], the SCI and as outlined through the Future Chippenham Stakeholder and Community Engagement Strategy[8] were notified of the start of the consultation period and how to comment and feedback into the consultation process.

[7] The Town and Country Planning (Local Planning) (England) Regulations 2012, available at: https://www.legislation.gov.uk/uksi/2012/767/contents/made

[8] Future Chippenham Stakeholder and Engagement Strategy https://www.wiltshire.gov.uk/media/5394/Future-Chippenham-Stakeholder-and-Community-Engagement-Strategy/pdf/Future_Chippenham_Stakeholder_and_Community_Engagement_Strategy.pdf?m=637436431171570000

3.6. This strategy was published by the Future Chippenham programme team at the meeting of Wiltshire Council's Cabinet October 2020 in advance of the consultation.

3.7. As the Future Chippenham project would be likely to affect local residents and those who live, work or study within the local area, it was decided that the consultation, whilst open to the public generally, should be focused on parts of Wiltshire that are likely to be most affected by the project. As such, the consultation outreach was focused on the Chippenham, Calne and Corsham Community Areas.

3.8. In addition, the Future Chippenham team undertook a considerable number of meetings with targeted consultees to inform key stakeholders about the project, both in the lead up and during the consultation period. This included:

- Abbeyfield School
- Area Board meetings
- Local landowners
- Local land tenants
- Town & Parish Council meetings
- Wilts & Berks Canal Trust

3.9. A summary of when these meetings took place is set out at **Appendix H**.

3.10. The Future Chippenham team have also kept an ongoing and open dialogue with the various landowners and tenant farmers who may be affected by the scheme.

How were people consulted?

3.11. Consultees were made aware of the consultation through a variety of channels, including:

- Direct notifications by post to residential and business properties within 250m of the road route options. A copy of the letter can be viewed at **Appendix I**.
- Direct notification emails to stakeholders where contact details were known, and notifications sent via a webform on stakeholder websites where contact details were not known. Reminder letters and emails were also issued prior to the consultation closing. A copy of the initial notification email and list of recipients can be viewed at **Appendix I**.
- Announcements about the Future Chippenham road route options consultation on Wiltshire Council's website. See examples at **Appendix J**.
- Announcements through Wiltshire Council e-newsletters to residents and businesses. See examples at **Appendix K**.
- Social media communications during the consultation period. See excepts at **Appendix L**.
- Notices placed in the Wiltshire Times and Gazette and Herald newspapers. See excerpts and links at **Appendix M**.
- Briefing note issued to council members and parish/town clerks. See **Appendix N**.
- Examples of articles published by local media, local parish councils and interest groups during the consultation period. See list of examples at **Appendix O**.
- Notices placed around the site. See examples at **Appendix P**.
- Interview with Wiltshire Council's leader on BBC Radio Wiltshire on 15th January 2021.

3.12. Consultees were made aware that the consultation material was available to view on Wiltshire Council's website under a general information webpage about the Future Chippenham

project[9], and a webpage containing specific information about the public consultation on the road route options[10]. The webpages also contained wider contextual information about the project, along with a series of answers to Frequently Asked Questions (FAQs).

3.13. Consultees were also informed that paper copies of the consultation material were available and could be posted out on request or collected from the council's offices at Monkton Park, by calling the council's Customer Services telephone number or emailing the Future Chippenham team. Over the consultation period, fifteen hard copy consultation packs were sent out on request.

3.14. The Future Chippenham road route options consultation was carried out in accordance with Wiltshire Council's Temporary Arrangements supplement to the SCI, with an increased focus of effort placed on reaching out to people online, alongside other permitted COVID-safe outreach methods such as announcements on local radio station, newspaper press releases, and posters placed in key outdoor locations with pedestrian traffic in Chippenham and the surrounding area.

Online webinar events

3.15. The Future Chippenham team undertook a series of three one hour-long online webinar events using Microsoft Teams. Attendees were offered the opportunity to ask questions before the webinars either by emailing the Future Chippenham email address, or during the webinars by using the Q&A function within Microsoft Teams. Details about each of the webinar events is set out below:

Webinar on Thursday 28th January at 11am
Webinar hosted by Wiltshire Council officers and consultants at Atkins Global, attended by 94 people. 155 people had registered to attend the event. A presentation was given including a brief contextual overview of the project and a detailed summary of the road route options that were the subject of the consultation. This was followed by a question and answer session where some of the questions that had been submitted in advance or through the webinar Q&A panel were responded to verbally. Following the webinar, written responses to all the questions that had been raised were provided by email to those who had registered and made available on the Future Chippenham webpage. A total of 83 questions were asked during/in advance of this webinar, which covered a broad range of topics. A copy of the question and answer document from this webinar can be viewed at **Appendix Q**. A recording of the webinar, which included subtitles, was also made available on the council's YouTube channel[11]. At the close of consultation at 5pm on Friday 12th March 2021 the webinar recording had been viewed 414 times.

Webinar on Thursday 11th February at 7pm
Webinar hosted by Wiltshire Council officers and consultants at Atkins Global, attended by 66 people. 112 people had registered to attend the event. A presentation was given including a brief contextual overview of the project and a detailed summary of the road route options that were the subject of the consultation.

[9] Future Chippenham webpage, available at: https://www.wiltshire.gov.uk/future-chippenham
[10] Future Chippenham consultation webpage, available at: https://www.wiltshire.gov.uk/future-chippenham-consultation
[11] Webinar recording, 28th January 2021: https://www.youtube.com/watch?v=8hLLK8AGuHo&feature=youtu.be

This was followed by a question and answer session where some of the questions that had been submitted in advance or through the webinar Q&A panel were responded to verbally. Following the webinar, written responses to all the questions that had been raised were provided by email to those who had registered and made available on the Future Chippenham webpage. A total of 101 questions were asked during/in advance of this webinar, which covered a broad range of topics. A copy of the question and answer document from this webinar can be viewed at **Appendix R**. A recording of the webinar, which included subtitles, was also made available on the council's YouTube channel[12]. At the close of consultation at 5pm on Friday 12th March 2021 the webinar recording had been viewed 149 times.

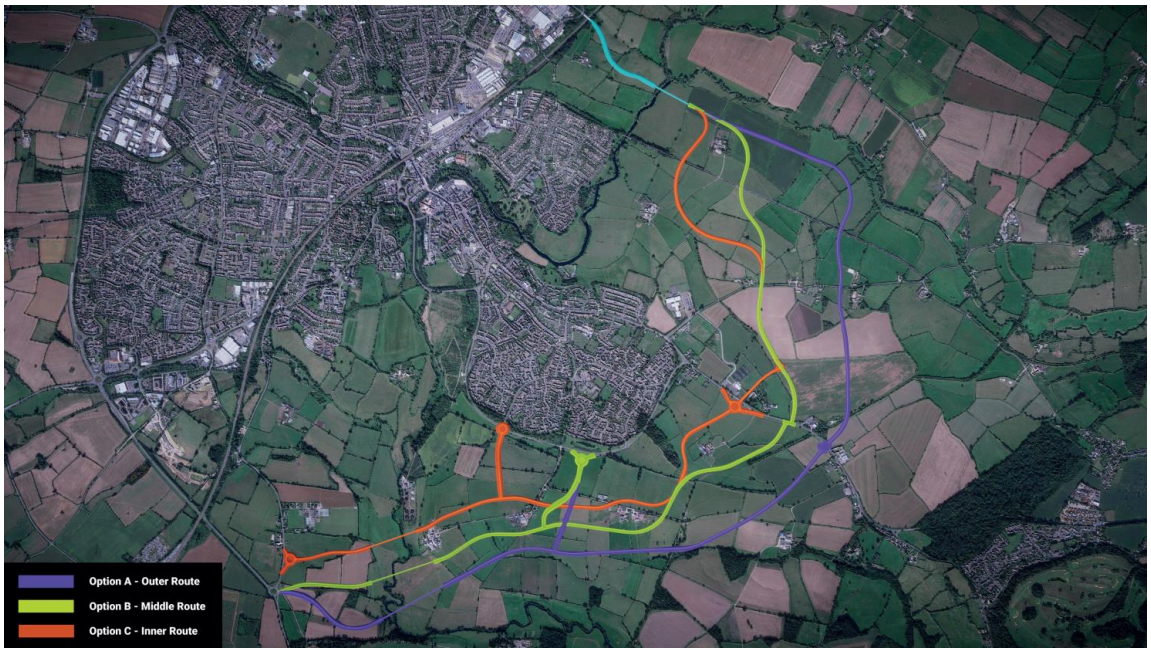
Webinar on Saturday 20th February at 11am (Additional Q&A event)
Webinar hosted by Wiltshire Council officers and consultants at Atkins Global, attended by 41 people. 62 people had registered to attend the event. The event was split into sections dealing with common themes that had arisen from the responses to the consultation so far received. This included, transport and movement, environmental considerations and the masterplanning approach. A brief response was given to the frequently asked questions on each of these themes followed by an extended period answering questions that had been submitted on each of these themes. Towards the end of the webinar, time was allotted to responding to questions on matters that fell outside of the scope of the key themes identified. Following the webinar, written responses to questions that had been raised were provided by email to those who had registered and made available on the Future Chippenham webpage. A total of 76 questions were asked during/in advance of this webinar, which covered a broad range of topics. A copy of the question and answer document from this webinar can be viewed at **Appendix S**. A recording of the webinar, which included subtitles, was also made available on the council's YouTube channel[13]. At the close of consultation at 5pm on Friday 12th March 2021 the webinar recording had been viewed 123 times.

What was being consulted on?

3.16. The consultation focused on gaining feedback on the potential road route options for the Future Chippenham distributor road to support development of up to 7,500 homes across the site in the current and next local plan periods.

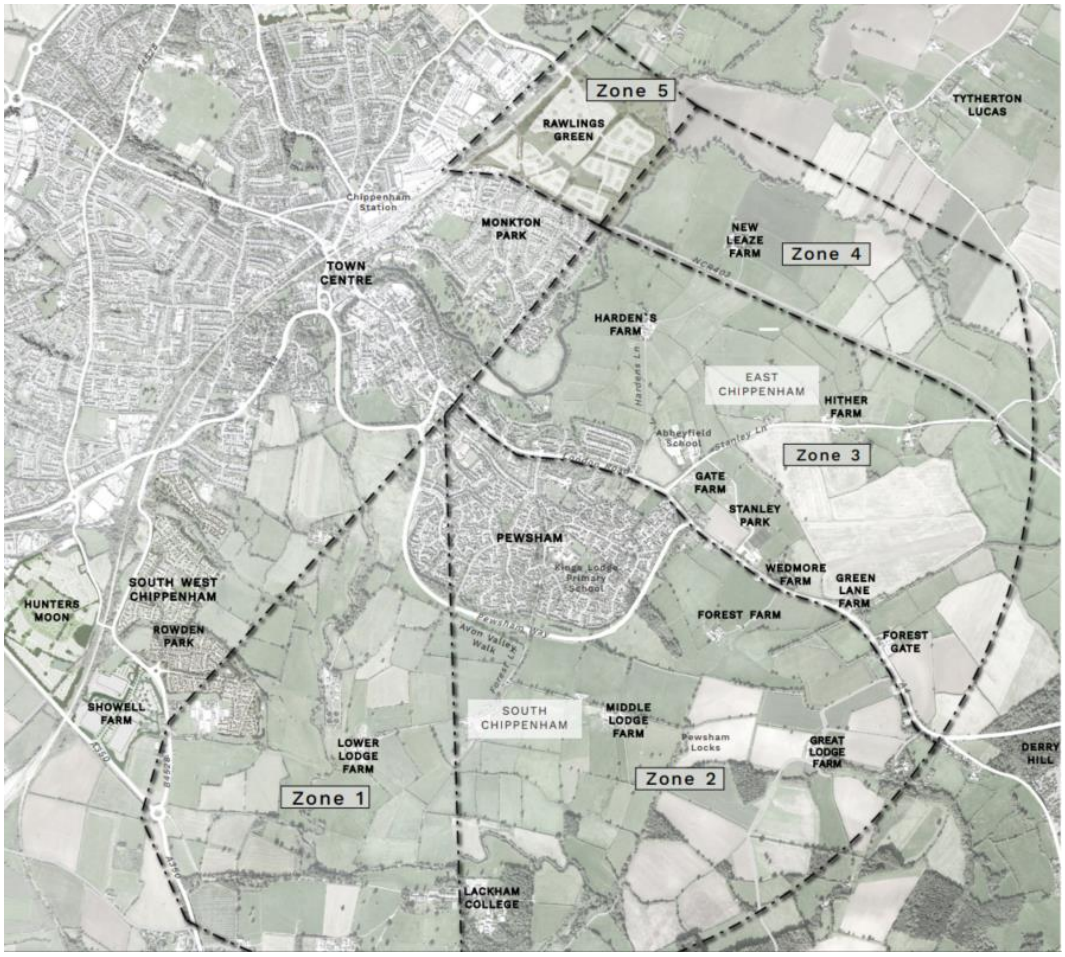
[12] Webinar recording, 11th February 2021: https://www.youtube.com/watch?v=IhrsDGzoTs8&feature=youtu.be
[13] Webinar recording, 20th February 2021: https://www.youtube.com/watch?v=6UpOGAT7ahg

Figure 1: Future Chippenham road route options map



3.17. The consultation sought feedback on the road route options in 5 identified zones.

Figure 2: Consultation zones 1-5



The consultation material

3.18. The following consultation material was made available for comment during the consultation period:

- Map showing all road route options (Attached at **Appendix T**)
  This provided a map overview of the three road route options and the two link road options that were being consulted on.

- Public consultation leaflet (Attached at **Appendix U**)
  This provided a summary of the context and objectives of the wider Future Chippenham project, its relationship with the Local Plan review process, a non-technical summary of the key considerations surrounding the road route options, and a high-level summary of milestones for the project.

- Video to explain the road route options[14]
  The video summarised the content of the public consultation leaflet and included a narrated flyover view of the road route options. The video was made available to use on the Council's YouTube channel and links to the site were available in both the consultation material and on the webpage. Two versions of the video were provided, both with and without subtitles. At the close of consultation at 5pm on Friday 12th March 2021 the two videos had collectively been viewed 13,182 times.

3.19. Several other additional evidence base technical reports were also provided to underpin the work that had so far been undertaken to inform the road route options presented through the consultation. This included:

- Options Assessment Report summary[15]
- Future Chippenham Distributor Road - Options Assessment Plans[16]
- Preliminary Environmental Assessment of Options Report (PEAOR) – summary report[17]
- Preliminary Environmental Assessment of Options Report (PEAOR) – full report[18]

3.20. The consultation webpage also contained a number of Frequently Asked Questions (FAQs) concerning the project, the consultation process, and the decision-making process.

[14] Road route options consultation video, YouTube, available at: https://www.youtube.com/watch?v=StYlbF3jHYA
[15] Options Assessment Report summary, available at: https://www.wiltshire.gov.uk/media/5744/Options-Assessment-Summary/pdf/OAR_summary.pdf?m=637463266543230000
[16] Future Chippenham Distributor Road – Options Assessment Plans, available at: https://www.wiltshire.gov.uk/media/5746/Future-Chippenham-Distributor-Road-Options-Assessment-Plans/pdf/Future_Chippenham_Distributor_Road___Options_Assessment_Plans.pdf?m=637466574344500000
[17] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000
[18] Preliminary Environmental Assessment of Options Report (PEAOR) full report, available from: https://www.wiltshire.gov.uk/media/5745/Full-options-assessment-report/pdf/Future_Chippenham_-_Options_Assessment_Report_January_2021.pdf?m=637463272933430000

How could people respond to the consultation?

3.21. Representors were offered several ways to respond to the consultation. An online consultation feedback form could be completed and submitted via Wiltshire Council's website. Alternatively, a copy of the consultation feedback form could be submitted by email or post. A copy of the consultation feedback form can be viewed at **Appendix V**. Respondents could also submit written comments by letter or email.

3.22. The consultation was conducted in accordance with the provisions set out in the Temporary Arrangements supplement to the SCI and therefore was widely accessible to a broad range of consultees allowing all those with an interest in the Future Chippenham road route options to comment.

4. Summary of consultation responses

4.1. Over the consultation period 1,175 duly made representations were received. This comprised:

- 951 submitted using the Future Chippenham consultation survey form[19]
- 224 submitted by email or letter only

4.2. A full schedule of the responses that were received over the consultation period can be found at **Appendix W**. Personal information has been redacted.

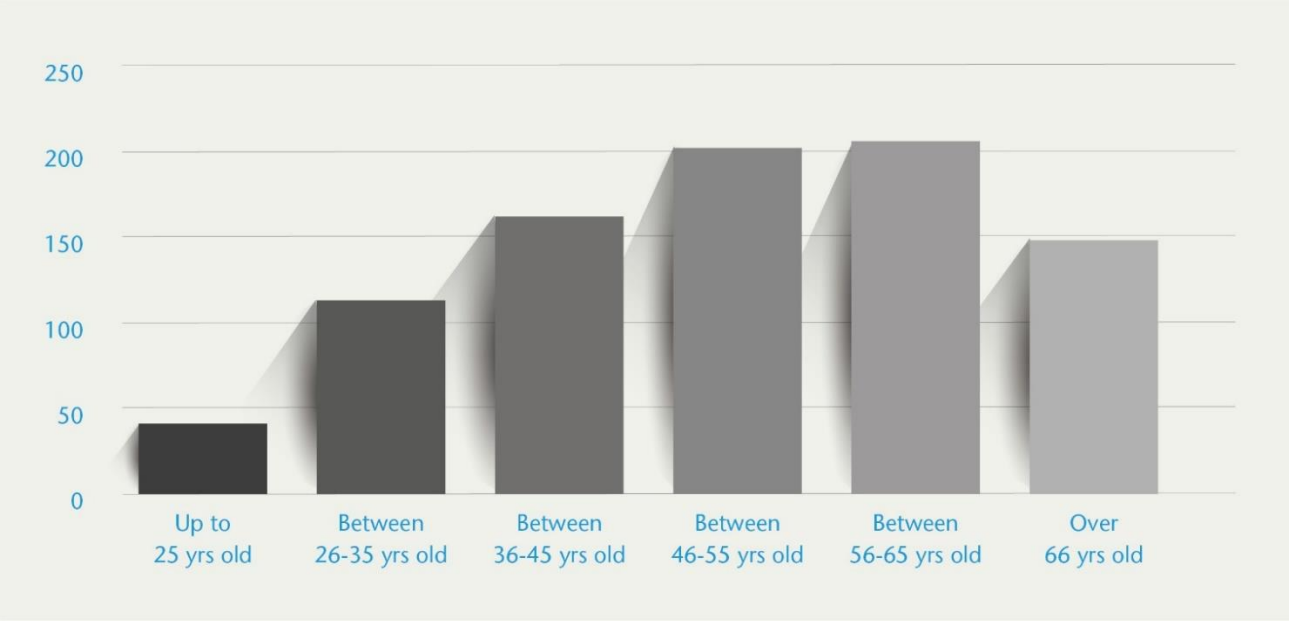
Analysis of respondent demographics

4.3. The consultation form invited respondents to provide details about age and location to enable a better understanding of consultee demographics.

Age profile of respondents

4.4. There were 872 respondents who answered Question 3 of the consultation form, relating to age demographics. Of those who responded, 41 (4.7%) were aged up to 25 years old, 113 (13%) were between 26-35 years old, 162 (18.6%) were between 36-45 years old, 202 (23.2%) were between 46-55 years old, 206 (23.6%) were between 56-65 years old and 148 (17%) were over 66 years old.

Figure 8: Graph showing respondent demographics by age

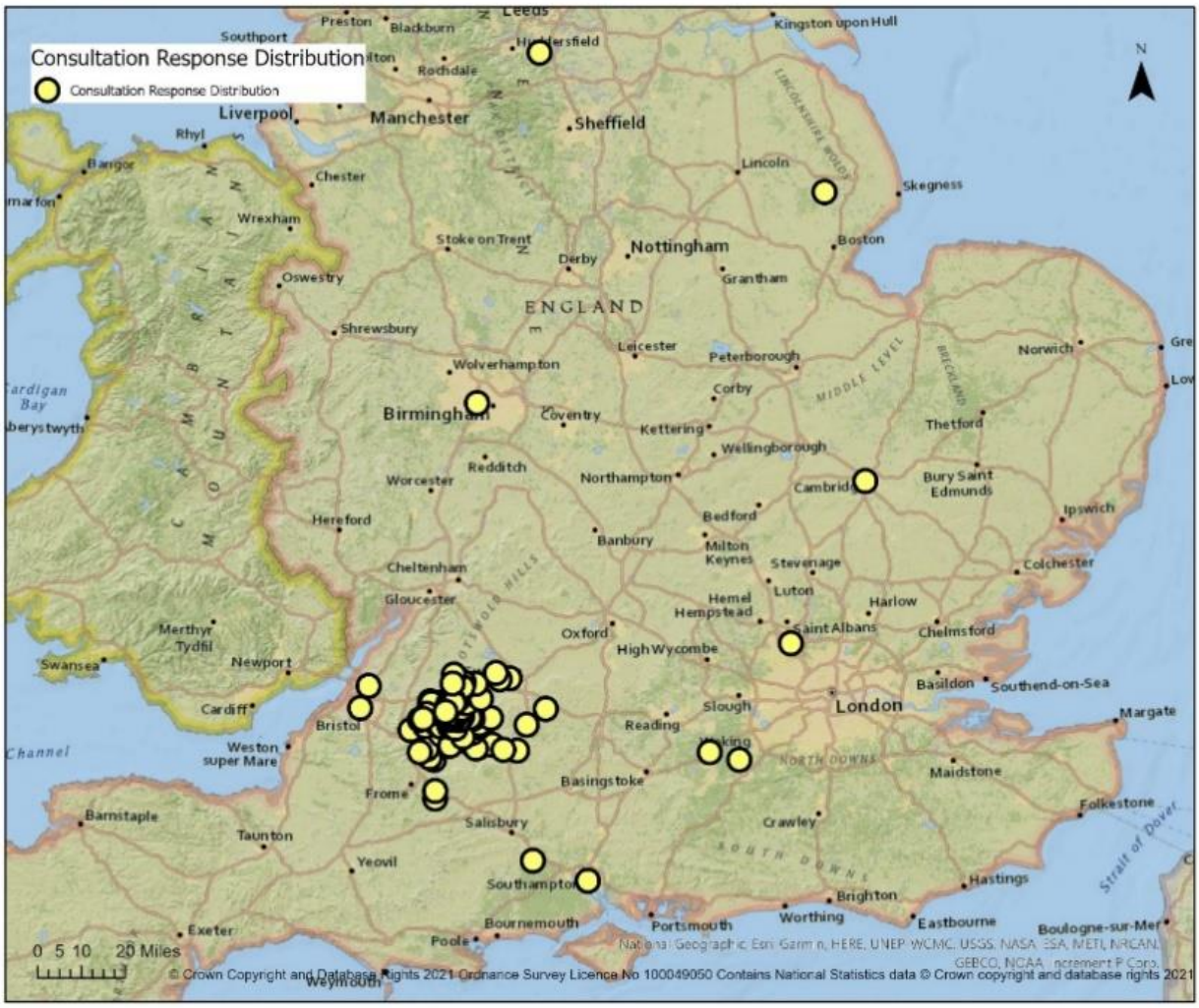


[19] A small number of respondents who completed the consultation form also provided supplementary feedback by email or letter and these were grouped together as a single response where identified. For the purpose of recording, these are counted as responses using the consultation form rather than email or letter.

Profile of respondents by location

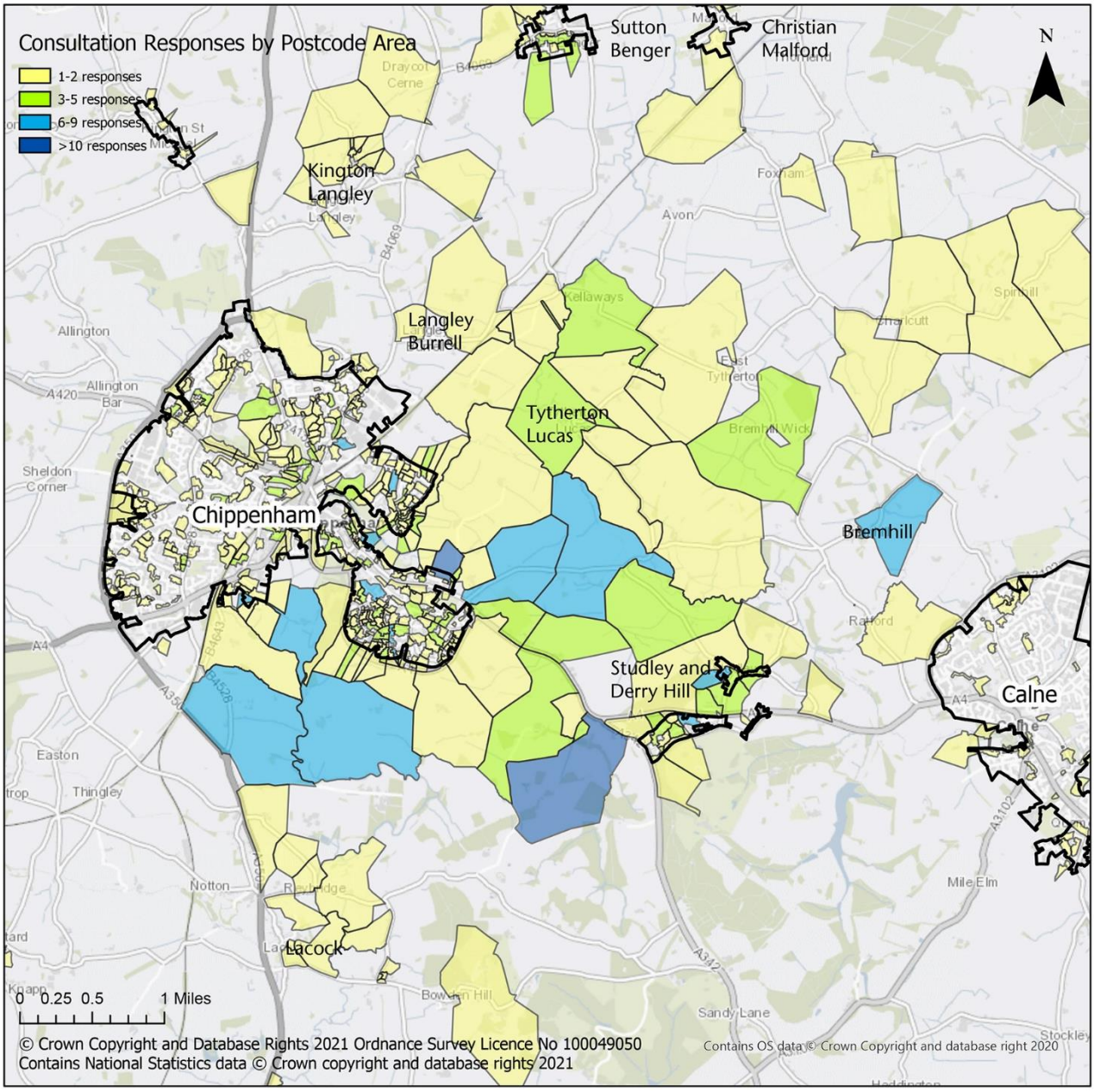
4.5. From the post codes that were supplied by respondents answering Question 4 or through representations submitted separately by email or letter, the map below shows the broad spatial distribution of the responses. This shows a cluster of responses in the Chippenham and surrounding area.

Figure 9: Map showing spatial distribution of respondents (England)



4.6. From the post codes that were made available, a more detailed picture can be drawn of the spatial distribution and number of responses received in the Chippenham/Calne area. This shows concentrated levels of interest from respondents within and close to the Future Chippenham area, with broad interest from most areas within Chippenham and some areas of Calne and the outlying villages.

Figure 10: Map showing spatial distribution of respondents (Future Chippenham area)



Analysis of consultation responses

4.7. The following section sets out a summary and analysis of the consultation responses that were received in relation to the Future Chippenham road route options consultation. Whilst the purpose of the consultation related to a choice of road route options a number of respondents took up the opportunity to express views on the underlying housing requirement and/or the need for the road. This section is therefore laid out as follows:

- 'No road' feedback submissions
- Summary of responses and officer feedback:

Consultation form question	Feedback
Consultation form questions 5 and 6/Email and letter responses: Key issues	These responses have fed into the decision-making process on the road route options, through an update to the Options Assessment Report. These comments will also be used to inform the development of the Framework Masterplan where relevant.
Consultation form questions 7, 8, 9 and 10/Email and letter responses: Preferred route of the distributor road	
Consultation form questions 11, 12 and 13/Email and letter responses: Preferred route of the Pewsham link road	
Consultation form questions 14, 15, 16, and 17: Statistical data relating to preferred modes of transport	These responses will be used to inform the development of a Framework Masterplan for the site and inform future transport modelling.

'No road' feedback submissions

4.8. The Future Chippenham road route options consultation took place broadly in parallel with, but entirely separate from, Wiltshire Council's consultation on the Local Plan review[20]. The emerging Local Plan review that was subject to recent 'Regulation 18' consultation identifies the Future Chippenham site as possibly the most sustainable option for strategic growth at Chippenham up to 2036, with the potential to deliver into the next plan period. It also confirms that a new road would be required to support this development, in order to avoid unacceptable impacts on the highways network and to facilitate development. The outcome of the Local Plan review process will determine whether the site is to be selected as a preferred site for development.

4.9. The Future Chippenham road route options consultation took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network.

4.10. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

4.11. The Future Chippenham team acknowledge that a significant proportion of respondents chose to submit an in-principle objection to any new road, or objection to the principle of development on this scale generally on the site.

[20] Wiltshire Local, Local Plan Review consultation, available at: www.wiltshire.gov.uk/planning-policy-local-plan-review-consultation

Summary of responses to consultation survey questions relating to the road route options and officer feedback

4.12. The following section sets out a summary of the responses received through the Future Chippenham road route options consultation form and responses that were submitted by email or letter during the consultation period. This section is broadly laid out corresponding to the layout of the consultation form, as follows:

Consultation survey question	Description
Consultation form questions 5 and 6/Email and letter responses: Key issues	This summarises the answers that were provided to questions 5 and 6 of the consultation form and summarises the email and letter responses that provided general comments and feedback on the key issues for the project.
Consultation form questions 7, 8, 9 and 10/Email and letter responses: Preferred route of the distributor road	This summarises the answers that were provided to questions 7, 8, 9 and 10 of the consultation form, and summarises the email and letter responses that made specific comments relating to any of the three road route options presented.
Consultation form questions 11, 12 and 13/Email and letter responses: Preferred route of the Pewsham link road	This summarises the answers that were provided to questions 11, 12 and 13 of the consultation form, and summarises the email and letter responses that made specific comments relating to any of the two link road route options presented.
Consultation form questions 14, 15, 16, 17 and 18: Statistical data relating to preferred modes of transport	This sets out a summary of the statistical data representing respondents preferred modes of travel in the Chippenham area and reasons for making journeys. No analysis of the data is provided, but this will help to inform the project moving forward.

Questions 5 and 6/Email and letter responses: Important issues

Summary of responses to Question 5

4.13. There were 899 responses received to Question 5 which asked respondents to consider the following:

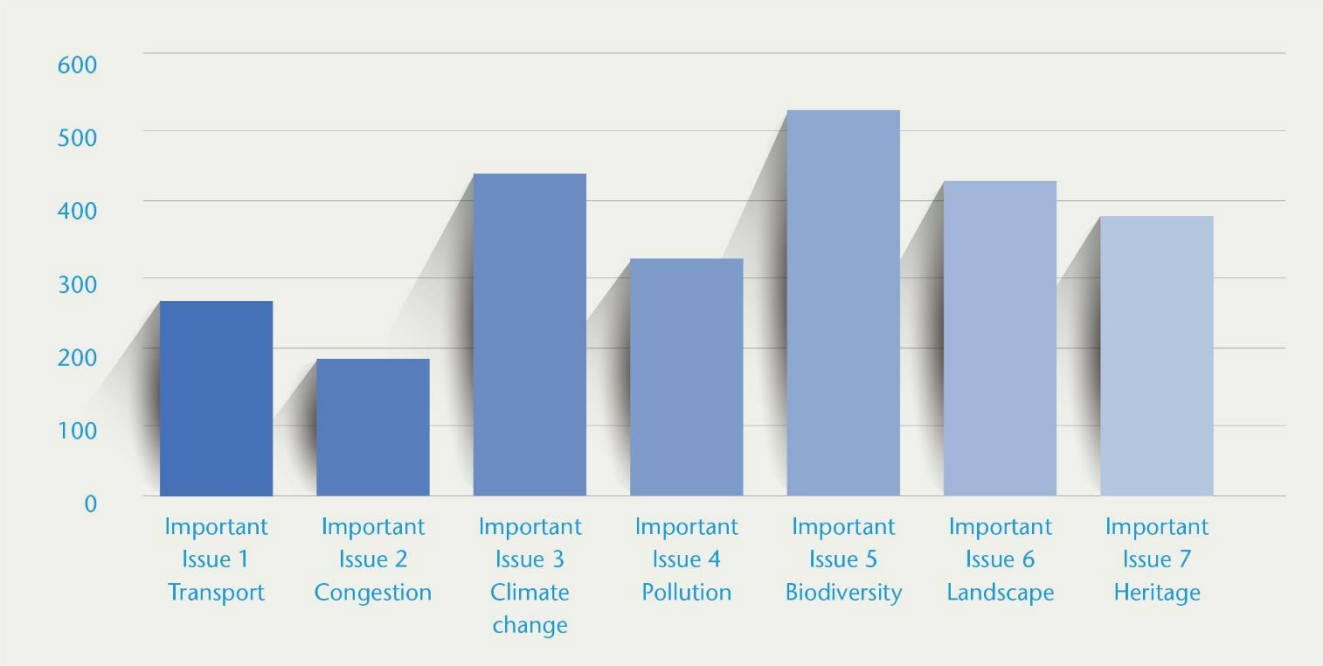
Thinking about the options for the potential route of the distributor road and link road, what do you consider are the most important issues that the council should be considering?

Important Issue No.	Descriptions
1.	Improving the availability of sustainable transport infrastructure e.g. for buses, trains, bicycles, and pedestrians
2	Easing traffic congestion and improving journey times
3.	Climate change adaptation/mitigation
4.	Reducing air/noise pollution
5.	Protecting and enhancing biodiversity e.g. animal and plant habitats

6.	Protecting and enhancing landscape and visual amenity
7.	Preserving and protecting heritage assets
8.	Other

4.14. Of the 899 responses received to this question, the following feedback was received:

Figure 11: Graph showing responses to consultation form Question 5



4.15. The responses to this question indicated that generally all of the issues identified were considered to be of importance to a significant proportion of respondents who answered this question. However, it was clear that matters relating to the environment – biodiversity, landscape and climate change were of particular importance. Issues surrounding congestion were of less importance to those responding to this question.

4.16. Where consultees felt there to be one or more additional Important Issues, these could be provided within a free text field under 'Other'. There were 455 responses received providing additional comments to Questions 5. Of these 455 responses nearly half (221) specifically referenced a preference for there to be no development of a road. Other important issues raised included the need to preserve/avoid impact on landscape setting (36); to not build any new houses (21); to avoid urban sprawl/overdevelopment of Chippenham (15); and to preserve agricultural land (14). Other feedback included more detailed aspects of the road design, connectivity and environmental issues. This is valuable insight which will be fed back to the road design team and used to inform the Framework Masterplan. A full summarised list of responses to Question 5 'Other', alongside the number of times each point was raised can be found at **Appendix A**.

4.17. Question 6 provided respondents with a free text field within which they could elaborate on their responses and provide any other comments. A significant number of respondents also provided general comments and feedback on Important Issues and matters of principle via email or letter, and these have been grouped together with responses to Question 6. The feedback provided was reviewed and broken down into a series of separate themes, and listed

as individual points made, alongside a record of the number of times the same point was raised by different respondents. The full lists of summarised points raised under Question 6 can be found at **Appendix B (1-10)**. The comments received were grouped under the following broad themes:

- Transport
- Climate change and flooding
- Pollution and air quality
- Ecology and environment
- Landscape
- Heritage
- Economy and infrastructure
- Planning
- Consultation and process
- General

4.18. A high-level summary of the comments received is set out below along with officer responses to the points raised. Where appropriate the officer responses explain how the points raised have and will influence the project going forward, including through road design, road route options decision making, and the subsequent Framework Masterplanning process.

Summary of responses to Question 6

Summary of responses to Question 6 – Important Issues

Theme: Transport (Appendix B1)

Sustainable Transport

There were 557 responses made via Question 6 of the consultation form, or made via email or letter that were judged to fall within the theme of sustainable transport, transport, and connectivity. A significant number of respondents raised concerns over the potential loss of recreation space including footpaths, cycleways etc and raised concerns that the scheme could be promoting unsustainable transport into the future. Other concerns and issues raised were around promotion and investment and promotion is required to support more sustainable modes of transport.

Sustainable Transport: Future Chippenham officer response

Delivering truly sustainable development will be at the heart of the Framework Masterplan and the road, whichever route is preferred, will be designed to promote sustainable transport as a principle objective with the provision of segregated cycling and walking routes as well as seeking to enhance public transport where possible. In particular it is important to provide evidence to enable residents to engage meaningfully in the process when considering the opportunities to deliver sustainable transport solutions for their town.

A draft Concept Framework plan for Future Chippenham identifies sustainable transport opportunities and aspirations and this will be further developed into a Framework Masterplan for the whole area to show how the road will sit in context and deliver benefits to the whole town.

Summary of responses to Question 6 – Important Issues

The responses received provide valuable insight which will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Framework Masterplan will be accompanied and underpinned by a sustainable transport strategy which will explain how the objectives of optimising sustainable transport patterns can and will be achieved.

This sustainable transport strategy will also address walking, cycling and public transport. Where appropriate, segregated pedestrian and cycle routes will be provided alongside the distributor road and roads through any development that the road unlocks. Public transport links will also be a key consideration. Wherever possible cycle and pedestrian routes will be extended and links to existing networks towards Chippenham town centre, and the surrounding areas will be provided.

Public rights of way will be improved where appropriate, and it will be ensured that safe crossing points are improved where necessary. Responses relating to public rights of way are welcomed and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Public Rights of Way network will be protected and, where appropriate, enhanced through the development of the site. Wherever possible, rights of way will be retained in their existing layout, and only where diversions are absolutely necessary to the delivery of the development will suitable diversions to the network be proposed.

Where it is possible, opportunities to extend bus routes will be considered, introduced, and improved with the introduction of any housing development that could be unlocked by the delivery of the distributor road. Some of the responses relating to public transport, provide valuable insight and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site.

Sustainable transport will be integral to the development and it will be ensured that space for bus stops is incorporated into the design of the distributor road, where appropriate. The Framework Masterplan will consider as a priority the promotion of sustainable modes of transport including the use of low emission vehicles, cycling and walking and seek opportunities through wider improvements to reduce town centre congestion which has an impact on air quality.

Town centre traffic, congestion and journey time

There were 593 responses made via Question 6 of the consultation form, or made via email or letter that covered issues relating to traffic congestion in and around the site and the town centre, or relating to impacts on journey times. A significant number of respondents expressed a view that the scheme would make traffic and congestion worse on the existing highways network and these concerns were echoed by Calne Town Council and Chippenham Town Council. Some respondents raised issues around potential impacts on work/travel patterns following the COVID-19 pandemic and suggested a requirement to take time to consider these in more detail before progressing with the proposed scheme. Other concerns and issues raised were around accessibility to the train station, additional road schemes and highway safety.

Town centre traffic, congestion and journey time - Future Chippenham officer response

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected housing needs for the next 20 years can be met in the most environmentally sustainable way.

Therefore, given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

The traffic modelling for Chippenham identifies existing and future issues regarding congestion and air quality at key points in the town centre for which the Future Chippenham scheme will provide some mitigation. Upgrades to additional existing key junctions such as the Malmesbury roundabout, Chequers etc are also included as part of the scheme, delivering a holistic approach to ensuring the highways network can meet the short medium and long term needs that the Future Chippenham scheme may require. The Framework Masterplan will provide a phased approach to long-term development to ensure the appropriate infrastructure is delivered at the right time.

In addition, the project has secured funding to provide input in the proposed upgrade to Junction 17 of the M4. Although the initial impacts of the COVID-19 pandemic and national and local lockdowns did show an impact on highway use, there is no evidence at this stage that this will continue post lockdown and as we emerge from the pandemic. The distribution of traffic and accessibility to the land to provide housing will remain a necessity and as such it is considered that the distributor road delivers the requirements for the housing and provides additional benefits to address traffic congestion in and around the town.

The aim of the project is not to deliver a bypass. The function of the new road is to unlock land to support the delivery of identified housing and employment needs, and provide a significant distribution route which will provide opportunities alongside other junction improvement to reduce traffic congestion in the town centre, improve connectivity and travel within and around the town as well as alleviating pressure on existing highways.

The road should not be considered a bypass but rather a distributor road that serves development associated with it. The design and the traffic speed will reflect this. Generally, the national speed limit on street lit roads is 30 mph. Roads suitable for a 40-mph limit are generally higher quality suburban roads or those on the outskirts of urban areas where there is little development. As the distributor road is likely to become an urban street lit road it is likely that the speed limit will be 30mph as detailed within the consultation documentation.

There have been a number of concerns raised regarding the impact this development will have on other strategic roads and connector roads around the development site, in particular those around the rural villages, Calne and other neighbouring towns. A further review of the traffic modelling is ongoing and whichever route is identified as the preferred route will inform

this further. This information will seek to identify opportunities to ensure that primary routes are utilised to distribute traffic where possible, through existing highway powers.

The project includes a critical link road off Pewsham Way, that provides opportunities to reduce traffic congestion on this and linked highway networks and also an additional point of access to the proposed housing development and local centre. Traffic modelling identifies that this is essential to manage congestion and provide important connectivity to the existing Pewsham development.

Theme: Climate change and flooding (Appendix B2)

Climate Change

There were 445 responses made via Question 6 of the consultation form, or made via email or letter that were judged to fall under the broad theme of climate change. Issues raised included that the council should be demonstrating a commitment to meeting the challenges of the climate emergency and there were some concerns about Future Chippenham's ability to address the challenges faced. Concerns were also raised with the perceived carbon cost of the project, and the impacts on ecology, carbon sinks and soils. Requests were also made for any development to be exemplar in terms of sustainability and carbon neutrality.

Climate Change – Future Chippenham officer response

Addressing the climate emergency is an underpinning objective for the Future Chippenham project. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre and improve connectivity and travel within and around the town.

The Future Chippenham team consider all evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Part of this will be the focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Futureproofing development so that new builds are constructed to policy compliant carbon standards, alongside a framework of significant green infrastructure, spaces for nature and sustainable transport opportunities will also be critical.

These matters will be addressed through the subsequent stage of preparing the Framework Masterplan for the site. Garden settlement principles will be applied, with decarbonisation and the need to meet the challenges of the climate emergency will be underpinning principles. The Future Chippenham project will seek to be aspirational and identify opportunities to exceed planning policy requirements wherever practicable. Consideration will be given to extend initiatives within the proposed Framework Masterplan area and the wider area so that the town moves towards the same objectives and goals.

Flooding

There were 99 responses made via Question 6 of the consultation form, or made via email or letter commenting about flooding and flood risk. A large proportion of these were general concerns that the development could exacerbate existing issues of flooding in and around the subject area. Others made reference to specific areas of concern that were considered to be put at risk of flooding. Concerns were also raised about impacts on the water table and water quality. The Environment Agency commented that impacts on watercourses should be sought to be addressed by minimising the number and width of river/flood plain crossings in a way that does not impede flood water flow, interfere with the natural behaviour of the channels or create any barrier to the movement of wildlife. The Environment Agency also noted that development of road infrastructure must not increase flood risk elsewhere, and should deliver flood risk betterment overall.

Flooding – Future Chippenham officer response

The rivers in and around the site are important features in the landscape as well as being environmental assets, and will be key considerations in the design and layout of the site in the Framework Masterplan.

Desk based assessments of the water environment were carried out in support of the road route options stage, which set out a number of mitigation measures to be employed to reduce runoff and pollution from construction activities into local watercourses and groundwater receptors. This is further detailed within Section 4.5 of the PEAOR summary report[21].

Proposals for development of the site will be further supported and informed by detailed flood risk assessments. A principle that will underpin the Framework Masterplan will be to, wherever possible, identify and avoid development in areas at risk of flooding (Flood Zones 2 and 3). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate drainage bodies. Ongoing assessment work will identify areas that are more susceptible to flooding, including groundwater flooding, and identify mitigation and drainage strategies to be put in place.

It is expected that the development proposals will include measures to alleviate flood risk in some areas.

The Environment Agency's comments are noted and will be taken into account when considering the final route recommendation.

[21] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Theme: Pollution and air quality (Appendix B3)

Pollution and air quality

There were 256 responses made via Question 6 of the consultation form, or made via email or letter that addressed matters relating to pollution and air quality. A main concern for many respondents related to the perception that the development would create or exacerbate existing air quality/air pollution issues in and around Chippenham, or lead to issues elsewhere as a result of the development. Similar concerns were raised regarding the potential for exacerbating the impacts of noise pollution, light pollution, and to a lesser degree littering and other contaminants in the environment. Some requests were made for mitigation measures to be introduced such as additional tree planting, and routing away from existing properties.

Pollution and air quality – Future Chippenham officer response

The draft Concept Framework plan that supported the road route options assessment provided the foundations to ensure that pollution and air quality were considered from the outset.

The Framework Masterplan will address the need to minimise the impacts of air pollution, light pollution, and noise pollution. All comments regarding pollution, air quality, noise and light pollution provide valuable information which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the wider site and design of the final road route. All aspects of pollution will be further assessed as part of the development of the wider Framework Masterplan and road design to be accompanied by an overarching Environmental Impact Assessment. This will clearly outline potential impacts and proposed measures identified as necessary to mitigate them. Potential impacts during construction will also be avoided, where possible, and if not possible mitigated by employing best practise construction practice.

Whilst air quality modelling or noise impacts assessments are yet to be undertaken, it is recognised that selection of a route located furthest from pollutant receptors would assist in reducing potential air quality impacts, and there is potential for the use of noise dulling barriers (such as landscape bunding) to help ameliorate the impacts of noise.

Theme: Ecology and environment (Appendix B4)

Ecology

There were 363 responses made via Question 6 of the consultation form, or made via email or letter addressing matters relating to ecology. Key concerns from a large number of respondents revolved around the potential for the development to result in harm to the natural environment, habitats, specific species, and biodiversity more generally. Some expressed a desire to see any development on the site to deliver overall improvement to ecological conditions, or biodiversity net gain, such as provision of spaces for wildlife and

green corridors and connections. Concerns were also raised regarding the potential for impacts on the ecological condition of the rivers, and the Environment Agency noted that where impacts on river habitats cannot be avoided, this must be appropriately mitigated for.

Ecology – Future Chippenham officer response

An assessment of the biodiversity baseline has been carried out, to inform the road route options assessment process presented in this consultation, including a site-based Extended Phase 1 Habitat survey, a Ground Level Tree Assessment (GLTA) for bats, and wintering bird surveys. Key considerations are the mitigation of any potential impacts on nearby designated sites such as Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Nature Reserves (LNRs), County Wildlife Sites (CWSs), Ancient Woodlands, and on any protected or notable species recorded in the area. A range of potential mitigation measures are identified in paragraph 4.4 of the PEAOR summary report[22]. Further ecological surveys are being carried out, and discussions with Natural England and the County Ecologist are ongoing.

The feedback received identifying individual species (including spotted flycatcher breeding territories and other species such as kites, buzzards, owls and migratory birds, roe deer, voles, hares, rabbits, foxes, badgers, long tailed tits, blue tits, great tits, dunnocks, robins, otters and others) is welcomed, and the Future Chippenham team will ensure that these, plus any others, are taken into account during further ecological evaluations and the design process.

Any development including the road options and wider Framework Masterplan will be further supported and informed by additional detailed ecological surveys, which will form a critical part of the Environmental Impact Assessment for the whole site. The Framework Masterplan will be supported by a suite of ecology assessments that consider impact on all flora, fauna, and their habitat. These studies will identify if important species are present and if so can either be avoided or if avoidance is not possible, identify what mitigation will be needed. Avoidance of impacts will be the preferred option in all cases, and where this is not possible then mitigation may include translocation of species where legislation requires.

The scheme will need to show how a net gain for biodiversity is provided in line with local and national planning requirements. The ability to achieve a biodiversity net gain has been fundamental in informing the draft Concept Framework for the site and will continue to be considered in the development of the Framework Masterplan. It will be ensured that all opportunities for enhancing biodiversity are investigated on a whole site basis and where appropriate on a Chippenham wide basis.

The Future Chippenham team are committed to working in partnership with key environmental stakeholders and statutory consultees in developing the Framework Masterplan, including the Environment Agency, Natural England and Wiltshire Wildlife Trust.

The benefits of developing a whole site Framework Masterplan are key to ensuring that the impacts on ecology can be minimised, and mitigation can be delivered and planned upfront on a holistic scale.

[22] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Theme: Landscape (Appendix B5)

Landscape

There were 594 responses made via Question 6 of the consultation form, or made via email or letter relating to landscape matters. A significant proportion of these comments related to concerns about the impact of the road or wider development on the local landscape setting, impacts on the Marden/Avon valleys and general concerns about resultant harm to natural beauty, green space and loss of countryside on the rural east side of Chippenham. Concerns were also raised by a large number of respondents that the Future Chippenham development would erode the landscape buffer between Chippenham and surrounding settlements. A number of requests for mitigation were made including investment in green infrastructure facilities, riverside areas, country parks etc.

Landscape – Future Chippenham officer response

The draft Concept Framework for the site and the road route options put forward during the consultation were informed by landscape assessments and studies. Further development of the road route option and Framework Masterplan will be supported and informed by a more detailed landscape assessment that will ensure that the most sensitive landscape elements are protected and where possible enhanced. This will include the river corridor and the existing country park. Suitable mitigation such as landscape planting, topography and design will be identified where appropriate. The Framework Masterplan will ensure that a generous amount of open space, over and above locally required standards, is provided for the local community to enjoy in perpetuity.

In support of the road route options, a desk-based landscape and visual impacts study was undertaken and covered a 1km study area surrounding the site/route options as detailed in section 3.6 of the PEAOR summary report[23], This detailed landscape mitigation recommendations that could be implemented, including:

- careful siting of the highway to avoid significant landscape and visual effects.
- avoidance of the loss of mature trees, hedgerows and safeguarding of existing habitats.
- limiting vegetation removal to that required to undertake the works.
- mitigation planting and/or screening bunds being designed to provide both adequate screening of the highway whilst remaining mindful of the character of the existing landscape to enable the new highway to integrate.
- creation of wet woodland in specific locations to provide both biodiversity and amenity benefit.
- ensuring the design of structures and finishes associated with the river crossings be locally distinctive and reflect a high quality of design.

[23] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

- ensure the scheme integrates with local neighbourhoods to provide benefits for walkers and cyclists in the local area.

The consultation identified concerns that the scheme could cause coalescence between Chippenham and existing settlements such as Bremhill and Calne. The development of the Framework Masterplan will be supported by further landscape assessment which will consider this issue in more detail. Where appropriate, landscape buffers and mitigation will be proposed to ensure that separation and preservation of the identity of surrounding settlements is preserved.

Agricultural land

There were 282 responses made via Question 6 of the consultation form, or made via email or letter relating to agricultural land, with the primary concern being with the loss of agricultural land that would result from the development of the Future Chippenham site. It was also raised that agricultural land should be retained in order to safeguard domestic food production in light of international uncertainties surrounding food imports in the future, e.g. impacts of Brexit and climate change. There were a number of objections to the loss of council owned starter farms.

Agricultural land – Future Chippenham officer response

Any development on the site will be supported and informed by a detailed agricultural land assessment, with a key objective being to avoid development that would result in the loss of Best and Most Versatile farmland.

The majority of soils within the study area are known to be classified as grade 3B and therefore are not recorded as the best and most versatile soils for agricultural use. However, there are known pockets of grade 1 and 2 soils (higher quality) in Zone 1, with sections of grade 3A soils interspersed across all zones. This will be considered in further detail through the preparation of the Framework Masterplan for the site.

It is anticipated that, subject to the site being allocated for development in the Local Plan, council owned land will be proposed for the development of the range of uses, potentially including housing, essential infrastructure and public open space. This will require existing farm uses to cease and farm tenants will be served notice to quit in the long term. Whilst some farming activities will remain on licences or other short term arrangements, it is not anticipated that they will remain in the long term.

There are no specific proposals to replace the County Farms at Chippenham, should they be taken out of agricultural use, but the council is committed to the effective management of the remainder of the portfolio and is working with tenants to facilitate opportunities to remain in occupation of undeveloped land on a flexible basis and to relocate to alternative holdings where possible.

Theme: Heritage (Appendix B6)

Heritage

There were 58 responses made via Question 6 of the consultation form, or made via email or letter relating to heritage matters. A primary concern was that the historic value of the site could be lost through the development, and there were specific concerns raised regarding the potential loss of areas of archaeological significance, and harm to heritage assets including the Wilts & Berks Canal, Lacock, and other listed buildings.

Heritage - Future Chippenham officer response

The draft Concept Framework developed to support the road route options assessment sought to ensure the protection of existing heritage sites and integration into any development in the future. This will be further incorporated into the Framework Masterplan which will be supported and informed by detailed heritage assessments that will ensure that the most sensitive historic elements are protected and where possible enhanced. This will include archaeology, buildings of heritage value and historic landscapes, and will consider the assets highlighted by consultees. The principle that will underpin the Framework Masterplan will be to, wherever possible, identify heritage assets and avoid impacts (i.e. plan around them). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate heritage bodies.

In support of the road route options, desk-based assessments of archaeological and heritage impacts were carried out as detailed in the PEAOR summary report[24]. This was presented alongside detailed mitigation recommendations, including careful siting of the highway to avoid significant impacts.

Theme: Economy and infrastructure (Appendix B7)

Employment and economy

There were 171 responses made via Question 6 of the consultation form, or made via email or letter relating to employment/economy matters. This included concerns that there are not enough local jobs to support the development, and there is a lack of evidence that enough/the right type of new jobs would be created.

Employment and economy – Future Chippenham officer response

This consultation was about identifying a preferred road route should the development come forward within the Local Plan. Matters that relate to the economy are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be

[24] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site.

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way. Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting.

A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Infrastructure and services

There were 246 comments made via Question 6 of the consultation form, or made via email or letter that related to infrastructure and services. Key issues raised were concerns that infrastructure in the area is insufficient to support the scale of development proposed, and that there do not appear to be benefits offered to the existing town/town centre that would justify the pressure placed on local services. Specific references we made to the perceived squeeze on capacity of GP services, the hospital, schools, leisure and recreation, retail options etc.

Infrastructure and services – Future Chippenham officer response

Any development will need to be supported by infrastructure. This was identified in the draft Concept Framework which informed the road route options assessment process. This will be refined further during the development of the Framework Masterplan and will include both critical and community infrastructure including the following:

- School provision
- Heath facilities
- Open space and play areas
- Indoor and outdoor leisure facilities
- Open spaces
- Country parks
- Local centres/small scale retail
- Community halls
- Public houses
- Churches

Preparation of the Framework Masterplan will be informed by ongoing dialogue between the Future Chippenham team and key stakeholders and service providers to ensure that capacity needs are identified and accommodated for within the plans for the site.

Summary of responses to Question 6 – Important Issues

The submission to the Local Planning Authority to demonstrate that the Future Chippenham site is the most sustainable option to meet the town's future growth needs, will include an Infrastructure Delivery Plan (IDP) setting out the infrastructure that is required to be delivered and by when. This IDP will support future Local Plan representations, masterplan and planning applications.

Health and social wellbeing

There were 131 responses made via Question 6 of the consultation form, or made via email or letter relating to health and social wellbeing. A primary concern was that the development would result in loss of access to the countryside resulting in negative impacts on residents' mental and physical wellbeing, and quality of life. Concerns were also raised regarding the potential impact of increased air pollution on respiratory health. Some concerns were also raised regarding the potential for the development to increase rates of crime.

Health and social wellbeing – Future Chippenham officer response

Health and social wellbeing are a fundamental aspect of the draft Concept Framework that has informed the road route options assessment. The scale of the proposed growth in the draft Concept Framework allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits. The proposed Country Park offers a significant area of open space which will support the future health and wellbeing of existing and future residents. The river and its flood meadows will also become a 'unifying strand' in the green infrastructure network.

Public health matters will be assessed further as part of the development of the Framework Masterplan and road design and there will be a chapter within the Environmental Impact Assessment (EIA) which will accompany all submissions, detailing the assessments undertaken, impacts identified, mitigatory measures to be implemented and opportunities for improvements where practicable. Similarly, the EIA will address social issues including the provision of affordable homes, accessible homes for the mobility impaired, access to education and healthcare services and incorporation of the principles of safe by design. The points regarding potential detrimental impacts on people's health arising from this scheme are noted and accepted as valid. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this the process will include consultation with the NHS and be designed to minimise impacts and optimise opportunities, such as the provision of a new network of public green open space including trim trails and enhanced cycle and walking opportunities.

Theme: Planning (Appendix B8)

Relationship with the Local Plan review/Prematurity

There were 200 responses made via Question 6 of the consultation form, or made via email or letter commenting on the project proposals relationship to the Local Plan review process. The majority of these were matters for consideration through the Local Plan review process, and are not matters that can be addressed through the Future Chippenham project. For

example, many responses were received objecting to the number of homes proposed to be allocated to Chippenham, querying why government targets appear to have been exceeded. There were also queries regarding the site selection process and broader housing distribution strategy. Queries were also raised as to what would happen to the Future Chippenham proposals should the site not progress to allocation through the Local Plan review process, and a query as to why concept layout plans included within the Local Plan review consultation material appeared to show a road route. With regard to the relationship between the Future Chippenham project and the Local Plan review process, a large number of concerns were raised that consultation on the road route options, while the Local Plan review is in its early stages, was premature and should be delayed.

Relationship with the Local Plan review/Prematurity – Future Chippenham officer response

Matters relating to the Local Plan review are not within the scope of the road route options consultation, although this report will be shared with Wiltshire Council's Spatial Planning team. The comments received do nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing the Framework Masterplan for the site.

While ideally a planning application for the road or any wider development would not be submitted until the Local Plan review is complete, there are many precedents set where applications that accord with an emerging Local Plan which has reached an advanced stage within the process have been permitted, so as to ensure timely delivery of housing and critical infrastructure.

The next stage of the process is to include a Framework Masterplan which will set out the vision and context for the development. This will be subject to full consultation in due course and be supported by a design code which will provide more detail.

Compatibility with made/emerging neighbourhood plans

There were 22 responses made via Question 6 of the consultation form, or made via email or letter commenting on the project proposals compatibility with made and emerging neighbourhood plans. Particular concerns were raised with the regard to compatibility with Bremhill Neighbourhood Plan policy NP3. Others expressed concerns regarding compatibility with the objectives and visions for Calne Neighbourhood Plan and the emerging Chippenham Neighbourhood Plan.

Compatibility with made/emerging neighbourhood plans – Future Chippenham officer response

This consultation related to the preferred road route for road infrastructure should the area be allocated for housing. Matters relating to the acceptability in principle of developing in a particular area will be key considerations for the Local Plan review process. Comments relating to neighbourhood plan policy requirements are also relevant to the masterplanning stage of the project, and relevant neighbourhood plans will be considered as part of the evidence review supporting the production of the Framework Masterplan. The project team

will ensure further discussion is had with the relevant town and parish councils, or neighbourhood plan steering groups to ensure proposals are as joined up as possible.

Housing/Scale of development

There were 664 comments made via Question 6 of the consultation form, or made via email or letter relating to housing and scale of development. Many of these were matters for consideration through the Local Plan review process, and are not matters that can be addressed through the Future Chippenham project. For example, a considerable number of comments expressed a view that no new housing is needed or wanted in Chippenham or that too many houses were proposed for Chippenham or on this site. It was expressed by a considerable number of respondents that the Future Chippenham site was too large, would result in urban sprawl to the detriment of the market town character of Chippenham. Concerns were also raised that the scale of the site would not support self-sufficiency in the town and risked exacerbating unsustainable patterns of residents out-commuting to other towns for work and leisure. Comments were also raised that the town is in need of more affordable housing options, and other requests were made for homes to be built to a high standard of sustainable construction.

Housing/Scale of development – Future Chippenham officer response

Matters regarding the scale and location of development being proposed are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site. This report will also be shared with Wiltshire Council's Spatial Planning team for their information.

In respect of concerns about the development leading to out-commuting, the Framework Masterplan will focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Delivery of housing built to a high standard of sustainable construction will also be a key principle, as well as the commitment to deliver policy compliant levels of affordable housing.

Alternative sites

There were 125 responses made via Question 6 of the consultation form, or made via email or letter relating to alternative sites to the Future Chippenham site. The majority of these responses expressed a view that the council should be focusing on delivering regeneration of centrally located brownfield sites as a priority ahead of the consideration of any greenfield sites. It was noted by some that there may be a greater availability of vacant commercial properties for residential conversion as a result of economic contraction and changing working patterns resulting from the COVID-19 pandemic. Preferences were also expressed for development to take place on other sites around Chippenham, and elsewhere in Wiltshire instead of the Future Chippenham site.

Alternative sites – Future Chippenham officer response

The scale and location of strategic growth is a matter for consideration through the Local Plan review process. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than other options for meeting Chippenham's growth needs for the next 25 years or more.

Placemaking

There were 39 responses made via Question 6 of the consultation form, or made via email or letter relating to placemaking and design. Concerns included that the Future Chippenham development will be unattractive/non-distinct, be of poor quality or poorly integrated with the existing town. Concerns were also raised that new dwellings would have small gardens. In relation to the design of the road, responses were received requesting that bridges be designed to a high quality, distinctive standard, and to avoid antisocial behaviour and include vegetation planting.

Placemaking – Future Chippenham officer response

The draft Concept Framework developed for this site and supported by the Options Assessment Report process seeks to ensure that good design and placemaking will be central to the successful delivery of this site. Comments received will further inform the Framework Masterplan for the site and road design.

Environmental Impact Assessment (EIA)

There were 6 points of feedback made via Question 6 of the consultation form, or made via email or letter relating to EIA, including concerns that no EIA had yet been undertaken, and concerns that the breadth of scope would not be wide enough.

Environmental Impact Assessment (EIA) – Future Chippenham officer response

Evidence, including field-based evidence, to support any future planning application and EIA is currently being undertaken in consultation with statutory consultees. This evidence will be used, together with consultation responses to inform the recommendation on the road route option as well as the Framework Masterplan. All planning submissions will be legally compliant and be accompanied by the full prescribed accompanying documents including EIA when they are required. With respect to seasonality of ecological surveys, these will be carried out during certain months of the year to ensure that they are undertaken when specific species are present.

Construction

There were 15 responses made via Question 6 of the consultation form, or made via email or letter relating to construction, including that the developers should be funding the required spending on major infrastructure. Requests were also made for further detail about the nature of construction, such as how long it would take, what would be delivered, where it would be delivered and who would be responsible.

Construction – Future Chippenham officer response

The new road will be built for the purpose of facilitating the delivery of Chippenham's identified housing and employment needs well into the future. Major infrastructure can be costly to deliver, and the funding that has been secured from central government will help to ensure that the essential road infrastructure is in place to support the viable delivery of the development. The next stage of the process is to produce a Framework Masterplan which will set out the vision for the development and how it can benefit the town. This Framework Masterplan will reflect the overall preferred option for the route of the road and indicate where and how much development may be delivered, strategic landscaping, green corridors, local service centres, schools, cycleways, and walking networks. It will also set out some of the details requested regarding expectations around the construction phases of the development. The Framework Masterplan will be subject to full consultation in due course.

Theme: Consultation and process (Appendix B9)

HIF bid and funding

There were 168 responses made via Question 6 of the consultation form, or made via email or letter relating to matters around funding and the HIF bid. Feedback was received relating to the value for money that the project represents, and a concern that the project was being driven by the availability of funds rather than to meet genuine needs. Comments were also made regarding the process of application for HIF funding, with some respondents expressing a view that more public consultation should have been carried out before the application was submitted, with a perceived lack of transparency around the process. Some requests were made for information on overall costs and expenditure. Requests were also made that funding should be reallocated to other projects, or returned to Homes England.

HIF bid and funding – Future Chippenham officer response

The council acted in a proactive manner to seek funding to ensure that much needed development, on land recognised for potential future growth within the earlier examination of the Chippenham Site Allocations Plan, could be brought forward in a holistic and planned approach ensuring that the strategic objectives and benefits to the whole town of Chippenham could be achieved. The successful bid for central government funding was based on a competitive business case which demonstrated good value for money.

Process/Consultation

There were 325 responses made via Question 6 of the consultation form, or made via email or letter relating to matters of process and the conduct of the public consultation. Concerns were raised that members of the community felt they had not been sufficiently consulted and that there was a perceived lack of transparency in the process. A large number of respondents also felt that the consultation form should have offered a 'no road'/in-principle objection option. It was also felt by some respondents that proposals for the road should not be considered in isolation from the wider scheme proposals, and that the consultation material should have provided this wider context with more information provided. Some concerns were raised regarding the role of council as both developer and decision maker. A number of concerns were raised around the administrative process of the consultation, including that the consultation should have been longer, and should not have been carried out during a period of national lockdown.

Process/Consultation – Future Chippenham officer response

The consultation accorded to the Local Planning Authority's adopted Statement of Community Involvement as amended in July 2020 that implemented an interim approach to public consultation in light of restrictions imposed due to the COVID-19 pandemic. Whilst the unique circumstances of the pandemic meant that face-to-face consultation was not an option, alternative COVID safe methods of outreach, such as online webinars and a video, were employed which enabled effective engagement. The results of the consultation with just under 1,200 individual representations being received indicates that the techniques employed have been successful.

It is not uncommon for councils to take an active role in the development of land within their ownership, and procedures are in place to ensure that there is a clear internal organisational separation between teams promoting a development (in this case Future Chippenham) and teams responsible for undertaking the regulatory functions of the council (the Local Planning Authority). Similarly, the elected councillors who sit on the planning decision making committee (in this case Strategic Planning Committee) will be bound by the law and code of practice to consider the case before them solely upon its planning merits taking into account planning policy and all other material planning considerations, including the results of consultations.

The principle of whether the road and potential wider development should go ahead, including the consideration of alternative options, is for the Local Plan review to address. As explained at the beginning of Section 4, the Future Chippenham road route options consultation took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

If none of the road options are pursued (and the £75 million funding returned to Government), it is not the case that the status quo will be maintained. The council will still be under a statutory obligation to meet its housing and employment needs and hence the same level of development will have to be built at Chippenham either through different site allocations or in a piecemeal, unplanned manner via speculative developments which may not deliver the benefits for the town that the Future Chippenham site could.

Theme: General (Appendix B10)

General

There were 690 responses made via Question 6 of the consultation form, or made via email or letter expressing general objections to the proposals. A significant majority of these were comments that no road should be built, that the road is not needed, wanted, or supported, or that there is a lack of evidence to support the development of the road. A significant number of responses also raised concerns that there is a lack of vision for the future of Chippenham, and that the proposals presented are nor fit for purpose. Objections were also received to the perception that the council or developers would profit from the development.

General – Future Chippenham officer response

Objections to the road and options and wider development are noted.

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way. Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting. A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

If none of the road options are pursued (and the £75 million funding returned to Government), it is not the case that the status quo will be maintained. The council will still be under a statutory obligation to meet its housing and employment needs and hence the same level of development will have to be built at Chippenham either through different site allocations or in a piecemeal, unplanned manner via speculative developments, which may not deliver the benefits for the town that the Future Chippenham site could. Under planning law, where a council cannot demonstrate a deliverable supply of homes to meet local needs there is a presumption in favour of granting planning permission for development, and the council and community could lose control of the process.

Concerns have been raised regarding the timing of the application for the HIF fund by the council and the council benefiting financially from the scheme. The council acted in a

proactive manner to seek funding to ensure that much needed development, potentially on land acknowledged as having potential to meet future growth needs, supported by the necessary infrastructure, could be brought forward in a holistic and planned way; ensuring that the strategic objectives and benefits to the whole town of Chippenham could be achieved. There was no guarantee that this funding would be awarded which was done so on a competitive award basis. The application was supported by other landowners and key stakeholders. Whilst concerns over the size of the development are acknowledged, the Future Chippenham team considers that evidence indicates the proposed road and development provides the best and most sustainable solution for housing, economic growth and regeneration for the town, which will be considered in its entirety as part of the Framework Masterplan. The council is putting its landholdings into the scheme to support infrastructure led development that provides opportunities for sustainable development for the town both in the short and much longer term.

Questions 7, 8, 9 and 10: Preferred route of the distributor road

Summary of responses to Question 7 - preferred distributor road route

4.19. Question 7 of the consultation form asked respondents to rank the three road route options into order of preference. Of the 565 responses received to this question, the following feedback was received:

Figure 3: Responses to consultation form Question 7 – road route option preferences



4.20. Of those who gave an answer to this question, Option A (the outer route) received the highest number of first choice selections (45%). Option B (the middle route) received the lowest number of first choice selections (24%) but conversely received by far the most second choice

selections (66%). Option C (the inner route) received fewer first choice selections that Option A (31%) but a much larger number of third choice selections (52%).

4.21. The consultation output from Question 7 includes feedback from a number of key stakeholders, including Sport England and Abbeyfield School whose preferred route was recorded as being Option A (outer route); Stagecoach West bus providers and various landowners (Hallam Land, Gallagher and Gleeson Homes) whose preferred route was recorded as being Option B (middle route); and the National Trust whose preferred route was recorded as being Option C (inner route).

4.22. In addition, written responses from a number of other stakeholders were received, albeit not submitted via the consultation form. This included the Environment Agency who expressed a preference for a hybrid of Options A and B; the Chippenham Chamber of Commerce whose preference was for Option B; landowners (Chippenham 2020) who expressed a preference for Option B, and a landowner at Tytherton Lucas whose preference was for Option A.

4.23. It should be noted that a significant number of respondents who wished to express an in-principle objection to the Future Chippenham project opted not to complete the Question 7 ranking exercise, or explained that while they had completed the Question 7 ranking exercise, their preference was for no road at all.

4.24. Questions 8, 9 and 10 provided respondents with free text fields to give any specific feedback on Option A: outer route, Option B: middle route and Option C: inner route. Where comments related to a specific area, respondents were asked to specify which Comparison Zone (1-5) the comments related to. A small number of respondents also submitted specific comments on the three road route options by email and letter.

4.25. The feedback provided was reviewed and broken down into a series of separate themes, and listed as individual points made, alongside a record of the number of times the same point was raised by different respondents.

Summary of responses to Question 8 - Option A (outer route)

4.26. The full lists of summarised points relating to Option A (outer route) can be found at **Appendix C (1-10)**. The comments received were grouped under the following broad themes:

- Transport
- Climate change and flooding
- Pollution and air quality
- Ecology and environment
- Landscape
- Heritage
- Economy and infrastructure
- Planning
- Consultation and process
- General

4.27. A high level summary of the comments received is set out below along with officer responses to the points raised. Where appropriate the officer responses explain how the points raised have and will influence the project going forward, including through road design, road route options decision making, and the subsequent Framework Masterplanning process.

Theme: Transport (Appendix C1)

Transport

There were 239 responses to Question 8 (Option A: outer route) that were judged to fall within the theme of transport. A large number of responses were from those who considered that Option A was either too far from Chippenham, too wide, too long or gave too much scope for development within what was perceived to be a new 'boundary' for the town. There were also objections on the grounds that this option would function as a bypass which was not considered to be needed, although a small number of respondents also felt that a new bypass would be beneficial. Concerns were also raised more generally in relation to the potential for this option to add to congestion issues, while others felt this could alleviate congestion. Some respondents expressed a desire to see improvements to sustainable transport infrastructure (including walking and cycling routes), and concerns were raised in relation to the impact of this route on existing cycle routes, such as the Chippenham to Calne route. Comments were received in relation to this route's wider implications for the transport network, including at M4 junction 17, and surrounding towns and villages. Potential impacts for Abbeyfield School and Stanley Park sports ground were also highlighted. Some general comments were received regarding the need for traffic calming, along with comments requesting speed limits of 30 or 40mph.

With specific reference to Option A through Zone 1, comments were received which expressed a preference to the proposed link direct from Lackham roundabout, while some reservations were held regarding potential negative impacts for Lackham College. Concerns were also raised regarding the length of the bridge that would be required by Option A. A concern was raised by Stagecoach West that the south west link section in Zones 1 and 2 is more likely to perform better in its strategic role to divert traffic but in so doing could increase demand on the A350 west of Chippenham.

With specific reference to Option A through Zone 2, a small number of respondents questioned why the existing Pewsham Way road could not be utilised along this stretch. Concerns were also raised regarding the distance from the town, and accessibility to the town for communities, and the need for connection to pedestrian and cycle links. A concern was also raised that this part of the Option A route conflicts with plans for a solar farm by Eden Renewables.

With specific reference to Option A through Zone 3, concerns were expressed about the potential for negative impacts on the Chippenham to Calne cycle route, alongside other comments concerning the pedestrian and cycle network. Concerns also raised regarding potential traffic impacts on Stanley Lane and small local roads at Stanley, Studley and Bremhill. Concerns were also raised regarding accessibility to the town for communities. Stagecoach West also noted that severance of a small portion of developable land in Zone 3 could and should be addressed by reconfiguring the developable area within the line of the route.

With specific reference to Option A through Zone 4, concerns were raised regarding the safety/inconvenience of the crossing of the A4. The distance from the town was also raised.

Other comments were made suggesting alternative routes, including potential to link up with Calne, or the new road not extending north of the A4. Landowners within Zone 4 noted their support for Option A.

With specific reference to Option A through Zone 5, some concerns were raised regarding amenity impacts of the road on nearby communities, and road safety issues. Queries were raised about the connections to Langley Road and how the crossing of the railway would be delivered in line with the Rawlings Green planning permission. Landowners within Zone 5 noted their support for the route.

Transport: Future Chippenham officer response

Developing a simple range of options for sustainable transport is critical to the success of the Future Chippenham project, especially in providing evidence to support residents in engaging meaningfully in the process when considering the opportunities to deliver sustainable transport solutions for their town. A draft Concept Framework plan identifies sustainable transport opportunities and will be further developed into a Framework Masterplan for the whole area to show how the road will sit in context and how the development opportunities it presents may be delivered in the most beneficial way for the whole town. Delivering truly sustainable development will be at the heart of the Framework Masterplan and the road, whichever route is preferred, will be designed to promote sustainable transport as its principle objective with the provision of segregated cycling and walking routes as well as seeking to enhance public transport.

The responses provide valuable insight which will also be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Framework Masterplan will be accompanied and underpinned by a sustainable transport strategy which will explain how the objectives of optimising sustainable transport patterns will be achieved, including walking, cycling and public transport. Where appropriate, segregated pedestrian and cycle routes will be provided alongside the distributor road and roads through any development that the road unlocks. Public transport links will also be a key consideration. Wherever possible cycle and pedestrian routes will be extended and links to existing networks towards Chippenham town centre, and the surrounding areas will be provided.

Public rights of way will be improved where appropriate and it will be ensured that safe crossing points are improved where necessary. Responses relating to public rights of way are welcomed and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Public Rights of Way network will be protected and, where appropriate, enhanced through the development of the site. Wherever possible, rights of way will be retained in their existing layout, and only where diversions are absolutely necessary to the delivery of the development will suitable diversions to the network be proposed.

Where it is possible, opportunities to extend bus routes will be considered, introduced, and improved with the introduction of any housing development that could be unlocked by the delivery of the distributor road. Some of the responses relating to public transport, provide valuable insight and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site.

Sustainable transport will be integral to the development and it will be ensured that space for bus stops is incorporated into the design of the distributor road, where appropriate. The Framework Masterplan will consider as a priority the promotion of sustainable modes of transport including the use of low emission vehicles, cycling and walking and seek opportunities through wider improvements to reduce town centre congestion which has an impact on air quality.

The following section of the officer's response refers to comments made about Option A, Zone 1:

There were a number of comments with a preference for connecting the distributor road directly to the A350 at Lackham roundabout, connecting to the existing highway at this location would form a logical part of the transport network, is likely to operate more efficiently than a new the connection on the B4528. In this scenario a new junction from the highway network to the college would be included in the scheme.

A range of options were included in the Housing Infrastructure Fund bid that include a southern distributor road between Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes. This assessment is included in the Options Assessment Report as part of the road options public consultation and indicates land development quantum, cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation.

The distributor road enables housing development by unlocking land, ensures the transport network has capacity to accommodate housing growth, provides good transport connectivity for sustainable transport between new and existing developments. The proximity of the road and associated new development to existing development is included in the options assessment process where options close to existing development have better connectivity.

It is noted that Stagecoach do not support option A as a route, it operates as a bypass and therefore would perform poorly as a bus route. Route A would not be close to residential developments and as such passengers would not have access to services close to their homes. Meetings are planned with bus network operators to coordinate an appropriate level of bus service provision. Bus stops to serve new developments and Lackham College will be considered as part of this review.

The transport assessment will review impact on the existing road network and include mitigation proposals for the road application and development applications. This includes an assessment of points of connection with the existing transport network (Lackham roundabout, Pewsham Way, A4, Stanley Lane) and the road network further away from the new road but with a forecast change in traffic flows that may have a negative impact on capacity.

Road network signing strategy and speed limits shall be reviewed as part of the planning application.

Concern with the longer length of bridge and road impact on Lackham College farmland is noted, in this regard the option does have a greater impact on the environment and higher

costs than the other options in zone 1. An Environmental Impact Assessment (EIA) will be included in the planning application which will include appropriate environmental mitigation to be included in the proposals. The form of the bridge will be assessed as part of the planning application and consider landscape and visual impact, buildability, construction costs, maintenance costs, materials and waste, and a review of safety for both construction and long term maintenance.

The following section of the officer's response refers to comments made about Option A, Zone 2:

The distributor road enables housing development by unlocking land, ensures the transport network has capacity to accommodate housing growth, provides good transport connectivity for sustainable transport between new and existing developments. The proximity of the road and associated new development to existing development is included in the options assessment process where options close to existing development have better connectivity.

Cost estimates for each road route have been included in the options assessment report. Viability of the preferred route and development is also considered.

The transport assessment for the planning application includes traffic forecasts that indicate attraction of traffic from the wider transport network, including traffic from Calne. Validation of these forecasts is an essential part of the planning process and will be reviewed by the respective highway authorities. The impact of the road and the development will also be assessed and appropriate mitigation presented as part of this review.

Proposed junction types for connecting the distributor road to the existing transport network will be modelled to ensure they operate within practical capacity and consider motorised and non motorised modes of transport.

Where the distributor road bisects any existing footway and cycleways, new connections shall be made in these locations and road crossings included. These comprise connections to the Wilts & Berks Canal and the footpath linking Middle Lodge Farm to the A4 at Derry Hill. Upgrades and amendments to footpaths and public rights of way will be assessed in further detail as part of the Framework Masterplan for land development. Road crossing types will be reviewed as part of both the road delivery and development and shall be subject to an independent safety audit.

It is noted that Eden renewables do not support Option A as a route, due to the conflict with plans for a renewable energy site.

Road network signing strategy and speed limits shall be reviewed as part of the planning application.

The public consultation notes each individual preference for route options within each zone and Pewsham link roads

The Pewsham link road options and distributor road route options within each zone are reviewed as part of the options assessment. The preferred link and distributor option within each zone shall be linked to form the overall preferred road option.

The following section of the officer's response refers to comments made about Option A, Zone 3:

Where the distributor road bisects any existing footway and cycleways, new connections shall be made in these locations and road crossings included. These comprise connections to the Wilts & Berks Canal, the footpath linking Middle Lodge Farm to the A4 at Derry Hill, the National Cycle Network, route 403. Upgrades and amendments to footpaths and public rights of way will be assessed in further detail as part of the Framework Masterplan for land development. Road crossing types will be reviewed as part of both the road delivery and development and shall be subject to an independent safety audit.

A 'Movement Framework'/Connectivity plan will be included as part of the development Framework Masterplan. Cycle and pedestrian routes alongside the road will form an integral part of overall site connectivity between new and existing development. The types of route shall be informed by the connectivity plan and the transport assessment and will consider commuting and recreation, and follow current industry design guidance and Wiltshire Council's planning requirements.

Junctions and amendments to the existing transport network will be considered as part of the transport assessment for the planning application. A full review of impacts on the existing network will include mitigation including amendments to speed limits, junction capacity upgrades, access restrictions, and traffic calming and will be subject to the Traffic Regulation Order process.

Comments relating to the development of the land unlocked and accessed from the distributor road are noted and will be considered as part of the Framework Masterplan. The potential for a direct link between Pewsham and Derry Hill is noted although none of the road options on their own actually provide this as part of the road delivery. The Framework Masterplan and associated connectivity plan will consider this comment further.

The following section of the officer's response refers to comments made about Option A, Zone 4:

Comments relating to the development of the land unlocked and accessed from the distributor road are noted and will be considered as part of the Framework Masterplan. Junctions and amendments to the existing transport network will be considered as part of the transport assessment for the planning application. A full review of impacts on the existing network will include mitigation including amendments to speed limits, junction capacity upgrades, access restrictions, and traffic calming and will be subject to the Traffic Regulation Order process.

The A4/A342 junction at Derry Hill is included in the draft list of junctions expected to require amendments to mitigate the impact of the development; the transport assessment will inform the mitigation. This is subject to a review by Wiltshire Council Highways as part of the planning application. The mechanism and timing of any junction amendments would be a condition of planning approval.

The road's primary function is for local transport connectivity and distribution and to enable residential and employment development, it is not a strategic road or bypass. The road is located within the development area identified in the Local Plan review; on this basis an

extension of the road to Calne is not under consideration. The impact of traffic on the surrounding road network is considered, it is likely that some junctions along the A4 between Chippenham and Calne will be identified for amendments to mitigate the impact of the development.

Development areas to the east of Chippenham within the area identified in the Local Plan review are currently being assessed. The Framework Masterplan and Transport Assessment will provide information to confirm the preferred road option and associated extents. The southern link road from the A4 to the A350 at Lackham roundabout was considered as part of the Housing Infrastructure Fund bid.

Impact on the A350 to the west of Chippenham will be reviewed as part of the distributor road and development road planning design. The transport assessment will inform the mitigation, this is subject to a review by Wiltshire Council Highways as part of the planning application. The mechanism and timing of any junction amendments would be a condition of planning approval.

The deviation of the National Cycle Network route 403 at Stanley where the cycle route currently uses a short section of Stanley Lane could be considered for alignment of option A. This would however require the route to deviate outside of the development area identified in the Local Plan review; The road's primary function is for local transport connectivity and distribution and to enable residential and employment development, it is not a strategic road or bypass. The road alignment is designed to form the main corridor of movement with relatively continuous built frontage, the proximity of the road and associated new development to existing development is included in the options assessment process where options close to existing development have better connectivity.

The potential for a direct link between Pewsham and Derry Hill is noted although none of the road options on their own actually provide this as part of the road delivery. The Framework Masterplan and associated connectivity plan will consider this comment further.

The following section of the officer's response refers to comments made about Option A, Zone 5:

The potential for a direct link between Pewsham and Derry Hill is noted although none of the road options on their own actually provide this as part of the road delivery. The Framework Masterplan and associated connectivity plan will consider this comment further.

The concerns with increased traffic levels on the B4069 and impacts on the residents along this route are noted. Impacts on the existing road network will be identified by the Transport Assessment and mitigation will be proposed as part of the planning application for review and approval by Wiltshire Council Highways.

The North Eastern end of the distributor road follows the alignment of the Rawlings Green distributor road and rail bridge. The distributor road and associated land development for Rawlings Green has submitted an outline planning application under planning reference 15/12351/OUT. At the time of this public consultation response, Wiltshire Council's planning committee have resolved to grant planning permission subject to the signing of a S106 agreement.

Summary of responses to Question 8 – Option A (outer route)

The rail bridge has full planning permission under planning reference 18/02037/FUL, this was granted on 13th November 2019.

The current position of Future Chippenham is that the rail bridge will be delivered by the Rawlings Green developer. In the event that the rail bridge is delivered as part of the Future Chippenham distributor road, planning scope for the distributor road would include the rail bridge as part of this separate application; this would not breach the conditions of application 15/11886/FUL as it would be a separate application.

Negotiations between the Future Chippenham team and other landowners with interests in the site are in progress.

The distributor road alignment presented for public consultation in zone 5 is supported by the landowner/developer.

The impact of the distributor road through Rawlings Green on traffic safety, the environment (including noise and pollution) and walking and cycling will be assessed as part of the Future Chippenham distributor road planning application.

After crossing the rail bridge, the road continues along a new road parallel to Parsonage Way, crosses the B4069 via two junctions and continues along a new distributor road past Birds Marsh to connect to the A350 at Malmesbury roundabout. M4 Junction 17 is then accessed via the A350. The route from the rail bridge is included as part of the other developer planning applications, available on Wiltshire Council's planning portal[25].

Theme: Climate change and flooding (Appendix C2)

Climate change

There were 42 responses to Question 8 (Option A: outer route) that covered matters relating to climate change, with most being concerns about the project's climate impacts, concerns regarding carbon costs and compatibility with the council's declaration of a climate emergency. In respect of Zone 1, concerns were raised about the carbon impacts of the bridge that would be required. In Zone 3 concerns were raised about the carbon costs of the two canal crossings required.

Climate change – Future Chippenham officer response

Addressing the climate emergency is an underpinning objective for the Future Chippenham project. Given that Chippenham will need new homes, the function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre and improve connectivity and travel within and around the town.

[25] Wiltshire Council, planning portal, available at: https://development.wiltshire.gov.uk/pr/s/

Summary of responses to Question 8 – Option A (outer route)

The Future Chippenham team consider all evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Part of this will be the focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Futureproofing development so that new builds are constructed to policy compliant carbon standards, alongside a framework of significant green infrastructure, spaces for nature and sustainable transport opportunities will also be critical.

These matters will be addressed through the subsequent stage of preparing the Framework Masterplan for the site. Garden settlement principles will be applied, with decarbonisation and the need to meet the challenges of the climate emergency will be underpinning principles. The Future Chippenham project will seek to be aspirational and identify opportunities to exceed planning policy requirements wherever practicable. Consideration will be given to extend initiatives within the proposed Framework Masterplan area and the wider area so that the town moves towards the same objectives and goals.

Concerns regarding the carbon cost of bridges that would be required to deliver this option are noted. In this regard this option does have a greater impact on the environment and higher costs than the other options in zone 1. An Environmental Impact Assessment (EIA) will be included in any future planning application for the road, which will include appropriate environmental mitigation to be included in the proposals. The form of the bridge will be assessed as part of the planning application.

Flooding

There were 30 responses to Question 8 (Option A: outer route) that covered matters relating to flooding. Two thirds of the responses were general concerns that the development could result in an increased risk of flooding or objection to building on flood plains, albeit one respondent noted a preference for this route as it has the least impact on flood plains of the options presented. Detailed advice was received from Wiltshire Council's drainage team.

The Environment Agency (EA) advised that Option A would be preferable within Zone 2, with a small amendment to the route to provide a greater buffer to the Cocklemore Brook. It was noted by the EA that while the impacts of greater impermeable area due to a longer route weighs against this option, this could be managed through detailed drainage design. Greater emphasis should be given to protecting and maintaining the network of smaller watercourses and waterbodies across the area.

With regard to Zone 3, comments were received noting specific concerns around flooding in this area, such as at Westmead playing fields.

The EA advised that the River Avon crossing in Zone 4 is located at the river section with the shortest floodplain width, which is supported.

Flooding – Future Chippenham officer response

Summary of responses to Question 8 – Option A (outer route)

The rivers in and around the site are important features in the landscape as well as being environmental assets, and will be key considerations in the design and layout of the site in the Framework Masterplan.

Desk based assessments of the water environment were carried out in support of the road route options stage, which set out a number of mitigation measures to be employed to reduce runoff and pollution from construction activities into local watercourses and groundwater receptors. This is further detailed within Section 4.5 of the PEAOR summary report[26].

Proposals for development of the site will be further supported and informed by detailed flood risk assessments, which will consider flood risk in the areas noted. A principle that will underpin the Framework Masterplan will be to, wherever possible, identify and avoid development in areas at risk of flooding (Flood Zones 2 and 3). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate drainage bodies. Ongoing assessment work will identify areas that are more susceptible to flooding, including groundwater flooding, and identify mitigation and drainage strategies to be put in place.

It is expected that the development proposals will include measures to alleviate flood risk in some areas.

The Environment Agency's comments are noted and will be taken into account when considering the final route recommendation.

Theme: Pollution and air quality (Appendix C3)

Pollution and air quality

There were 52 responses to Question 8 (Option A: outer route) that addressed pollution and air quality. Approximately half of these were concerns that this development would result in an increase of air pollution, while others noted a concern about increased noise pollution. A small number of respondents considered that Option A would improve air pollution and could minimise noise and disruption for existing residents. Suggestions were made, including that the road should be as straight as possible to avoid environmental impacts of braking and acceleration, and that the road should be further out to avoid air and noise impacts in Chippenham. In Zone 1, a small number of responses were received regarding concern about the potential impact on pollution of the watercourse e.g. ponds at Plucking Grove. Comments were also raised specific to Zones 2, 3 and 4 about impacts of noise and air pollution.

[26] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Pollution and air quality – Future Chippenham officer response

The draft Concept Framework plan that supported the road route options assessment provided the foundations to ensure that pollution and air quality were considered from the outset.

The Framework Masterplan will address the need to minimise the impacts of air pollution, light pollution, and noise pollution. Comments regarding pollution, air quality noise and light pollution provide valuable information which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the wider site and design of the final road option chosen. All aspects of pollution will be further assessed as part of the development of the wider Framework Masterplan and road design to be accompanied by an overarching Environmental Impact Assessment. This will clearly outline potential impacts and proposed measures identified as necessary to mitigate them. Potential impacts during construction will also be avoided, if possible, and where not possible, mitigated by employing best practise construction practice.

Whilst air quality modelling or noise impacts assessments are yet to be undertaken, it is recognised that selection of a route located furthest from pollutant receptors would assist in reducing potential air quality impacts, and there is potential for the use of noise dulling barriers (such as landscape bunding) to help ameliorate the impacts of noise.

Theme: Ecology and environment (Appendix C4)

Ecology

There were 77 responses to Question 8 (Option A: outer route) that raised issues around ecology. The majority of these were concerns about the development leading to potential negative impacts on biodiversity, wildlife (including protected species) and habitats. The Environment Agency advised that minimal impact on watercourses should be achieved.

Concerns were raised about the ecological impacts of the long bridge required in Zone 1 and the two canal crossing required in Zone 3. Concerns were also raised regarding impacts of habitat fragmentation and pollution of the water course/ponds at Plucking Grove Wood in Zone 1, and impacts on biodiversity of the River Marden in Zones 3 and 4. A concern was raised that desk based ecological assessments have been insufficient.

Ecology – Future Chippenham officer response

An assessment of the biodiversity baseline has been carried out, to inform the road route options assessment process presented in this consultation, including a site-based Extended Phase 1 Habitat survey, a Ground Level Tree Assessment (GLTA) for bats, and wintering bird surveys. Key considerations are the mitigation of any potential impacts on nearby designated sites such as Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Nature Reserves (LNRs), County Wildlife Sites (CWSs), Ancient Woodlands, and on any protected or notable species recorded in the area. A range of

potential mitigation measure are identified in paragraph 4.4 of the PEAOR summary report[27]. Further ecological surveys are being carried out, and discussions with Natural England and the County Ecologist are ongoing.

The feedback received identifying individual species (including spotted flycatcher breeding territories and other species such as kites, buzzards, owls and migratory birds, roe deer, voles, hares, rabbits, foxes, badgers, long tailed tits, blue tits, great tits, dunnocks, robins, otters and others) is welcomed, and the Future Chippenham team will ensure that these, plus any others, are taken into account during further ecological evaluations and the design process.

Any development including the road options and wider Framework Masterplan will be further supported and informed by additional detailed ecological surveys, which will form a critical part of the Environmental Impact Assessment for the whole site. The Framework Masterplan will be supported by a suite of ecology assessments that consider impact on all flora, fauna, and their habitat. These studies will identify if important species are present and if so can either be avoided or if avoidance is not possible, identify what mitigation will be needed. Avoidance of impacts will be the preferred option in all cases, and where this is not possible then mitigation may include translocation of species where legislation requires. The scheme will need to show how a net gain for biodiversity is provided in line with local and national planning requirements.

The ability to achieve a biodiversity net gain has been fundamental in informing the draft Concept Framework for the site and will continue to be considered in the development of the Framework Masterplan. It will be ensured that all opportunities for enhancing biodiversity are investigated on a whole site basis and where appropriate on a Chippenham wide basis.

The Future Chippenham team are committed to working in partnership with key environmental stakeholders and statutory consultees in developing the Framework Masterplan, including the Environment Agency, Natural England and Wiltshire Wildlife Trust.

The benefits of developing a whole site Framework Masterplan are key to ensuring that the impacts on ecology can be minimised, and mitigation can be delivered and planned upfront on a holistic scale.

Theme: Landscape (Appendix C5)

Landscape

There were 272 responses to Question 8 (Option A: outer route) that raised issues around landscape. A large proportion of these were concerns about the impacts on the landscape and rural setting, that the development would be too visible, would result in too much loss of greenspace in the Avon/Marden Valley. A significant number of responses also noted that all of the options, not just Option A, would be environmentally damaging. Concerns were raised

[27] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

about the loss of separation between Chippenham and the surrounding towns and villages, e.g. Tytherton Lucas, Lacock, Old Derry Hill, Pewsham, Stanley, Bremhill, Calne Without, and Lackham. Concerns were also raised regarding impacts on the accessible amenity of walking and cycling routes, and requests were made for tree planting and use of topography to minimise landscape impacts. A small number of responses were received which stated a preference for Option A as this option minimised landscape impacts and protected walking routes/countryside access.

In relation to Zone 1, a concern was raised that the Option A route appears to rise on to higher ground to the south, and would be better heading straight east.

With regard to Zone 2, a number of concerns were raised (including from the Wilts & Berks Canal Trust) regarding the proximity of the route to Pewsham Locks, and the impact this would have on the rural solitude of the canal towpath and this area. Landscape impacts on Lackham were also raised as a concern.

In Zone 3, comments were made in relation to the visual prominence of the road in this area, and concerns raised regarding the wide route of the road.

In Zone 4, comments were made in relation to the visual prominence of the road in this area, and concerns were raised about landscape impacts on Stanley Lane, Tytherton Lucas and the Chippenham – Calne cycle route. A landowner in this zone noted their support, if adequately compensated.

In relation to Zone 5, a concern was raised regarding the landscape impacts of the River Avon crossing.

Landscape – Future Chippenham officer response

The draft Concept Framework for the site and the road options put forward during the consultation were informed by landscape assessments and studies. Further development of the road route option and Framework Masterplan will be supported and informed by a more detailed landscape assessment that will ensure the most sensitive landscape elements are protected and where possible enhanced. This will include the river corridor and the existing country park. Where less sensitive landscape is identified for development then suitable mitigation such as landscape planting, topography and design will be identified accordingly. The Framework Masterplan will ensure that a generous amount of open space, over and above locally required standards, is provided for the local community to enjoy in perpetuity.

In support of the road route options, a desk-based landscape and visual impacts study was undertaken and covered a 1km study area surrounding the site/route options as detailed in section 3.6 of the PEAOR summary report[28],. This detailed landscape mitigation recommendations that could be implemented, including:

- careful siting of the highway to avoid significant landscape and visual effects.

[28] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

- avoidance of the loss of mature trees, hedgerows and safeguarding of existing habitats.
- limiting vegetation removal to that required to undertake the works.
- mitigation planting and/or screening bunds being designed to provide both adequate screening of the highway whilst remaining mindful of the character of the existing landscape to enable the new highway to integrate.
- creation of wet woodland in specific locations to provide both biodiversity and amenity benefit.
- ensuring the design of structures and finishes associated with the river crossings be locally distinctive and reflect a high quality of design.
- ensure the scheme integrates with local neighbourhoods to provide benefits for walkers and cyclists in the local area.

The consultation identified concerns that the scheme could cause coalescence between Chippenham and existing settlements such as Bremhill and Calne. The development of the Framework Masterplan will be supported by further landscape assessment which will consider this issue in more detail. Where appropriate, landscape buffers and mitigation will be proposed to ensure that separation and preservation of the identity of surrounding settlements is preserved.

Agricultural land

There were 34 responses to Question 8 (Option A: outer route) that commented in relation to agricultural land, with the majority of these being an objection to the loss of agricultural land. A specific objection to loss of agricultural land in Zone 4. One respondent expressed a preference for Option A on that grounds that it is further away from farms.

Agricultural land – Future Chippenham officer response

Any development on the site will be supported and informed by a detailed agricultural land assessment, with a key objective being to avoid development that would result in the loss of Best and Most Versatile farmland.

The majority of soils within the study area are known to be classified as grade 3B and therefore are not recorded as the best and most versatile soils for agricultural use. However, there are known pockets of grade 1 and 2 soils (higher quality) in Zone 1, with sections of grade 3A soils interspersed across all zones.

It is anticipated that, subject to the site being allocated for development in the Local Plan, council owned land will be proposed for the development of the range of uses, potentially including housing, essential infrastructure and public open space. This will require existing farm uses to cease and farm tenants will be served notice to quit in the long term. Whilst some farming activities will remain on licences or other short term arrangements, it is not anticipated that they will remain in the long term.

Theme: Heritage (Appendix C6)

Heritage

There were 11 responses to Question 8 (Option A: outer route) that addressed heritage. A number of concerns were raised regarding the potential to negatively impact on heritage assets, including Tytherton Lucas conservation area, the National Trust's Lacock site, assets at Old Derry Hill, an 18th century stone bridge over the River Marden, Scott's Mill, Maud's Heath monument, Pewsham House, Old Pewsham and Forest Gate.

Heritage - Future Chippenham officer response

The draft Concept Framework developed to support the road route options assessment sought to ensure the protection of existing heritage sites and integration into any development in the future. This will be further incorporated into the Framework Masterplan which will be supported and informed by detailed heritage assessments to ensure that the most sensitive historic elements are protected and where possible enhanced. This will include archaeology, buildings of heritage value and historic landscapes, and will consider the assets highlighted by consultees. The principle that will underpin the Framework Masterplan will be to, wherever possible, identify heritage assets and avoid impacts (i.e. plan around them). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate heritage bodies.

In support of the road route options, desk based assessments of archaeological and heritage impacts were carried out as detailed in the PEAOR summary report[29]. This was presented alongside detailed mitigation recommendations, including careful siting of the highway to avoid significant impacts.

Theme: Economy and infrastructure (Appendix C7)

Employment and economy

There were 21 responses to Question 8 (Option A: outer route) that addressed employment and the economy. Many of the concerns raised revolved around a perceived lack of retail and leisure facilities, and employment opportunities in Chippenham, and reservations about the town's ability to accommodate further growth. It was noted that the town is in need of regeneration, with potential opportunities for brownfield redevelopment following the pandemic.

Employment and economy – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to the economy were not within the scope of the road route

[29] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site.

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way. Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting. A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Infrastructure and services

There were 5 responses to Question 8 (Option A: outer route) addressing infrastructure and services, including similar concerns about the capacity of the town's infrastructure to deal with future growth. Requests were made for a new petrol filling station and that development avoid negative impacts on Stanley Park sports ground.

Infrastructure and services – Future Chippenham officer response

Any development will need to be supported by infrastructure. This was identified in the draft Concept Framework which informed the road route options assessment process. This will be refined further during the development of the Framework Masterplan and will include both critical and community infrastructure including the following:

- School provision
- Heath facilities
- Open space and play areas
- Indoor and outdoor leisure facilities
- Open spaces
- Country parks
- Local centres/small scale retail
- Community halls
- Public houses
- Churches

Preparation of the Framework Masterplan will be informed by ongoing dialogue between the Future Chippenham team and key stakeholders and service providers to ensure that capacity needs are identified and accommodated for within the plans for the site.

The submission to the Local Planning Authority to demonstrate that the Future Chippenham site is the most sustainable option in which to meet the town's future growth needs, will include an Infrastructure Delivery Plan (IDP) setting out the infrastructure that is required to

be delivered and by when. This IDP will support future Local Plan representations, masterplan and planning applications.

The routing of the road and layout of the future development in a way which protects and supports the strategically important Stanley Park sports ground facility is of critical importance.

Health and social wellbeing

There were 6 responses to Question 8 (Option A: outer route) all noting concerns that the development could have negative implications on health and wellbeing.

Health and social wellbeing – Future Chippenham officer response

Health and social wellbeing are fundamental considerations of the draft Concept Framework that have informed the road route options assessment. The scale of the proposed growth in the draft Concept Framework allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits. The proposed Country Park offers a significant area of open space which will support the future health and wellbeing of existing and future residents. The river and its flood meadows will also become a 'unifying strand' in the green infrastructure network.

Public health matters will be assessed further as part of the development of the Framework Masterplan and road design and there will be a chapter within the Environmental Impact Assessment which will accompany all submissions, detailing the assessments undertaken, impacts identified, mitigatory measures to be implemented and opportunities for improvements where practicable. Similarly, the EIA will address social issues including the provision of affordable homes, accessible homes for the mobility impaired, access to education and healthcare services and incorporation of the principles of safe by design. The points regarding potential detrimental impacts on people's health arising from this scheme are noted and accepted as valid. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this the process will include consultation with the NHS and be designed to minimise impacts and optimise opportunities, such as the provision of a new network of public green open space including trim trails and enhanced cycle and walking opportunities.

Theme: Planning (Appendix C8)

Relationship with the Local Plan review/Prematurity

There were 25 responses to Question 8 (Option A: outer route) making reference to the Future Chippenham project's relationship with the Local Plan review. The majority of these were concerns that the case for the scale of development proposed in Chippenham has not yet been fully debated through the Local Plan review process, and that consultation on the distributor road is premature, with concerns raised about predetermining the outcome of the Local Plan review. Concerns were also raised regarding the Local Plan review site selection process. It was noted there appeared to be a lack of strategic vision for Chippenham, while

another noted that Route A gives the greatest scope for the council to allocate sites for housing and industry, to avoid piecemeal development.

Relationship with the Local Plan review/Prematurity – Future Chippenham officer response

Matters relating to the Local Plan review are not within the scope of the road route options consultation, although this report will be shared with Wiltshire Council's Spatial Planning team. The comments received do nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing the Framework Masterplan for the site.

While ideally a planning application for the road or any wider development would not be submitted until the Local Plan review is complete, there are many precedents set where applications that accord with an emerging Local Plan which has reached an advanced stage within the process have been permitted, so as to ensure timely delivery of housing and critical infrastructure.

The next stage of the process is to include a Framework Masterplan which will set out the vision and context for the development. This will be subject to full consultation in due course and be supported by a design code which will provide more detail.

Compatibility with made/emerging neighbourhood plans

There were 2 responses to Question 8 (Option A: outer route) raising concerns about the potential conflict between the options in Zones 3 and 4, and the Bremhill Neighbourhood Plan.

Compatibility with made/emerging neighbourhood plans – Future Chippenham officer response

This consultation related to the preferred road route for road infrastructure should the area be allocated for housing. Matters relating to the acceptability in principle of developing in a particular area will be key considerations for the Local Plan review process. Comments relating to neighbourhood plan policy requirements are also relevant to the masterplanning stage of the project, and relevant neighbourhood plans will be considered as part of the evidence review supporting the production of the Framework Masterplan. The project team will ensure further discussion is had with the relevant town and parish councils, or neighbourhood plan steering groups to ensure proposals are as joined up as possible.

Housing/Scale of development

There were 81 responses to Question 8 (Option A: outer route) raising matters surrounding housing and scale of development. A large proportion of these were comments that there is insufficient evidence to support the scale of housing proposed, and questioned whether evidence to support the proposed allocation was out of date. The scale of development was of key concern to a number of respondents, who raised objections about overurbanisation of the area between Chippenham and Calne. Some respondents noted that Option A was

preferred as this would futureproof the town for development that is required in the future. It was requested by some that brownfield sites be developed ahead of this site.

Housing/Scale of development – Future Chippenham officer response

Matters regarding the scale and location of development being proposed are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site. This report will also be shared with Wiltshire Council's Spatial Planning team for their information.

Theme: Consultation and process (Appendix C9)

HIF bid and funding

There were 27 responses to Question 8 (Option A: outer route) addressing matters related to the HIF bid and funding. Over half of these were comments that Option A was the most expensive route to deliver, raising concerns that it is too expensive or not viable, with some specific references being made to the viaducts that would be required to facilitate Option A. Concerns were raised in relation to the HIF bid process, with comments that there was insufficient consultation ahead of the bid being made, that the council should return the funds to Homes England, and that the project appears to be being rushed in order to meet grant timescale conditions. Concerns were also raised regarding the ethics of raising funds by selling council owned farms.

HIF bid and funding – Future Chippenham officer response

The council acted in a proactive manner to seek central government funding to ensure that infrastructure could be in place to unlock housing should the area be allocated through the Local Plan review, on land recognised for potential future growth within the earlier examination of the Chippenham Site Allocations Plan. The successful bid for funding provides a resolution to the potential barriers for the site and enables a holistic approach to the delivery of critical infrastructure to meet the strategic need of the town, alongside other benefits for the town as a whole At the time of the bid submission it was expected that the Local Plan review would have completed its public consultation on its spatial strategy prior to any awards being made by MHCLG. Delays in the Local Plan review timetable meant that the grant was awarded in advance of this stage of the Local Plan. However, this does not affect the fact that the application for the funding was made based on identified need on a particular site. The successful bid for central government funding was based on a business case which demonstrated good value for money.

Process/Consultation

There were 31 responses to Question 8 (Option A: outer route) addressing Future Chippenham's consultation process. A majority of these were criticisms that there was not a 'no road' option offered on the consultation form. Another view expressed was that the consultation should not have been on the road alone, and should have included opportunity

to comment on the proposed homes as well. There were also concerns that the options were too similar and did not offer enough choice, and that the material was not clear or that responses to questions raised during the consultation were not clear.

Process/Consultation – Future Chippenham officer response

The consultation accorded to the Local Planning Authority's adopted Statement of Community Involvement as amended in July 2020 that implemented an interim approach to public consultation in light of restrictions imposed due to the COVID-19 pandemic. Whilst the unique circumstances of the pandemic meant that face-to-face consultation was not an option, alternative COVID safe methods of outreach, such as online webinars and a video, were employed which enabled effective engagement. The results of the consultation with just under 1,200 individual representations being received indicates that the techniques employed have been successful.

It is not uncommon for councils to take an active role in the development of land within their ownership, and procedures are in place to ensure that there is a clear internal organisational separation between teams promoting a development (in this case Future Chippenham) and teams responsible for undertaking the regulatory functions of the council (the Local Planning Authority). Similarly, the elected Councillors who sit on the planning decision making committee (in this case Strategic Planning Committee) will be bound by the law and code of practice to consider the case before them solely upon its planning merits taking into account planning policy and all other material planning considerations, including the results of consultations.

The principle of whether the road and potential wider development should go ahead, including the consideration of alternative options, is for the Local Plan review to address. As explained at the beginning of Section 4, the Future Chippenham road route options consultation took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

Theme: General (Appendix C10)

General

There were 470 responses raising general issues in response to Question 8 (Option A: outer route). The considerable majority of these were objections to the road, with views expressed that the road is not wanted, not needed or justified, and should not be progressed. A number of respondents commented that Option A was considered to be the best route option, that it would have least impact on existing properties, or be the least disruptive. Others commented that Option A would be least preferable option, or noted that this option scored worst in the

assessment process. Other general comments were made including concerns about impacts on house prices.

General – Future Chippenham officer response

We note the high number of representations saying that the road is not required. It is important to understand the context for the road.

In line with national planning legislation, every council in the country must be able to demonstrate a positive plan for how it can meet projected housing needs for the next 20 years and more. It is the role of the council's Local Plan to identify how and where this need can be met. The need for a significant number of new homes has been identified in this area by the Local Planning Authority following national planning guidelines. The question is therefore not if we should build new homes (as required by law), but how these can be best located and designed to benefit the wider community and be the most environmentally sustainable they can be. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

If none of the road options are pursued (and the £75 million funding returned to Government), it is not the case that the status quo will be maintained. The council will still be under a statutory obligation to meet its housing and employment needs and hence the same level of development will have to be built at Chippenham either through different site allocations or in a piecemeal, unplanned manner via speculative developments, which may not deliver the benefits for the town that the Future Chippenham site could. Under planning law, where a council cannot demonstrate a deliverable supply of homes to meet local needs there is a presumption in favour of granting planning permission for development, and the council and community could lose control of the process.

Summary of responses to Question 9 - Option B (middle route)

4.28. The full lists of summarised points relating to Option B (middle route) can be found at **Appendix D (1-10)**. The comments received were grouped under the following broad themes:

- Transport
- Climate change and flooding
- Pollution and air quality
- Ecology and environment
- Landscape
- Heritage
- Economy and infrastructure
- Planning
- Consultation and process
- General

4.29. A high level summary of the comments received is set out below along with officer responses to the points raised. Where appropriate the officer responses explain how the points raised have and will influence the project going forward, including through road design, road route options decision making, and the subsequent Framework Masterplanning process.

Summary of responses to Question 9 – Option B (middle route)

Theme: Transport (Appendix D1)

Transport

There were 266 responses to Question 9 (Option B: middle route) that were judged to fall within the theme of transport. Comments applicable to all the zones included concerns about increase congestion, and the potential for increased car use and commuter traffic. Comments received also noted concern about negative impacts on pedestrian and cycle recreation routes, and requests were made for investment into improving sustainable transport options including public transport and cycle/pedestrian routes. Some respondents queried the justification for the road, with some comments against the principle of the road, while others felt this road would be beneficial. A small number of respondents felt the new road should be delivered to function as a bypass. Some held the view that the road would help alleviate traffic issues, while others expressed a view that the future development would add pressure to the highways network. There were some concerns regarding the potential for this option to impact on nearby residential areas at Pewsham, while impacts on Monkton Park was felt by one to be less intrusive than other options. Some safety concerns were raised, for example in relation to the proximity of the route to the cycle network. A query was raised as to why the Option B route did not follow the route of the electric pylons, so as to minimise impacts on future residents. A concern was also raised that this option would require two very long bridges.

Landowners Gleeson request to work with the council on delivering an access route to the link road from the A4 London Road, and also comment that the consultation material presents a ‘best fit ‘route which does not align to Option B, which is considered to be unjustified.

A range of views were received as to whether Option B was better or worse than the other road route options, with some suggestions of alternative or hybrid routes. The Environment Agency commented that a hybrid of options A and B would be preferred.

With specific reference to Option B through Zone 1, a number of comments were received which expressed support for the proposed connection with A350 at Lackham roundabout, although a small number of concerns were raised about increased congestion here and whether this could be delivered without removing the Lackham College exit. A number of respondents noted that Option B was the preferred route in this zone, including landowners in this area, albeit Stagecoach West noted that utilising the existing Pewsham Way would be the most logical bus route to support a sufficiently direct and regular service. A concern was also raised about the scale of the bridge that would be required in this zone.

Summary of responses to Question 9 – Option B (middle route)

With specific reference to Option B through Zone 2, comments were received relating to Option B's connection to the Pewsham link road option 3 with some support, but also concerns about the alignments of the road to facilitate efficient connectivity with Pewsham and Chippenham town centre. Comments were also raised about the relationship of the road to Pewsham, with one comment that it was too close to Pewsham and another noting that it is largely parallel to the existing Pewsham Way which should be utilised instead. Landowners in this area supported Option B within Zone 2.

With specific reference to Option B through Zone 3, a large number of objections were raised to the proposed staggered junction with the A4, and it was felt that a roundabout would be preferable, for reasons including less likelihood of congestion and highways safety. A small number of respondents expressed a preference for the staggered junction. Some concerns were raised regarding potential impacts on Stanley Lane, and some suggestions were made that the route should not proceed north of the A4.

With specific reference to Option B through Zone 4, a large number of concerns were raised about the impact this route would have on the Chippenham to Calne cycle route. It was suggested that the route should go over or under the cycle path to avoid disruption. Concern was raised that the route through Zones 4 and 5 would result in increased traffic load at Hill Corner, Jacksom's Lane and Kington Langley.

With specific reference to Option B through Zone 5, queries were raised how the route would effectively tie in with Monkton Park to address congestion around the station, how it would connect with Rawlings Green, and to Langley Road.

Transport: Future Chippenham officer response

Developing a simple range of options for sustainable transport is critical to the success of the Future Chippenham project, especially in providing evidence to support residents in engaging meaningfully in the process when considering the opportunities to deliver sustainable transport solutions for their town. A draft Concept Framework plan identifies sustainable transport opportunities and will be further developed into a Framework Masterplan for the whole area to show how the road will sit in context and how the development opportunities it presents may be delivered in the most beneficial way for the whole town. Delivering truly sustainable development will be at the heart of the Framework Masterplan and the road, whichever route is preferred, will be designed to promote sustainable transport as its principle objective with the provision of segregated cycling and walking routes as well as seeking to enhance public transport.

The responses provide valuable insight which will also be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Framework Masterplan will be accompanied and underpinned by a sustainable transport strategy which will explain how the objectives of optimising sustainable transport patterns will be achieved, including walking, cycling and public transport. Where appropriate, segregated pedestrian and cycle routes will be provided alongside the distributor road and roads through any development that the road unlocks. Public transport links will also be a key consideration. Wherever possible cycle and pedestrian routes will be extended and links to existing networks towards Chippenham town centre, and the surrounding areas will be provided.

Summary of responses to Question 9 – Option B (middle route)

Public rights of way will be improved where appropriate and it will be ensured that safe crossing points are improved where necessary. Responses relating to public rights of way are welcomed and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Public Rights of Way network will be protected and, where appropriate, enhanced through the development of the site. Wherever possible, rights of way will be retained in their existing layout, and only where diversions are absolutely necessary to the delivery of the development will suitable diversions to the network be proposed.

Where it is possible, opportunities to extend bus routes will be considered, introduced and improved with the introduction of any housing development that could be unlocked by the delivery of the distributor road. Some of the responses relating to public transport, provide valuable insight and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site.

Sustainable transport will be integral to the development and it will ensure that space for bus stops is incorporated into the design of the distributor road, where appropriate. The Framework Masterplan will consider as a priority the promotion of sustainable modes of transport including the use of low emission vehicles, cycling and walking and seek opportunities through wider improvements to reduce town centre congestion which has an impact on air quality.

The following section of the officer's response refers to comments made about Option B, Zone 1:

There were a number of comments with a preference for connecting the distributor road directly to the A350 at Lackham roundabout, connecting to the existing highway at this location would form a logical part of the transport network and is likely to operate more efficiently than the connection on the B4528. In this scenario a new junction from the highway network to the college would be included in the scheme.

A range of options were included in the Housing Infrastructure Fund (HIF) bid that comprise a southern distributor road between the A350 Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes. This assessment is included in the Options Assessment Report (OAR) as part of the road options public consultation and provides indicative land development requirements, cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation. It should be noted that the quantum of development work undertaken for the business case submission to the Housing and Infrastructure Fund (HIF) and the Options Assessment Report (OAR) is subject to further review and quantum of development will be informed and allocated as part of the Local Plan.

Concern with the long length of bridge is noted, this option does have a greater impact on the environment and higher costs than Option C, however it does represent a lower environmental impact and costs than Option A in zone 1. An Environmental Impact Assessment (EIA) will be included in the planning application, appropriate environmental mitigation will be included in the proposals.

Summary of responses to Question 9 – Option B (middle route)

Feedback from Stagecoach is noted with a general preference for Option B throughout the scheme extents but also notes a concern with relevance and effectiveness for this option in zone 1 and 2. Noting that Stagecoach would support a study that provides an alternative distributor road route linking Avenue le Fleche to Bath Road via a shorter link road. This route would connect to the A4 on Rowden Hill via St Luke's Drive. This alternative route would directly cut through the Rowden Park conservation area and would impact the setting of the scheduled ancient monument and listed buildings at Rowden Manor.

Furthermore, consideration would need to be given to the transport modelling and available land for junctions with practical capacity (particularly at Rowden Hill), and providing a road that unlocks housing development through creation of additional transport network capacity but also provides access and distribution for development land. Meetings are planned with bus network operators to coordinate an appropriate level of bus service provision. Bus stops to serve the adjacent development and Wiltshire College & University Centre at Lackham will be considered as part of this review.

It is noted that this is the land developers preferred option in zone 1.

The following section of the officer's response refers to comments made about Option B, Zone 2:

Numerous comments relating to Option B in Zone 2 and Zone 3 relate to the junction with the A4 which is shown as a staggered junction due to potential land constraints to the northwest and southeast of the route alignment where it crosses the A4. Comments suggest a strong preference for a roundabout at this location. Transport modelling has been undertaken and it is likely that a roundabout or double roundabout junction is feasible and is also the preferred junction type at the A4. The transport assessment will progress in further detail following additional feedback from the Framework Masterplan and discussions with landowners prior to submission of the planning application.

Option B through zone 2 links the Future Chippenham development at South Chippenham to the A4, it is necessary to provide access to the development, whilst also providing an additional route to the A350 and the A4. A strategic signing strategy and impact on the existing road network will be reviewed by transport modelling in order to achieve approval by Wiltshire Council Highways as part of the planning application.

Any detrimental impact on the existing road network will be identified and mitigation proposed for review and approval by Wiltshire Council Highways.

It is noted that this is the land developers preferred option in zone 2.

The following section of the officer's response refers to comments made about Option B, Zone 3:

Numerous comments relating to Option B in Zone 2 and Zone 3 relate to the junction with the A4 which is shown as a staggered junction due to potential land constraints to the northwest and southeast of the route alignment where it crosses the A4. Comments suggest a strong preference for a roundabout in this location. Transport modelling has been undertaken and it is likely that a roundabout or double roundabout junction is feasible and is also the preferred

junction type at the A4. The transport assessment will progress in further detail following additional feedback from the Framework Masterplan and discussions with landowners prior to submission of the planning application.

Junctions and amendments to the existing transport network will be considered as part of the transport assessment for the planning application. A full review of impacts on the existing network will contain mitigation including amendments to speed limits, junction capacity upgrades, access restrictions, and traffic calming will be considered. Speed limit amendments and access restrictions will be subject to the Traffic Regulation Order process. The distributor road is likely to form a roundabout junction with Stanley Lane, with speed limit reductions either side of the new junction and traffic calming or restricted access considered on the western arm to Abbeyfield School; this is subject to further assessment and review with the Framework Masterplan and transport assessment.

Access to the Highway network for all existing residents, schools and businesses will be retained.

A range of options were included in the Housing Infrastructure Fund (HIF) bid that comprise a Southern distributor road between the A350 Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes. This assessment is included in the Options Assessment Report (OAR) as part of the road options public consultation and provides indicative land development requirements, cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation. It should be noted that the quantum of development work undertaken for the business case submission to the Housing and Infrastructure Fund (HIF) and the Options Assessment Report (OAR) is subject to further review and quantum of development will be informed and allocated as part of the Local Plan.

A route option using Stanley Park or Stanley Lane would provide highway access along the existing road network to development land to the north of the A4. Development north of the A4 is likely to be possible but the impact on the existing road network and surrounding schools and residents would need to be considered in more detail. Development growth north of the A4 for this option is likely to be limited.

The following section of the officer's response refers to comments made about Option B, Zone 4:

A number of comments related to the impact on the disused railway line, National Cycle Network (NCN) route 403 are noted. These concerns included the impact of usability and ability to cross a distributor road. For any locations of crossing of this popular walking and cycling route, a signalised crossing will be provided. This will also connect with facilities along the length of the distributor road.

A connectivity plan will be progressed as part of the Framework Masterplan. It is likely that route Option B would retain the use of Hardens Lane for cycle and pedestrian movement which is not crossed by the road but can be accessed via the National Cycle Network (NCN) route 403 from the road. An additional cycle and pedestrian route alongside the road would also be provided. Additional links to other routes to provide a new network of commuting and

recreation routes for sustainable travel between new and existing developments will be proposed as part of the Framework Masterplan and delivered via the land development applications/contributions depending on Wiltshire Council's Planning Authority policies and conditions.

Cycle and pedestrian infrastructure will be designed to Local Transport Note 1/20 and Wiltshire Council Highways requirements in order to meet planning approval. An independent road safety audit will be undertaken; issues raised will be assessed by the Future Chippenham Highways design team to resolve as part of a design update.

A range of options were included in the Housing Infrastructure Fund (HIF) bid that comprise a southern distributor road between the A350 Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes; this assessment is included in the Options Assessment Report (OAR) as part of the road options public consultation and provides indicative land development requirements cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation. It should be noted that the quantum of development work undertaken for the business case submission to the Housing and Infrastructure Fund (HIF) and the Options Assessment Report (OAR) is subject to further review and quantum of development will be informed and allocated as part of the Local Plan.

The following section of the officer's response refers to comments made about Option B, Zone 5:

The north eastern end of the distributor road follows the alignment of the Rawlings Green distributor road and rail bridge. The distributor road and associated land development for Rawlings Green has submitted an outline planning application under planning reference 15/12351/OUT. The route goes through the middle of the development area shown in the outline planning application. At the time of this public consultation response, Wiltshire Council's planning committee have resolved to grant planning permission subject to the signing of a S106 agreement.

The distributor road alignment presented for public consultation in zone 5 is supported by the landowner/developer.

The impact of the distributor road through Rawlings Green on traffic safety, the environment (including noise and pollution) and walking and cycling will be assessed as part of the Future Chippenham distributor road planning application.

After crossing the rail bridge, the road continues along a new road parallel to Parsonage Way, crosses the B4069 via two junctions and continues along a new distributor road past Birds Marsh to connect to the A350 at Malmesbury roundabout. M4 Junction 17 is then accessed via the A350. All of the route from the rail bridge is included as part of other developer planning applications, details are available on Wiltshire Council's planning portal[30].

[30] Wiltshire Council, planning portal, available at: https://development.wiltshire.gov.uk/pr/s/

The access road from the Rawlings Green development site through to Darcey Close would be delivered by the Rawlings Green development as part of planning application 15/12351/OUT or an alternative future application for development of the land.

Theme: Climate change and flooding (Appendix D2)

Climate change

There were 40 responses to Question 9 (Option B: middle route) that covered matters relating to climate change, with almost all being concerns about the project's climate impacts, concerns regarding carbon costs and compatibility with the council's declaration of a climate emergency. One respondent noted that Option B is shorter and therefore would have a lower carbon impact.

Climate change – Future Chippenham officer response

Addressing the climate emergency is an underpinning objective for the Future Chippenham project. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre and improve connectivity and travel within and around the town.

The Future Chippenham team consider all evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Part of this will be the focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Futureproofing development so that new builds are constructed to policy compliant carbon standards, alongside a framework of significant green infrastructure, spaces for nature and sustainable transport opportunities will also be critical.

These matters will be addressed through the subsequent stage of preparing the Framework Masterplan for the site. Garden settlement principles will be applied, with decarbonisation and the need to meet the challenges of the climate emergency will be underpinning principles. The Future Chippenham project will seek to be aspirational and identify opportunities to exceed planning policy requirements wherever practicable. Consideration will be given to extend initiatives within the proposed Framework Masterplan area and the wider area so that the town moves towards the same objectives and goals.

Flooding

There were 25 responses to Question 9 (Option B: middle route) that covered matters relating to flooding, largely raising general concerns that the development could result in an

increased risk of flooding or objection to building on flood plains. Detailed advice was received from Wiltshire Council's drainage team.

With regard to Zone 3 a comment noted specific concerns around flooding in this area, such as at Westmead playing fields.

Flooding – Future Chippenham officer response

The rivers in and around the site are important features in the landscape as well as being environmental assets, and will be key considerations in the design and layout of the site in the Framework Masterplan.

Desk based assessments of the water environment were carried out in support of the road route options stage, which set out a number of mitigation measures to be employed to reduce runoff and pollution from construction activities into local watercourses and groundwater receptors. This is further detailed within Section 4.5 of the PEAOR summary report[31].

Proposals for development of the site will be further supported and informed by detailed flood risk assessments, which will consider flood risk in the areas noted. A principle that will underpin the Framework Masterplan will be to, wherever possible, identify and avoid development in areas at risk of flooding (Flood Zones 2 and 3). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate drainage bodies. Ongoing assessment work will identify areas that are more susceptible to flooding, including groundwater flooding, and identify mitigation and drainage strategies to be put in place.

It is expected that that the development proposals will include measures to alleviate flood risk in some areas.

The Environment Agency's comments are noted and will be taken into account when considering the final route recommendation.

Theme: Pollution and air quality (Appendix D3)

Pollution and air quality

There were 43 responses to Question 9 (Option B: middle route) that addressed pollution and air quality. The majority of these were concerns that this development would result in an increase of air pollution, while others noted a concern about increased noise pollution. Concerns were raised that mitigation measures would not be enough to address these issues.

[31] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Specific concerns were raised in relation to the route through Zones 3 and 4, including air pollution concerns regarding the proposed staggered junction at the A4, and observations that light and noise pollution may not be mitigatable around New Leaze Farm due to the elevated position of the route.

Pollution and air quality – Future Chippenham officer response

The draft Concept Framework plan that supported the road route options assessment provided the foundations to ensure that pollution and air quality were considered from the outset.

The Framework Masterplan will address the need to minimise the impacts of air pollution, light pollution, and noise pollution. Comments regarding pollution, air quality noise and light pollution provide valuable information which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the wider site and design of the final road option chosen. All aspects of pollution will be further assessed as part of the development of the wider Framework Masterplan and road design to be accompanied by an overarching Environmental Impact Assessment. This will clearly outline potential impacts and proposed measures identified as necessary to mitigate them. Potential impacts during construction will also be avoided where possible, and where not possible mitigated by employing best practise construction practice.

Whilst air quality modelling or noise impacts assessments are yet to be undertaken, it is recognised that selection of a route located furthest from pollutant receptors would assist in reducing potential air quality impacts, and there is potential for the use of noise dulling barriers (such as landscape bunding) to help ameliorate the impacts of noise.

Theme: Ecology and environment (Appendix D4)

Ecology

There were 57 responses to Question 9 (Option B: middle route) that raised issues around ecology. The majority of these were concerns about the development leading to potential negative impacts on biodiversity, wildlife (including protected species) and habitats. Some comments were raised that Option B was preferable due to minimised impacts on ecology when compared to the other options. It was also commented that biodiversity net gain should be achieved and suggested that there should be partnership working with the local Wildlife Trust. A concern was raised about potential impacts on wildlife at Baydon's Meadow. Concerns were also raised that there had been no Environmental Impact Assessment carried out.

In relation to Zone 1, comments, including from the Environment Agency (EA), noted that Option B is preferred route in terms of both water environment and biodiversity in this area.

The EA also noted support for the route through Zone 3 due to having the fewest watercourse crossings, although others raised concerns about the potential impacts on wildlife within the zone. A comment was raised that Option B resulted in less impact on great crested newt habitat than other options.

Ecology – Future Chippenham officer response

An assessment of the biodiversity baseline has been carried out, to inform the road route options assessment process presented in this consultation, including a site-based Extended Phase 1 Habitat survey, a Ground Level Tree Assessment (GLTA) for bats, and wintering bird surveys. Key considerations are the mitigation of any potential impacts on nearby designated sites such as Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Nature Reserves (LNRs), County Wildlife Sites (CWSs), Ancient Woodlands, and on any protected or notable species recorded in the area. A range of potential mitigation measure are identified in paragraph 4.4 of the PEAOR summary report[32]. Further ecological surveys are being carried out, and discussions with Natural England and the County Ecologist are ongoing.

The feedback received identifying individual species (including spotted flycatcher breeding territories and other species such as kites, buzzards, owls and migratory birds, roe deer, voles, hares, rabbits, foxes, badgers, long tailed tits, blue tits, great tits, dunnocks, robins, otters and others) is welcomed, and the Future Chippenham team will ensure that these, plus any others, are taken into account during further ecological evaluations and the design process.

Any development including the road options and wider Framework Masterplan will be further supported and informed by additional detailed ecological surveys, which will form a critical part of the Environmental Impact Assessment for the whole site. The Framework Masterplan will be supported by a suite of ecology assessments that consider impact on all flora, fauna, and their habitat. These studies will identify if important species are present and if so can either be avoided or if avoidance is not possible, identify what mitigation will be needed. Avoidance of impacts will be the preferred option in all cases, and where this is not possible then mitigation may include translocation of species where legislation requires. The scheme will need to show how a net gain for biodiversity is provided in line with local and national planning requirements.

The ability to achieve a biodiversity net gain has been fundamental in informing the draft Concept Framework for the site and will continue to be considered in the development of the Framework Masterplan. It will be ensured that all opportunities for enhancing biodiversity are investigated on a whole site basis and where appropriate on a Chippenham wide basis.

The Future Chippenham team are committed to working in partnership with key environmental stakeholders and statutory consultees in developing the Framework Masterplan, including the Environment Agency, Natural England and Wiltshire Wildlife Trust.

The benefits of developing a whole site Framework Masterplan are key to ensuring that the impacts on ecology can be minimised, and mitigation can be delivered and planned upfront on a holistic scale.

[32] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Theme: Landscape (Appendix D5)

Landscape

There were 202 responses to Question 9 (Option B: middle route) that raised issues around landscape. A large proportion of these were concerns about the impacts on the landscape and rural setting, that the development would be too visible, would result in too much loss of greenspace in the Avon/Marden Valley. Requests for landscape mitigation were made. Concerns were also raised about the loss of separation between Chippenham and the surrounding towns and villages, e.g. Studley, Derry Hill, and Bremhill. Some comments noted that Option B presented the best option in terms of mitigating landscape impacts, although it was noted that Option B encroaches into the countryside more than Option C. Concerns were raised about the potential for this route to impact on the historic canal, including comments from the Wilts & Berks Canal Trust who also noted the need for vehicular access to the canal and parking.

In Zone 1 specific concerns were raised about the landscape impacts of the viaducts that would be required, for example in the countryside between Rowden Manor and Reybridge.

In Zone 2, further concerns were expressed about potential landscape impacts on the rural nature of the canal path, and land south of Pewsham. One respondent commented that the route is less visually intrusive in this zone. Stagecoach West commented that this route impinges least on the northern part of Zone 2 at Forest Farm which is considered to be the most suitable land parcel and is already able to take advantage of a frequent direct bus service.

In Zone 3, the impacts on landscape and visual amenity were raised as issues of concern with particular reference to impacts on the Marden Valley from Bremhill parish. Some comments noted that Option B was less visually intrusive in this zone.

In Zone 4 concerns were raised about impacts on the Chippenham – Calne cycle track and impacts from Tytherton Lucas, with concerns about the route on a high ridgeline. Some comments noted that Option B was less visually intrusive in this zone. Wilts & Berks Canal Trust (WBCT) also commented that north of the A4 the route should recognise WBCT's plan to link the canal main line at Stanley to the River Avon.

In relation to Zone 5, a concern was raised regarding the landscape impacts of the River Avon crossing.

Landscape – Future Chippenham officer response

The draft Concept Framework for the site and the road options put forward during the consultation were informed by landscape assessments and studies. Further development of the road route option and Framework Masterplan will be supported and informed by a more detailed landscape assessment that will ensure the most sensitive landscape elements are protected and where possible enhanced. This will include the river corridor and the existing country park. Where less sensitive landscape is identified for development then suitable mitigation such as landscape planting, topography and design will be identified accordingly.

Summary of responses to Question 9 – Option B (middle route)

The Framework Masterplan will ensure that a generous amount of open space, over and above locally required standards, is provided for the local community to enjoy in perpetuity.

In support of the road route options, a desk-based landscape and visual impacts study was undertaken and covered a 1km study area surrounding the site/route options as detailed in section 3.6 of the PEAOR summary report[33]. This detailed landscape mitigation recommendations that could be implemented, including:

- careful siting of the highway to avoid significant landscape and visual effects.
- avoidance of the loss of mature trees, hedgerows and safeguarding of existing habitats.
- limiting vegetation removal to that required to undertake the works.
- mitigation planting and/or screening bunds being designed to provide both adequate screening of the highway whilst remaining mindful of the character of the existing landscape to enable the new highway to integrate.
- creation of wet woodland in specific locations to provide both biodiversity and amenity benefit.
- ensuring the design of structures and finishes associated with the river crossings be locally distinctive and reflect a high quality of design.
- ensure the scheme integrates with local neighbourhoods to provide benefits for walkers and cyclists in the local area.

The consultation identified concerns that the scheme could cause coalescence between Chippenham and existing settlements such as Bremhill and Calne. The development of the Framework Masterplan will be supported by further landscape assessment which will consider this issue in more detail. Where appropriate, landscape buffers and mitigation will be proposed to ensure that separation and preservation of the identity of surrounding settlements is preserved.

Agricultural land

There were 40 responses to Question 9 (Option B: middle route) that commented in relation to agricultural land, with the majority of these being an objection to the loss of agricultural land.

Agricultural land – Future Chippenham officer response

Any development on the site will be supported and informed by a detailed agricultural land assessment, with a key objective being to avoid development that would result in the loss of Best and Most Versatile farmland.

The majority of soils within the study area are known to be classified as grade 3B and therefore are not recorded as the best and most versatile soils for agricultural use. However, there are known pockets of grade 1 and 2 soils (higher quality) in Zone 1, with sections of grade 3A soils interspersed across all zones.

[33] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Summary of responses to Question 9 – Option B (middle route)

It is anticipated that, subject to the site being allocated for development in the Local Plan, council owned land will be proposed for the development of the range of uses, potentially including housing, essential infrastructure and public open space. This will require existing farm uses to cease and farm tenants will be served notice to quit in the long term. Whilst some farming activities will remain on licences or other short term arrangements, it is not anticipated that they will remain in the long term.

Theme: Heritage (Appendix D6)

Heritage

There were 6 responses to Question 9 (Option B: middle route) that addressed heritage. Some concerns were raised regarding the potential to negatively impact on listed buildings at Showell Farm and Tytherton Lucas conservation area. Concerns were also raised about archaeological value of the land.

Heritage - Future Chippenham officer response

The draft Concept Framework developed to support the road route options assessment sought to ensure the protection of existing heritage sites and integration into any development in the future. This will be further incorporated into the Framework Masterplan which will be supported and informed by detailed heritage assessments to ensure that the most sensitive historic elements are protected and where possible enhanced. This will include archaeology, buildings of heritage value and historic landscapes, and will consider the assets highlighted by consultees. The principle that will underpin the Framework Masterplan will be to, wherever possible, identify heritage assets and avoid impacts (i.e. plan around them). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate heritage bodies.

In support of the road route options, desk based assessments of archaeological and heritage impacts were carried out as detailed in the PEAOR summary report[34]. This was presented alongside detailed mitigation recommendations, including careful siting of the highway to avoid significant impacts.

Theme: Economy and infrastructure (Appendix D7)

Employment and economy

There were 9 responses to Question 9 (Option B: middle route) that addressed employment and the economy, revolving around a perceived lack of employment opportunities in Chippenham, and reservations about the town's ability to accommodate further growth.

[34] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Employment and economy – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to the economy were not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site.

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way. Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting.

A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Infrastructure and services

There were 14 responses to Question 9 (Option B: middle route) addressing infrastructure and services. Concerns were raised that there is insufficient infrastructure in the area, and this needs improving. A request was made for a new petrol filling station and that development avoid negative impacts on Stanley Park sports ground. Sport England requested that more information is provided about the potential impacts on Stanley Park sports ground. Concerns were also raised about the proximity to Abbeyfield School.

Infrastructure and services – Future Chippenham officer response

Any development will need to be supported by infrastructure. This was identified in the draft Concept Framework which informed the road route options assessment process. This will be refined further during the development of the Framework Masterplan and will include both critical and community infrastructure including the following:

- School provision
- Heath facilities
- Open space and play areas
- Indoor and outdoor leisure facilities
- Open spaces
- Country parks
- Local centres/small scale retail
- Community halls
- Public houses
- Churches

Preparation of the Framework Masterplan will be informed by ongoing dialogue between the Future Chippenham team and key stakeholders and service providers to ensure that capacity needs are identified and accommodated for within the plans for the site.

The submission to the Local Planning Authority to demonstrate that the Future Chippenham site is the most sustainable option in which to meet the town's future growth needs, will include an Infrastructure Delivery Plan (IDP) setting out the infrastructure that is required to be delivered and by when. This IDP will support future Local Plan representations, masterplan and planning applications.

Health and social wellbeing

There were 12 responses to Question 9 (Option B: middle route) relating to health and wellbeing matters, raising concerns about loss of greenspace and safe environments for exercise.

Health and social wellbeing – Future Chippenham officer response

Health and social wellbeing is a fundamental aspect of the draft Concept Framework that has informed the road route options assessment. The scale of the proposed growth in the draft Concept Framework allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits. The proposed country park offers a significant area of open space which will support the future health and wellbeing of existing and future residents. The river and its flood meadows will also become a 'unifying strand' in the green infrastructure network.

Public health matters will be assessed further as part of the development of the Framework Masterplan and road design and there will be a chapter within the Environmental Impact Assessment (EIA) which will accompany all submissions, detailing the assessments undertaken, impacts identified, mitigatory measures to be implemented and opportunities for improvements where practicable. Similarly, the EIA will address social issues including the provision of affordable homes, accessible homes for the mobility impaired, access to education and healthcare services and incorporation of the principles of safe by design. The points regarding potential detrimental impacts on people's health arising from this scheme are noted and accepted as valid. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this process will include consultation with the NHS and be designed to minimise impacts and optimise opportunities, such as the provision of a new network of public green open space including trim trails and enhanced cycle and walking opportunities.

Theme: Planning (Appendix D8)

Relationship with the Local Plan review/Prematurity

There were 26 responses to Question 9 (Option B: middle route) making reference to the Future Chippenham project's relationship with the Local Plan review. The majority of these

were concerns that the case for the scale of development proposed in Chippenham has not yet been fully debated through the Local Plan review process, and that consultation on the distributor road is premature, with concerns raised about predetermining the outcome of the Local Plan review. Concerns were also raised regarding the Local Plan review site selection process and housing figures.

Relationship with the Local Plan review/Prematurity – Future Chippenham officer response

Matters relating to the Local Plan review are not within the scope of the road route options consultation, although this report will be shared with Wiltshire Council's Spatial Planning team. The comments received do nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing the Framework Masterplan for the site.

While ideally a planning application for the road or any wider development would not be submitted until the Local Plan review is complete, there are many precedents set where applications that accord with an emerging Local Plan which has reached an advanced stage within the process have been permitted, so as to ensure timely delivery of housing and critical infrastructure.

The next stage of the process is to include a Framework Masterplan which will set out the vision and context for the development. This will be subject to full consultation in due course and be supported by a design code which will provide more detail.

Compatibility with made/emerging neighbourhood plans

There were 6 responses to Question 9 (Option B: middle route) raising concerns about the potential conflict between the options in Zones 3 and 4, and the Bremhill Neighbourhood Plan, as well as general conflicts with Chippenham, Bremhill, Calne and Calne Without neighbourhood plans.

Compatibility with made/emerging neighbourhood plans – Future Chippenham officer response

This consultation related to the preferred road route for road infrastructure should the area be allocated for housing. Matters relating to the acceptability in principle of developing in a particular area will be key considerations for the Local Plan review process. Comments relating to neighbourhood plan policy requirements are also relevant to the masterplanning stage of the project, and relevant neighbourhood plans will be considered as part of the evidence review supporting the production of the Framework Masterplan. The project team will ensure further discussion is had with the relevant town and parish councils, or neighbourhood plan steering groups to ensure proposals are as joined up as possible.

Housing/Scale of development

There were 93 responses to Question 9 (Option B: middle route) raising matters surrounding housing and scale of development. A large proportion of these were comments that there is

insufficient evidence to support the scale of housing proposed at Chippenham/on this site. Objections were raised to perceived overurbanisation of the area, with some comments stating a preference for smaller development sites. Concerns were raised about the impacts of a development this large on the existing town. Some comments appeared to assume the route would form an outer boundary to any future development and was therefore preferred. Some respondents noted a desire to see brownfield redevelopment prioritised ahead of development of this site. Option A was preferred as this would futureproof the town for development that is required in the future. It was requested by some that brownfield sites be developed ahead of this site.

Housing/Scale of development – Future Chippenham officer response

Matters regarding the scale and location of development being proposed are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site. This report will also be shared with Wiltshire Council's Spatial Planning team for their information.

Placemaking

There were 4 responses to Question 9 (Option B: middle route) which raised concerns that the future development will be generic housing.

Placemaking – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to design and placemaking are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site and road design.

The Framework Masterplan which is being produced currently and will be subject to public consultation in due course, will set out in some detail how the building of the road can help deliver a high-quality development with a unique sense of place and which will mark a step-change in previous recent house building around Chippenham. The Framework Masterplan will be accompanied by a Design Code which will ensure that these design standards are maintained throughout the lifetime of the build.

Theme: Consultation and process (Appendix D9)

HIF bid and funding

There were 32 responses to Question 9 (Option B: middle route) addressing matters related to the HIF bid and funding. Approximately half of these commented that this is an improper use of taxpayers' money, while others called for reallocation of funding to other projects such as investment in the current road infrastructure, improving the environment and climate resilience, and improving the town centre. Concerns were raised in relation to the HIF bid

process, with comments that there was insufficient consultation ahead of the bid being made, that the council should return the funds to Homes England. Concerns were also raised regarding the costs associated with construction of large viaduct structures.

HIF bid and funding – Future Chippenham officer response

The council acted in a proactive manner to seek central government funding to ensure that infrastructure could be in place to unlock housing should the area be allocated through the Local Plan review, on land recognised for potential future growth within the earlier examination of the Chippenham Site Allocations Plan. The successful bid for funding provides a resolution to the potential barriers for the site and enables a holistic approach to the delivery of critical infrastructure to meet the strategic need of the town, alongside other benefits for the town as a whole At the time of the bid submission it was expected that the Local Plan review would have completed its public consultation on its spatial strategy prior to any awards being made by MHCLG. Delays in the Local Plan review timetable meant that the grant was awarded in advance of this stage of the Local Plan. However, this does not affect the fact that the application for the funding was made based on identified need on a particular site. The successful bid for central government funding was based on a business case which demonstrated good value for money.

Process/Consultation

There were 39 responses to Question 9 (Option B: middle route) addressing Future Chippenham's consultation process. A large proportion of these were criticisms that there was not a 'no road' option offered on the consultation form. Others raised issues with the form and content of the consultation material felt that questions asked had not been provided with sufficient answers. The timing of the consultation during a national lockdown was also criticised. Concerns were raised that the council's dual role in the promotion and determination of this site presented a conflict of interest. There were also concerns that the options were too similar and did not offer enough choice.

Process/Consultation – Future Chippenham officer response

The consultation accorded to the Local Planning Authority's adopted Statement of Community Involvement as amended in July 2020 that implemented an interim approach to public consultation in light of restrictions imposed due to the COVID-19 pandemic. Whilst the unique circumstances of the pandemic meant that face-to-face consultation was not an option, alternative COVID safe methods of outreach, such as online webinars and a video, were employed which enabled effective engagement. The results of the consultation with just under 1,200 individual representations being received indicates that the techniques employed have been successful.

It is not uncommon for councils to take an active role in the development of land within their ownership and procedures are in place to ensure that there is a clear internal organisational separation between teams promoting a development (in this case Future Chippenham) and teams responsible for undertaking the regulatory functions of the council (the Local Planning Authority). Similarly, the elected Councillors who sit on the planning decision making committee (in this case Strategic Planning Committee) will be bound by the law and code of practice to consider the case before them solely upon its planning merits taking into account

planning policy and all other material planning considerations, including the results of consultations.

The principle of whether the road and potential wider development should go ahead, including the consideration of alternative options, is for the Local Plan review to address. As explained at the beginning of Section 4, the Future Chippenham road route options consultation took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

Theme: General (Appendix D10)

General

There were 402 responses raising general issues in response to Question 9 (Option B: middle route). The considerable majority of these were objections to the road, with views expressed that the road is not wanted, not needed or justified, and should not be progressed. A number of respondents commented that Option B was considered to be the best route option, as a balance between the various pros and cons of the road options in respect of the environment, topography, proximity to housing etc. Other general comments were made including concerns about impacts on house prices and amenity to existing residents, and queries regarding how up to date the evidence base is, in light of the impacts of the pandemic.

General – Future Chippenham officer response

We note the high number off representations saying that the road is not required. It is important to understand the context for the road.

In line with national planning legislation, every council in the country must be able to demonstrate a positive plan for how it can meet projected housing needs for the next 20 years and more. It is the role of the council's Local Plan to identify how and where this need can be met. The need for a significant number of new homes has been identified in this area by the Local Planning Authority following national planning guidelines. The question is therefore not if we should build new homes (as required by law), but how these can be best located and designed to benefit the wider community and be the most environmentally sustainable they can be. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities

Summary of responses to Question 9 – Option B (middle route)

for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

If none of the road options are pursued (and the £75 million funding returned to Government), it is not the case that the status quo will be maintained. The council will still be under a statutory obligation to meet its housing and employment needs and hence the same level of development will have to be built at Chippenham either through different site allocations or in a piecemeal, unplanned manner via speculative developments, which may not deliver the benefits for the town that the Future Chippenham site could. Under planning law, where a council cannot demonstrate a deliverable supply of homes to meet local needs there is a presumption in favour of granting planning permission for development, and the council and community could lose control of the process.

Summary of responses to Question 10 - Option C (inner route)

4.30. The full lists of summarised points relating to Option C (inner route) can be found at **Appendix E (1-10)**. The comments received were grouped under the following broad themes:

- Transport
- Climate change and flooding
- Pollution and air quality
- Ecology and environment
- Landscape
- Heritage
- Planning
- Economy and infrastructure
- Consultation and process
- General

4.31. A high level summary of the comments received is set out below along with officer responses to the points raised. Where appropriate the officer responses explain how the points raised have and will influence the project going forward, including through road design, road route options decision making, and the subsequent Framework Masterplanning process.

Summary of responses to Question 10 – Option C (inner route)

Theme: Transport (Appendix E1)

Transport

There were 269 responses to Question 10 (Option C: inner route) that were judged to fall within the theme of transport. Key concerns were raised about worsening pressure on the road network and congestion in and around Chippenham, and the potential for this route to negatively impact on local footpaths, cycle routes and minor lanes. It was also felt by some that Option C came too close to existing housing and could reduce access to the countryside. It was considered by some that Option C is too close to existing roads to be able to offer any congestion alleviation, and a number of queries were raised as to whether the existing road

on Pewsham Way could be utilised. A small number of comments were made that a road should be built further out to function more like a bypass, while others did not feel a bypass would be necessary. A number of responses were received expressing a preference that funding be reallocated, and more consideration be given to improving current road infrastructure, public transport and sustainable transport options. Some residents were of the view that Option C would provide good connectivity, while others questioned the practicalities of the route, such as linkages to Abbeyfield School, to London Road and driving routes to Corsham and Calne.

Wilts & Berks Canal Trust expressed concern as to how pedestrian and cycle access would be enabled between Chippenham and Lacock. The Trust also requested that provision be made for vehicular access to the canal and parking for visitors.

In relation to Zone 1, a large number of responses noted a preference for the Option C route to join to the existing A350 Lackham roundabout rather than from a new one. A concern was raised about proximity to Lower Lodge Farm. Another comment was that Option C was preferable due to the shortest bridge option.

In Zone 2, concerns were raised regarding the potential impacts from proximity to the canal. It was also a concern that this part of the route was closest to existing properties at Pewsham, while others noted that Pewsham Way could be utilised instead of building a new section of road. Option C was considered by some to have good connectivity with Pewsham because of the link road option available to this route option, while others disagreed that this presented the best option and suggested alternatives.

In Zone 3, concerns were raised regarding proximity and impact on Abbeyfield School and Stanley Park sports ground. Some concerns were also raised about the proposed roundabout layout at the A4, and potential impacts on properties and road safety. Some support for a roundabout was also noted. A request was made that the route not extend north of the A4, and objection to a junction at Stanley Lane. Wilts & Berks Canal Trust (WBCT) requested that the route design should enable the canal north and south of the A4 to be linked, and north of the A4 the selected route should recognise WBCT's plan to link the canal main line at Stanley to the River Avon.

In Zone 4, a number of concerns were raised about the potential of the routing of Option C to impact on the Chippenham – Calne cycle route, which should be mitigated or realigned. Potential impacts on Jubilee Acres was also raised. It was queried why no link is provided to Monkton Park to help alleviate traffic congestion and improve accessibility. Concerns were also raised about added traffic pressure on Hill Corner, Jacksom's Lane and Kington Langley. Landowners in Zone 4 commented that this part of the route is not deliverable for legal reasons.

Queries were raised about how the route through Zone 5 links to Langley Road and the railway.

Transport: Future Chippenham officer response

Developing a simple range of options for sustainable transport is critical to the success of the Future Chippenham project, especially in providing evidence to support residents in engaging meaningfully in the process when considering the opportunities to deliver sustainable

transport solutions for their town. A draft Concept Framework plan identifies sustainable transport opportunities and will be further developed into a Framework Masterplan for the whole area to show how the road will sit in context and how the development opportunities it presents may be delivered in the most beneficial way for the whole town. Delivering truly sustainable development will be at the heart of the Framework Masterplan and the road, whichever route is preferred, will be designed to promote sustainable transport as its principle objective with the provision of segregated cycling and walking routes as well as seeking to enhance public transport.

The responses provide valuable insight which will also be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Framework Masterplan will be accompanied and underpinned by a sustainable transport strategy which will explain how the objectives of optimising sustainable transport patterns will be achieved, including walking, cycling and public transport. Where appropriate, segregated pedestrian and cycle routes will be provided alongside the distributor road and roads through any development that the road unlocks. Public transport links will also be a key consideration. Wherever possible cycle and pedestrian routes will be extended and links to existing networks towards Chippenham town centre, and the surrounding areas will be provided.

Public rights of way will be improved where appropriate and it will be ensured that safe crossing points are improved where necessary. Responses relating to public rights of way are welcomed and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site. The Public Rights of Way network will be protected and, where appropriate, enhanced through the development of the site. Wherever possible, rights of way will be retained in their existing layout, and only where diversions are absolutely necessary to the delivery of the development will suitable diversions to the network be proposed.

Where it is possible, opportunities to extend bus routes will be considered, introduced, and improved with the introduction of any housing development that could be unlocked by the delivery of the distributor road. Some of the responses relating to public transport, provide valuable insight and will be taken into consideration through the subsequent stage of preparing a wider Framework Masterplan for the site.

Sustainable transport will be integral to the development and it will ensure that space for bus stops is incorporated into the design of the distributor road, where appropriate. The Framework Masterplan will consider as a priority the promotion of sustainable modes of transport including the use of low emission vehicles, cycling and walking and seek opportunities through wider improvements to reduce town centre congestion which has an impact on air quality.

The following section of the officer's response refers to comments made about Option C, Zone 1:

The alignment of Option C does run close to Lower Lodge Farm. Whilst the road alignment does not conflict with existing buildings some disruption could be expected by Lower Lodge Farm residents during construction. This would be reviewed with the residents in more detail if Option C was selected as the preferred option. The farmland is owned by Wiltshire Council

and leased to the current occupants. Discussions with farm tenants are currently taking place and will be formalised with affected tenants prior to construction of the distributor road.

Option C connects to the existing road network at a new junction with the B4528 (north of Lackham roundabout) and was included to provide an alternative option for review with land developers. In this scenario the existing Wiltshire College & University Centre junction at Lackham roundabout would be retained.

There were a number of comments with a preference for connecting the distributor road directly to the A350 at Lackham roundabout, connecting to the existing highway at this location would form a logical part of the transport network, is likely to operate more efficiently than the connection on the B4528.

It was suggested that the Future Chippenham distributor road could either connect to developments from Southpoint Park through Rowden Park, or those developments should be revised to remove the through road. The developments in question have already received planning approval; the extents for the route reserved for the eastern distributor road are through Southpoint Park, crossing the B4528 and through the proposed Rowden Park development.

The corridor reserved for the southern distributor road east of the B4528 as part of the planning conditions of the Rowden Park development was not presented for comment as part of the Future Chippenham road route options consultation as the eastern end of this route would go directly through the Rowden Park conservation area, close to the scheduled ancient monument and listed buildings at Rowden Manor, before crossing the River Avon and conflicting with woodland and a local nature reserve to the east. This option was assessed at an early stage of the options assessment report as part of options sift 1 and was referred to as Option D, it was discounted as it was deemed undeliverable.

The corridor provides an opportunity for an additional access and distribution from the A350 to the B4528 and further east of the B4528 a sustainable transport route for cyclists, pedestrians and horse riding, this will be considered as part of the connectivity plan for the framework masterplan.

Option C includes the shortest bridge over the River Avon, this has a lower impact on the environment and lower costs compared to the other route options in this zone. An Environmental Impact Assessment (EIA) will be included in the planning application, appropriate environmental mitigation will be included in the proposals.

Road network signing strategy and speed limits shall be reviewed as part of the planning application. The transport assessment will review the impact on the existing road network and include mitigation proposals for the road application and development applications. This includes an assessment of points of connection with the existing transport network (Lackham roundabout, Pewsham Way, A4, Stanley Lane) and junctions and networks further away from the new road but with a forecast change in traffic flows that may have a negative impact on capacity.

Meetings are planned with bus network operators to coordinate an appropriate level of bus service provision. Bus stops to serve the adjacent development and Wiltshire College & University Centre at Lackham will be considered as part of this review.

The following section of the officer's response refers to comments made about Option C, Zone 2:

A range of options were included in the Housing Infrastructure Fund (HIF) bid that comprise a southern distributor road between the A350 Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes; this assessment is included in the Options Assessment Report (OAR) as part of the road options public consultation and provides indicative land development quantum, cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation. It should be noted that quantum of development work undertaken for the business case submission to the Housing and Infrastructure Fund (HIF) and the Options Assessment Report (OAR) is subject to further review and quantum of development will be informed and allocated as part of the Local Plan.

It was commented that there was a preference for a roundabout junction at the A4. Junction types will be assessed by the transport assessment and proposed layouts assessed by an independent road safety audit.

Comments relating to negative impacts on existing walking routes and access to the Wilts and Berks canal are noted. Pedestrian crossing points will be included where the distributor road meets Forest Lane and Avon Valley Walk. The type of crossing will be informed by the transport assessment and road safety audit.

A connectivity plan will also be progressed as part of the Framework masterplan.
A cycle and pedestrian route alongside the road would link to other routes to provide a new network for commuting and recreation for sustainable travel between new and existing developments.

Cycle and pedestrian infrastructure will be designed to Local Transport Note 1/20, considering Sustrans guidance and Wiltshire Council Highways requirements in order to meet planning approval. The core design principles of Local Transport Note 1/20 are that coherent, direct, safe, comfortable and attractive design and consideration given to priority movements for cyclists and pedestrians over cars where appropriate.

An independent road safety audit will be undertaken, issues raised will be assessed by the Future Chippenham Highways design team to resolve as part of a design update to the requirements and policies of Wiltshire Council Highways to meet planning approval.

It was commented that widening of Pewsham Way and connection to Rawlings Green via a junction close to the A4 would be preferred. Widening of Pewsham Way and the existing junctions would provide additional transport capacity; however, it would not provide additional access to development land.

The impact on the existing road network, existing schools and residents and development layouts would also need to be considered in more detail.

Summary of responses to Question 10 – Option C (inner route)

Comments were received noting concern about the close proximity of the road to Pewsham. The close proximity of the road to Pewsham provides benefits to transport connectivity and in particular to non-motorised sustainable transport. Amenities within existing and new developments can then be connected by a network of new sustainable transport routes which would provide opportunities to benefit existing and new residents.

The following section of the officer's response refers to comments made about Option C, Zone 3:

Comments suggest this option is too close to Abbeyfield school, Stanley Park and existing residential properties. An Environmental Impact Assessment (EIA) will be included in the planning application, including appropriate mitigation to existing residents in the proposals. The distributor road will provide increased accessibility to Abbeyfield school and Stanley Park Sports ground. An independent road safety audit will also be undertaken, issues raised will be assessed by the Future Chippenham Highways design team to resolve as part of a design update to the requirements and policies of Wiltshire Council Highways to meet planning approval.

It was commented that joining the distributor road to Stanley Lane at the A4 between zone 2 and 3 would reduce costs and impact. There is some potential with this suggestion. The impact on the existing road network, existing schools and residents and development layouts would need to be considered in more detail and will be reviewed as part of the Framework Masterplan.

Preference for a roundabout junction at the A4 is noted, junction types will be assessed by the transport assessment and proposed layouts assessed by an independent road safety audit.

It was commented that the route should not proceed beyond the A4. A range of options were included in the Housing Infrastructure Fund (HIF) bid that comprise a southern distributor road between the A350 Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes. This assessment is included in the Options Assessment Report (OAR) as part of the road options public consultation and provides indicative land development quantum, cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation. It should be noted that quantum of development work undertaken for the business case submission to the Housing and Infrastructure Fund (HIF) and the Options Assessment Report (OAR) is subject to further review and quantum of development will be informed and allocated as part of the Local Plan.

Consultees have queried the reason for the roundabout to the northeast of Stanley Park; the concept road alignment design includes a junction at this location with potential for access to further development to the east, which may be part of a future local plan. The Framework Masterplan will provide a relevant update and this particular roundabout may not be required.

Impacts on existing residents will be assessed as part of the Environmental Statement for the planning application.

Summary of responses to Question 10 – Option C (inner route)

A number of comments related to the impact on the disused railway line, National Cycle Network (NCN) route 403 are noted. These concerns included the issue of usability and ability to cross a distributor road. For any locations of crossing of this popular walking and cycling route, a signalised crossing will be provided. This will also connect with facilities along the length of the distributor road.

A connectivity plan will be progressed as part of the Framework Masterplan. Cycle and pedestrian routes alongside the road will be provided. A new network of commuting and recreation routes for sustainable travel between new and existing developments will be proposed as part of the Framework Masterplan.

Cycle and pedestrian infrastructure will be designed to Local Transport Note 1/20, considering Sustrans guidance and Wiltshire Council Highways requirements in order to meet planning approval. The core design principles of Local Transport Note1/20 are that coherent, direct, safe, comfortable and attractive design and consideration given to priority movements for cyclists and pedestrians over cars where appropriate.

It was suggested that there should be no junction between the distributor road and Stanley Lane and that a bridge or a tunnel should be provided. The distributor road is likely to form a roundabout junction with Stanley Lane, with speed limit reductions either side of the new junction and traffic calming or restricted access considered on the western arm to Abbeyfield School; this is subject to further assessment and review with the Framework Masterplan and transport assessment.

It was suggested that the distributor road route could be moved south of the National Cycle Route, which we assume is where the route deviates and uses a short section of Stanley Lane. This would require the route to deviate outside of the development area identified in the Local Plan review. The road's primary function is for local transport connectivity and distribution, and to enable residential and employment development, it is not a strategic road or bypass. The road alignment is designed to form the main corridor of movement with relatively continuous built frontages, the proximity of the road and associated new development to existing development is included in the options assessment process where options close to existing development have better connectivity.

The following section of the officer's response refers to comments made about Option C, Zone 4:

A range of options were included in the Housing Infrastructure Fund (HIF) bid that comprise a southern distributor road between the A350 Lackham roundabout and the A4, a northern distributor road between the A4 and Parsonage Way and the full eastern distributor road combining both northern and southern routes; This assessment is included in the Options Assessment Report (OAR) as part of the road options public consultation and provides indicative land development quantum, cost estimates and benefit cost ratios. Whilst all three of these options indicate good benefit cost ratios the full eastern distributor road indicates the best benefit cost ratio and as such was progressed to public consultation. It should be noted that the quantum of development work undertaken for the business case submission to the Housing and Infrastructure Fund (HIF) and the Options Assessment Report (OAR) is subject to further review and quantum of development will be informed and allocated as part of the Local Plan.

Summary of responses to Question 10 – Option C (inner route)

It was suggested that the distributor road route could be moved south of the National Cycle Route, which we assume is where the route deviates and uses a short section of Stanley Lane. This would require the route to deviate outside of the development area identified in the Local Plan review. The road's primary function is for local transport connectivity and distribution, and to enable residential and employment development, it is not a strategic road or bypass. The road alignment is designed to form the main corridor of movement with relatively continuous built frontages, the proximity of the road and associated new development to existing development is included in the options assessment process where options close to existing development have better connectivity.

We note that landowners have informed Future Chippenham that Option C in zone 4 is not deliverable for legal reasons.

A number of comments relate to the impact on the disused railway line (National Cycleway 403). These concerns included the issue of usability and ability to cross a distributor road. For any locations of crossing of the popular walking and cycling route, a signalised crossing will be provided. This will also connect with facilities along the length of the distributor road.

Impacts on existing residents will be assessed as part of the Environmental Statement for the planning application.

Option C passes under the overhead pylons twice and seeks to follow existing topography to mitigate visual impact. Road route Option C is aligned through development areas identified in the draft Concept Framework.

The following section of the officer's response refers to comments made about Option C, Zone 5:

The impact of the distributor road through Rawlings Green on traffic safety, the environment (including noise and pollution) and walking and cycling will be assessed as part of the planning application for the Future Chippenham distributor road.

After crossing the rail bridge, the road continues along a new road parallel to Parsonage Way, crosses the B4069 via two junctions and continues along a new distributor road past Birds Marsh to connect to the A350 at Malmesbury roundabout. M4 Junction 17 is then accessed via the A350. The route from the rail bridge is included as part of other developer planning applications, details are available on Wiltshire Council's planning portal[35].

The access road from the Rawlings Green development site through to Darcey Close would be delivered by the Rawlings Green development as part of planning application 15/12351/OUT or an alternative future application for development of the land.

[35] Wiltshire Council, planning portal, available at: https://development.wiltshire.gov.uk/pr/s/

Theme: Climate change and flooding (Appendix E2)

Climate change

There were 27 responses to Question 10 (Option C: inner route) that raised concerns about the project's climate impacts, concerns regarding carbon costs and compatibility with the council's declaration of a climate emergency.

Climate change – Future Chippenham officer response

Addressing the climate emergency is an underpinning objective for the Future Chippenham project. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre and improve connectivity and travel within and around the town.

The Future Chippenham team consider all evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Part of this will be the focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Futureproofing development so that new builds are constructed to policy compliant carbon standards, alongside a framework of significant green infrastructure, spaces for nature and sustainable transport opportunities will also be critical.

These matters will be addressed through the subsequent stage of preparing the Framework Masterplan for the site. Garden settlement principles will be applied, with decarbonisation and the need to meet the challenges of the climate emergency will be underpinning principles. The Future Chippenham project will seek to be aspirational and identify opportunities to exceed planning policy requirements wherever practicable. Consideration will be given to extend initiatives within the proposed Framework Masterplan area and the wider area so that the town moves towards the same objectives and goals.

Flooding

There were 16 responses to Question 10 (Option C: inner route) that covered matters relating to flooding, with almost all being general concerns that the development could result in an increased risk of flooding. Concerns were raised about the use of costly and visually prominent viaducts. With reference to Zone 1 a concern was raised that Option C crosses one of the lowest points of the floodplain which is susceptible to inundation along the footpath and stile by Wiltshire College & University Centre at Lackham.

Flooding – Future Chippenham officer response

The rivers in and around the site are important features in the landscape as well as being environmental assets and will be key considerations in the design and layout of the site in the Framework Masterplan.

Desk based assessments of the water environment were carried out in support of the road route options stage, which set out a number of mitigation measures to be employed to reduce runoff and pollution from construction activities into local watercourses and groundwater receptors. This is further detailed within Section 4.5 of the PEAOR summary report[36].

Proposals for development of the site will be further supported and informed by detailed flood risk assessments, which will consider flood risk in the areas noted. A principle that will underpin the Framework Masterplan will be to, wherever possible, identify and avoid development in areas at risk of flooding (Flood Zones 2 and 3). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate drainage bodies. Ongoing assessment work will identify areas that are more susceptible to flooding, including groundwater flooding, and identify mitigation and drainage strategies to be put in place.

It is expected that that the development proposals will include measures to alleviate flood risk in some areas.

The Environment Agency's comments are noted and will be taken into account when considering the final route recommendation.

The concerns regarding impacts of the bridge/viaduct are noted. Option C includes the shortest bridge over the River Avon which would have the lowest impact on the environment and lower costs compared to the other route options in Zone 1. An Environmental Impact Assessment (EIA) will be included in the planning application, and appropriate environmental mitigation will be included in the proposals.

Theme: Pollution and air quality (Appendix E3)

Pollution and air quality

There were 44 responses to Question 10 (Option C: inner route) that addressed pollution and air quality, with most of these being concerns that this development would result in an increase of air, noise and light pollution. Some respondents were of the view that impacts would be greater as a result of this route being closest to the town. Particular areas of concern were along Pewsham Way and Lower Lodge Farm. A concern was also raised about potential increased littering.

[36] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Pollution and air quality – Future Chippenham officer response

The initial Concept Framework plan that supported the road route options assessment provided the foundations to ensure that pollution and air quality were considered from the outset.

The Framework Masterplan will address the need to minimise the impacts of air pollution, light pollution, and noise pollution. Comments regarding pollution, air quality, noise and light pollution provide valuable information which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the wider site and design of the final road option chosen. All aspects of pollution will be further assessed as part of the development of the wider Framework Masterplan and road design to be accompanied by an overarching Environmental Impact Assessment. This will clearly outline potential impacts and proposed measures identified as necessary to mitigate them. Potential impacts during construction will also be avoided where possible, and where not possible mitigated by employing best practise construction practice.

Whilst air quality modelling or noise impacts assessments are yet to be undertaken, it is recognised that selection of a route located furthest from pollutant receptors would assist in reducing potential air quality impacts, and there is potential for the use of noise dulling barriers (such as landscape bunding) to help ameliorate the impacts of noise.

Theme: Ecology and environment (Appendix E4)

Ecology

There were 119 responses to Question 10 (Option C: inner route) that raised issues around ecology. The majority of these were concerns about the development leading to potential negative impacts on biodiversity, wildlife (including protected species) and habitats, although a number of respondents considered that Option C would be least impactful of the options presented.

In Zone 1, concerns revolved around potential impacts on Mortimore's Wood. Zone 3 was noted for ecological value by some, and concerns raised about potential negative impacts/habitat fragmentation for wildlife at Baydons Meadow, and potential impacts on populations of great crested newts. Zone 4 was also noted for its ecological value, albeit some respondents noted that the Option C route was least impactful in this area. Concerns were also raised about impacts on biodiversity in Zone 5.

Ecology – Future Chippenham officer response

An assessment of the biodiversity baseline has been carried out, to inform the road route options assessment process presented in this consultation, including a site-based Extended Phase 1 Habitat survey, a Ground Level Tree Assessment (GLTA) for bats, and wintering bird surveys. Key considerations are the mitigation of any potential impacts on nearby designated sites such as Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Nature Reserves (LNRs), County Wildlife Sites (CWSs), Ancient Woodlands, and on any protected or notable species recorded in the area. A range of

potential mitigation measure are identified in paragraph 4.4 of the PEAOR summary report[37]. Further ecological surveys are being carried out, and discussions with Natural England and the County Ecologist are ongoing.

The feedback received identifying individual species (including spotted flycatcher breeding territories and other species such as kites, buzzards, owls and migratory birds, roe deer, voles, hares, rabbits, foxes, badgers, long tailed tits, blue tits, great tits, dunnocks, robins, otters and others) is welcomed, and the Future Chippenham team will ensure that these, plus any others, are taken into account during further ecological evaluations and the design process.

Any development including the road options and wider Framework Masterplan will be further supported and informed by additional detailed ecological surveys, which will form a critical part of the Environmental Impact Assessment for the whole site. The Framework Masterplan will be supported by a suite of ecology assessments that consider impact on all flora, fauna, and their habitat. These studies will identify if important species are present and if so can either be avoided or if avoidance is not possible, identify what mitigation will be needed. Avoidance of impacts will be the preferred option in all cases, and where this is not possible then mitigation may include translocation of species where legislation requires. The scheme will need to show how a net gain for biodiversity is provided in line with local and national planning requirements.

The ability to achieve a biodiversity net gain has been fundamental in informing the Concept Framework for the site and will continue to be considered in the development of the Framework Masterplan. It will be ensured that all opportunities for enhancing biodiversity are investigated on a whole site basis and where appropriate on a Chippenham wide basis.

The Future Chippenham team are committed to working in partnership with key environmental stakeholders and statutory consultees in developing the Framework Masterplan, including the Environment Agency, Natural England and Wiltshire Wildlife Trust.

The benefits of developing a whole site Framework Masterplan are key to ensuring that the impacts on ecology can be minimised, and mitigation can be delivered and planned upfront on a holistic scale.

Theme: Landscape (Appendix E5)

Landscape

There were 141 responses to Question 10 (Option C: inner route) that raised issues around landscape. A large proportion of these were concerns about the impacts on the landscape and rural setting of the existing settlements, that the development would be too visible, would result in too much loss of greenspace in the Avon/Marden Valley. Some respondents noted that Option C is closest to the town and therefore considered there would be less landscape

[37] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

impact, which would retain the character of Chippenham and surrounding settlements more so than other options, and would also protect the setting of the canal. A concern was raised that this option would leave insufficient space for green space and landscape/noise buffers.

In Zone 1, a concern was raised about the impact of the Option C route on the walking route parallel to Pewsham Way. Comments were received in support of Option C through Zones 2 and 3, as the route would be less visually intrusive and result in less loss of open space. In Zones 4 and 5 concerns were raised about the potential visual impacts from Tytherton Lucas and Kellaways area, and adverse impacts on the Marden and Avon chalk stream valleys. It was also noted that this route was considered to be the least harmful in Zone 4 of the options presented. Concerns were raised about the visual impacts of the river crossing in Zone 5.

Landscape – Future Chippenham officer response

The Concept Framework for the site and the road options put forward during the consultation were informed by landscape assessments and studies. Further development of the road route option and Framework Masterplan will be supported and informed by a more detailed landscape assessment that will ensure the most sensitive landscape elements are protected and where possible enhanced. This will include the river corridor and the existing country park. Where less sensitive landscape is identified for development then suitable mitigation such as landscape planting, topography and design will be identified accordingly. The Framework Masterplan will ensure that a generous amount of open space, over and above locally required standards, is provided for the local community to enjoy in perpetuity.

In support of the road route options, a desk-based landscape and visual impacts study was undertaken and covered a 1km study area surrounding the site/route options as detailed in section 3.6 of the PEAOR summary report[38]. This detailed landscape mitigation recommendations that could be implemented, including:

- careful siting of the highway to avoid significant landscape and visual effects.
- avoidance of the loss of mature trees, hedgerows and safeguarding of existing habitats.
- limiting vegetation removal to that required to undertake the works.
- mitigation planting and/or screening bunds being designed to provide both adequate screening of the highway whilst remaining mindful of the character of the existing landscape to enable the new highway to integrate.
- creation of wet woodland in specific locations to provide both biodiversity and amenity benefit.
- ensuring the design of structures and finishes associated with the river crossings be locally distinctive and reflect a high quality of design; and
- ensure the Scheme integrates with local neighbourhoods to provide benefits for walkers and cyclists in the local area.

The consultation identified concerns that the scheme could cause coalescence between Chippenham and existing settlements such as Bremhill and Calne. The development of the Framework Masterplan will be supported by further landscape assessment which will

[38] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

consider this issue in more detail. Where appropriate, landscape buffers and mitigation will be proposed to ensure that separation and preservation of the identity of surrounding settlements is preserved.

Agricultural land

There were 56 responses to Question 10 (Option C: inner route) that commented in relation to agricultural land, with the majority of these being an objection to the loss of agricultural land. A small number of responses noted that Option C would result in the least dissection of agricultural land. Some concerns were raised that Option C through Zone 1 was routed too close to existing farm buildings, whereas it was also noted that the route was well located due to being further from Lackham. Similar concerns about proximity to existing farm buildings were also raised in relation to Zone 2.

Agricultural land – Future Chippenham officer response

Any development on the site will be supported and informed by a detailed agricultural land assessment, with a key objective being to avoid development that would result in the loss of Best and Most Versatile farmland.

The majority of soils within the study area are known to be classified as grade 3B and therefore are not recorded as the best and most versatile soils for agricultural use. However, there are known pockets of grade 1 and 2 soils (higher quality) in Zone 1, with sections of grade 3A soils interspersed across all zones.

It is anticipated that, subject to the site being allocated for development in the Local Plan, council owned land will be proposed for the development of the range of uses, potentially including housing, essential infrastructure and public open space. This will require existing farm uses to cease and farm tenants will be served notice to quit in the long term. Whilst some farming activities will remain on licences or other short term arrangements, it is not anticipated that they will remain in the long term.

Theme: Heritage (Appendix E6)

Heritage

There were 24 responses to Question 10 (Option C: inner route) that addressed heritage; some of these were responses noting that the inner route would result in least impact on countryside heritage and least impact on the Tytherton Lucas conservation area.

In relation to Zone 1, a number of concerns were raised about the potential for the Option C route to impact on Rowden Park conservation area and listed buildings at Showell Farm. It was also noted that the route passes through a heritage setting area in the Green and Blue Infrastructure Plan, and this area has heritage value. Concerns were raised about potential impacts on archaeology in Zones 2 and 4.

Heritage - Future Chippenham officer response

The Concept Framework developed to support the road route options assessment sought to ensure the protection of existing heritage sites and integration into any development in the future. This will be further incorporated into the Framework Masterplan which will be supported and informed by detailed heritage assessments to ensure that the most sensitive historic elements are protected and where possible enhanced. This will include archaeology, buildings of heritage value and historic landscapes, and will consider the assets highlighted by consultees. The principle that will underpin the Framework Masterplan will be to, wherever possible, identify heritage assets and avoid impacts (i.e. plan around them). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate heritage bodies.

In support of the road route options, desk based assessments of archaeological and heritage impacts were carried out as detailed in the PEAOR summary report[39]. This was presented alongside detailed mitigation recommendations, including careful siting of the highway to avoid significant impacts.

Theme: Economy and infrastructure (Appendix E7)

Employment and economy

There were 10 responses to Question 10 (Option C: inner route) that addressed employment and the economy. Most of the responses revolved around a perceived lack of employment opportunities in Chippenham, and concerns that a lack of employment could see increased commuting. One respondent noted the renewable industries should be supported.

Employment and economy – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to the economy were not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site.

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way. Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting.

A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion

[39] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Infrastructure and services

There were 27 responses to Question 10 (Option C: inner route) addressing infrastructure and services, including a large number of concerns that Option C would cut through Stanley Park sports ground. Concerns were also raised about impacts of the development on infrastructure, including schools and healthcare, which considered to have insufficient capacity to accommodate increased demand. A concern was also raised about the proximity of the route and impact on the nearby water treatment works. A request was made for a petrol filling station.

Infrastructure and services – Future Chippenham officer response

Any development will need to be supported by infrastructure. This was identified in the Concept Framework which informed the road route options assessment process. This will be refined further during the development of the Framework Masterplan and will include both critical and community infrastructure including the following:

- School provision
- Heath facilities
- Open space and play areas
- Indoor and outdoor leisure facilities
- Open spaces
- Country parks
- Local centres/small scale retail
- Community halls
- Public houses
- Churches

Preparation of the Framework Masterplan will be informed by ongoing dialogue between the Future Chippenham team and key stakeholders and service providers to ensure that capacity needs are identified and accommodated for within the plans for the site.

The submission to the Local Planning Authority to demonstrate that the Future Chippenham site is the most sustainable option in which to meet the town's future growth needs, will include an Infrastructure Delivery Plan (IDP) setting out the infrastructure that is required to be delivered and by when. This IDP will support future Local Plan representations, masterplan and planning applications.

Health and social wellbeing

There were 10 responses to Question 10 (Option C: inner route) all noting concerns that the development could have negative implications on health and wellbeing/mental health.

Health and social wellbeing – Future Chippenham officer response

Health and social wellbeing is a fundamental aspect of the Concept Framework that has informed the road route options assessment. The scale of the proposed growth in the Concept Framework allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits. The proposed country park offers a significant area of open space which will support the future health and wellbeing of existing and future residents. The river and its flood meadows will also become a 'unifying strand' in the green infrastructure network.

Public health matters will be assessed further as part of the development of the Framework Masterplan and road design and there will be a chapter within the Environmental Impact Assessment (EIA) which will accompany all submissions, detailing the assessments undertaken, impacts identified, mitigatory measures to be implemented and opportunities for improvements where practicable. Similarly, the EIA will address social issues including the provision of affordable homes, accessible homes for the mobility impaired, access to education and healthcare services and incorporation of the principles of safe by design. The points regarding potential detrimental impacts on people's health arising from this scheme are noted and accepted as valid. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this process will include consultation with the NHS and be designed to minimise impacts and optimise opportunities, such as the provision of a new network of public green open space including trim trails and enhanced cycle and walking opportunities.

Theme: Planning (Appendix E8)

Relationship with the Local Plan review/Prematurity

There were 28 responses to Question 10 (Option C: inner route) raising concerns that the case for the scale of development proposed in Chippenham has not yet been fully debated through the Local Plan review process, and that consultation on the distributor road is premature, with concerns raised about predetermining the outcome of the Local Plan review.

Relationship with the Local Plan review/Prematurity – Future Chippenham officer response

Matters relating to the Local Plan review are not within the scope of the road route options consultation, although this report will be shared with Wiltshire Council's Spatial Planning team. The comments received do nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing the Framework Masterplan for the site.

While ideally a planning application for the road or any wider development would not be submitted until the Local Plan review is complete, there are many precedents set where applications that accord with an emerging Local Plan which has reached an advanced stage within the process have been permitted, so as to ensure timely delivery of housing and critical infrastructure.

The next stage of the process is to include a Framework Masterplan which will set out the vision and context for the development. This will be subject to full consultation in due course and be supported by a design code which will provide more detail.

Compatibility with made/emerging neighbourhood plans

There was 1 response to Question 10 (Option C: inner route) raising a concern about potential conflicts with local neighbourhood development plans.

Compatibility with made/emerging neighbourhood plans – Future Chippenham officer response

This consultation related to the preferred road route for road infrastructure should the area be allocated for housing. Matters relating to the acceptability in principle of developing in a particular area will be key considerations for the Local Plan review process. Comments relating to neighbourhood plan policy requirements are also relevant to the masterplanning stage of the project, and relevant neighbourhood plans will be considered as part of the evidence review supporting the production of the Framework Masterplan. The project team will ensure further discussion is had with the relevant town and parish councils, or neighbourhood plan steering groups to ensure proposals are as joined up as possible.

Housing/Scale of development

There were 79 responses to Question 10 (Option C: inner route) raising matters surrounding housing and scale of development. A large proportion of these were comments that there is insufficient evidence to support the scale of housing proposed, and questioned evidence to support the proposed allocation. It was requested by some that brownfield sites be developed ahead of this site, and some respondents noted a preference for smaller housing sites not in remote or edge-of-town locations.

Housing/Scale of development – Future Chippenham officer response

Matters regarding the scale and location of development being proposed are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site. This report will also be shared with Wiltshire Council's Spatial Planning team for their information.

Placemaking

There were 2 responses to Question 10 (Option C: inner route) which raised concerns that the future development will be overcrowded, generic housing.

Placemaking – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to design and placemaking are not within the scope of the road

route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site and road design.

The Framework Masterplan which is being produced currently and will be subject to public consultation in due course, will set out in some detail how the building of the road can help deliver a high-quality development with a unique sense of place and which will mark a step-change in previous recent house building around Chippenham. The Framework Masterplan will be accompanied by a Design Code which will ensure that these design standards are maintained throughout the lifetime of the build.

Theme: Consultation and process (Appendix E9)

HIF bid and funding

There were 19 responses to Question 10 (Option C: inner route) addressing matters related to the HIF bid and funding. Option C was noted by some to be the cheapest of the options. Concerns were raised that the project was not a good use of taxpayer's money and was not justified, costs were too high, and funding should be reallocated to improving the town centre. Concerns were also raised that the case for the road appeared to be focused on the funding that had been secured.

HIF bid and funding – Future Chippenham officer response

The council acted in a proactive manner to seek central government funding to ensure that infrastructure could be in place to unlock housing should the area be allocated through the Local Plan review, on land recognised for potential future growth within the earlier examination of the Chippenham Site Allocations Plan. The successful bid for funding provides a resolution to the potential barriers for the site and enables a holistic approach to the delivery of critical infrastructure to meet the strategic need of the town, alongside other benefits for the town as a whole At the time of the bid submission it was expected that the Local Plan review would have completed its public consultation on its spatial strategy prior to any awards being made by MHCLG. Delays in the Local Plan review timetable meant that the grant was awarded in advance of this stage of the Local Plan. However, this does not affect the fact that the application for the funding was made based on identified need on a particular site. The successful bid for central government funding was based on a business case which demonstrated good value for money.

Process/Consultation

There were 24 responses to Question 10 (Option C: inner route) raising criticisms that there was not a 'no road' option offered on the consultation form.

Process/Consultation – Future Chippenham officer response

The principle of whether the road and potential wider development should go ahead, including the consideration of alternative options, is for the Local Plan review to address. As

explained at the beginning of Section 4, the Future Chippenham road route options consultation took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

Theme: General (Appendix E10)

General

There were 415 responses raising general issues in response to Question 10 (Option C: inner route). The considerable majority of these were objections to the road, with views expressed that the road is not wanted, not needed or justified, and should not be progressed. A number of respondents commented that Option C was considered to be the best or least worst route option, while a small number noted that Option C was the least preferable.

General – Future Chippenham officer response

We note the high number off representations saying that the road is not required. It is important to understand the context for the road.

In line with national planning legislation, every council in the country must be able to demonstrate a positive plan for how it can meet projected housing needs for the next 20 years and more. It is the role of the council's Local Plan to identify how and where this need can be met. The need for a significant number of new homes has been identified in this area by the Local Planning Authority following national planning guidelines. The question is therefore not if we should build new homes (as required by law), but how these can be best located and designed to benefit the wider community and be the most environmentally sustainable they can be. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

If none of the road options are pursued (and the £75 million funding returned to Government), it is not the case that the status quo will be maintained. The council will still be under a statutory obligation to meet its housing and employment needs and hence the same level of development will have to be built at Chippenham either through different site allocations or in a piecemeal, unplanned manner via speculative developments, which may not deliver the benefits for the town that the Future Chippenham site could. Under planning

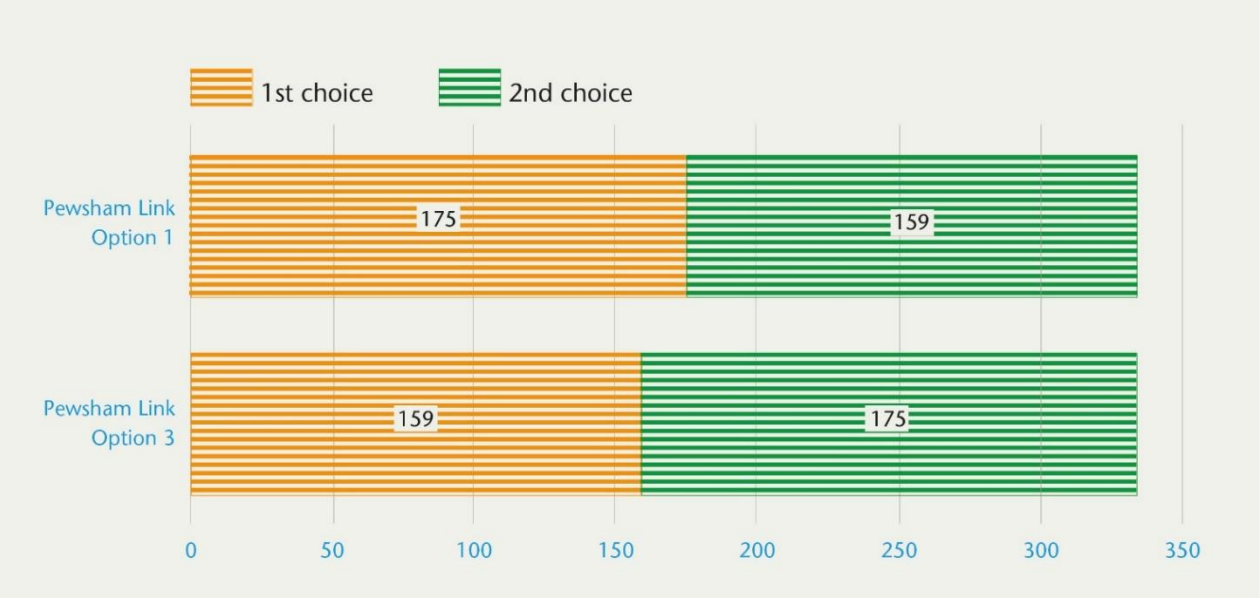
law, where a council cannot demonstrate a deliverable supply of homes to meet local needs there is a presumption in favour of granting planning permission for development, and the council and community could lose control of the process.

Questions 11, 12 and 13: Preferred route of the Pewsham link road

Summary of responses to Question 11 - preferred link road route

4.32. Question 11 of the consultation form asked respondents to rank the two Pewsham link road options into order of preference. Of the 334 responses received to this question, the following feedback was received:

Figure 4: Graph showing responses to consultation form Question 11 – link road option preferences



4.33. This shows a broadly similar result for each link road option, with Pewsham link route 1 being marginally favoured over Pewsham link route 3.

4.34. It should be noted that a significant number of respondents who wished to express an in-principle objection to the Future Chippenham project opted not to complete the Question 11 ranking exercise, or explained that while they had completed the Question 11 ranking exercise, their preference was for no road at all.

4.35. Questions 12 and 13 provided respondents with free text fields to give any specific feedback on Pewsham link Options 1 and 3. A number of respondents also submitted specific comments on the three road route options by email and letter.

Summary of responses to Question 12 - Pewsham link Option 1

4.36. The full lists of summarised points relating to Pewsham link road Option 1 can be found at **Appendix F (1-10)**. The comments received were grouped under the following broad themes:

- Transport
- Climate change and flooding
- Pollution and air quality
- Ecology and environment
- Landscape
- Heritage
- Planning
- Economy and infrastructure
- Consultation and process
- General

4.37. A high level summary of the comments received is set out below along with officer responses to the points raised. Where appropriate the officer responses explain how the points raised have and will influence the project going forward, including through road design, road route options decision making, and the subsequent Framework Masterplanning process.

4.38. The tables below summarise the responses that were received relating to Pewsham link Option 1:

Summary of responses to Question 12 – Pewsham link option 1

Theme: Transport (Appendix F1)

Transport

There were 108 responses to Question 12 (Pewsham link Option 1) that were judged to fall within the theme of transport. A number of points raised were concerns about increased congestion pressure on the highways network in general, and in specific areas such as Canal Road, Canal Road roundabout and Pewsham Way. Comments were also received that noted Option 1 would be better connected to the existing highway and town centre, could ease congestion at Avenue La Fleche, the Bridge Centre and Pewsham Way, and would remove the need for the further roundabout that would be required by Option 3. It was also noted that Option 1 is shorter. Concerns were raised that this option would have an adverse impact on the Avon Valley walk that runs south of Pewsham Way, and other comments noted concerns about the impacts and cost of the bridge structure required for Option 1. It was also queried how cycle paths from the new road would connect to the Option 1 road, and how cyclists would re-join the carriageway, noting that there is no cycle path on the A4. It was requested that the link road act as an arterial cycle/walking route providing connectivity to the town centre/station through Pewsham on car free routes. Consideration of low speed limits and traffic signals was requested. A concern was raised that this option is not central enough to Pewsham to be able to distribute traffic from Pewsham and traffic from the eastern areas of the town.

Stagecoach West comment that Option 1 is the only link road option that would allow a bus route to serve a development across this area while also effectively running to and from the

town centre, although it does not do this well. Topographic issues that impinge on this option are noted which would make it costly/problematic compared with Option 3. For this reason, Stagecoach West consider that extensive development south of Pewsham Way is inappropriate.

A number of other more general comments and comments linking with the wider road route options were also submitted to the question. Comments were received questioning the evidence that a road was needed, and a number of others responded querying why the existing road network at Pewsham Way could not be utilised within the route. Some suggestions were made that link Option 1 could make this connection from Lackham roundabout to Pewsham Way. A number of requests were made for improvements to existing infrastructure, sustainable transport links, pedestrian and cycle routes.

Transport: Future Chippenham officer response

The inclusion of a link road between Pewsham Way and the Future Chippenham distributor road as part of a comprehensive and holistic solution would serve various functions including providing access to various areas of potential development. It would also provide connectivity by adding to the overall highway network thereby providing enhanced route choice and options and allow for enhanced permeability through the area by a range of transport modes (car, walking, cycling, bus etc.). Comments received through this consultation will be considered in helping identify and determine the optimal location and design for the link road, it's associated infrastructure, and the nature of the junction connection with Pewsham Way. The link road will be considered and developed as part of the overall scheme masterplanning work and will be included in the traffic modelling analysis as part of the transport assessment informing the planning application.

Theme: Climate change and flooding (Appendix F2)

Climate change

There were 20 responses to Question 12 (Pewsham link Option 1) that raised concerns about the project's climate impacts, concerns regarding carbon costs and compatibility with the council's declaration of a climate emergency. A request was made that zero carbon homes be delivered.

Climate change – Future Chippenham officer response

Addressing the climate emergency is an underpinning objective for the Future Chippenham project. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre and improve connectivity and travel within and around the town.

The Future Chippenham team consider all evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated

place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Part of this will be the focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Futureproofing development so that new builds are constructed to policy compliant carbon standards, alongside a framework of significant green infrastructure, spaces for nature and sustainable transport opportunities will also be critical.

These matters will be addressed through the subsequent stage of preparing the Framework Masterplan for the site. Garden settlement principles will be applied, with decarbonisation and the need to meet the challenges of the climate emergency will be underpinning principles. The Future Chippenham project will seek to be aspirational and identify opportunities to exceed planning policy requirements wherever practicable. Consideration will be given to extend initiatives within the proposed Framework Masterplan area and the wider area so that the town moves towards the same objectives and goals.

Flooding

There were 5 responses to Question 12 (Pewsham Link Option 1) that raised general concerns that the development could result in an increased risk of flooding.

Flooding – Future Chippenham officer response

The rivers in and around the site are important features in the landscape as well as being environmental assets and will be key considerations in the design and layout of the site in the Framework Masterplan.

Desk based assessments of the water environment were carried out in support of the road route options stage, which set out a number of mitigation measures to be employed to reduce runoff and pollution from construction activities into local watercourses and groundwater receptors. This is further detailed within Section 4.5 of the PEAOR summary report[40].

Proposals for development of the site will be further supported and informed by detailed flood risk assessments. A principle that will underpin the Framework Masterplan will be to, wherever possible, identify and avoid development in areas at risk of flooding (Flood Zones 2 and 3). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate drainage bodies. Ongoing assessment work will identify areas that are more susceptible to flooding, including groundwater flooding, and identify mitigation and drainage strategies to be put in place.

It is expected that that the development proposals will include measures to alleviate flood risk in some areas.

[40] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

The Environment Agency's comments are noted and will be taken into account when considering the final route recommendation.

Theme: Pollution and air quality (Appendix F3)

Pollution and air quality

There were 13 responses to Question 12 (Pewsham Link Option 1) that addressed pollution and air quality, with most of these being concerns that this development would result in an increase of air, noise and light pollution. One respondent noted concerns about gas odour in the area.

Pollution and air quality – Future Chippenham officer response

The initial Concept Framework plan that supported the road route options assessment provided the foundations to ensure that pollution and air quality were considered from the outset.

The Framework Masterplan will address the need to minimise the impacts of air pollution, light pollution, and noise pollution. Comments regarding pollution, air quality, noise and light pollution provide valuable information which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the wider site and design of the final road option chosen. All aspects of pollution will be further assessed as part of the development of the wider Framework Masterplan and road design to be accompanied by an overarching Environmental Impact Assessment. This will clearly outline potential impacts and proposed measures identified as necessary to mitigate them. Potential impacts during construction will also be avoided where possible, and where not possible mitigated by employing best practise construction practice.

Whilst air quality modelling or noise impacts assessments are yet to be undertaken, it is recognised that selection of a route located furthest from pollutant receptors would assist in reducing potential air quality impacts, and there is potential for the use of noise dulling barriers (such as landscape bunding) to help ameliorate the impacts of noise.

Theme: Ecology and environment (Appendix F4)

Ecology

There were 40 responses to Question 12 (Pewsham link Option 1) that raised issues around ecology. The majority of these were concerns about the development leading to potential negative impacts on biodiversity, wildlife (including protected species) and habitats. Concern was also raised about the proximity of this link road option to a nature reserve and concern that insufficient assessment of biodiversity impacts has been undertaken.

Ecology – Future Chippenham officer response

An assessment of the biodiversity baseline has been carried out, to inform the road route options assessment process presented in this consultation, including a site-based Extended Phase 1 Habitat survey, a Ground Level Tree Assessment (GLTA) for bats, and wintering bird surveys. Key considerations are the mitigation of any potential impacts on nearby designated sites such as Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Nature Reserves (LNRs), County Wildlife Sites (CWSs), Ancient Woodlands, and on any protected or notable species recorded in the area. A range of potential mitigation measure are identified in paragraph 4.4 of the PEAOR summary report[41]. Further ecological surveys are being carried out, and discussions with Natural England and the County Ecologist are ongoing.

The feedback received identifying individual species (including spotted flycatcher breeding territories and other species such as kites, buzzards, owls and migratory birds, roe deer, voles, hares, rabbits, foxes, badgers, long tailed tits, blue tits, great tits, dunnocks, robins, otters and others) is welcomed, and the Future Chippenham team will ensure that these, plus any others, are taken into account during further ecological evaluations and the design process.

Any development including the road options and wider Framework Masterplan will be further supported and informed by additional detailed ecological surveys, which will form a critical part of the Environmental Impact Assessment for the whole site. The Framework Masterplan will be supported by a suite of ecology assessments that consider impact on all flora, fauna, and their habitat. These studies will identify if important species are present and if so can either be avoided or if avoidance is not possible, identify what mitigation will be needed. Avoidance of impacts will be the preferred option in all cases, and where this is not possible then mitigation may include translocation of species where legislation requires. The scheme will need to show how a net gain for biodiversity is provided in line with local and national planning requirements.

The ability to achieve a biodiversity net gain has been fundamental in informing the Concept Framework for the site and will continue to be considered in the development of the Framework Masterplan. It will be ensured that all opportunities for enhancing biodiversity are investigated on a whole site basis and where appropriate on a Chippenham wide basis.

The Future Chippenham team are committed to working in partnership with key environmental stakeholders and statutory consultees in developing the Framework Masterplan, including the Environment Agency, Natural England and Wiltshire Wildlife Trust.

The benefits of developing a whole site Framework Masterplan are key to ensuring that the impacts on ecology can be minimised, and mitigation can be delivered and planned upfront on a holistic scale.

[41] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Summary of responses to Question 12 – Pewsham link option 1

Theme: Landscape (Appendix F5)

Landscape

There were 43 responses to Question 12 (Pewsham link Option 1) that raised issues around landscape. A large proportion of these were concerns about the impacts on the landscape and visual amenity in the Avon Valley, loss of countryside and agricultural land. Concern was also raised about proximity to Mortimore's Wood, Westmead Open Space, the Wilts and Berks canal and Borough Lands spaces. Landscape mitigation measures were requested, along with further assessment carried out to determine impacts.

Landscape – Future Chippenham officer response

The Concept Framework for the site and the road options put forward during the consultation were informed by landscape assessments and studies. Further development of the road route option and Framework Masterplan will be supported and informed by a more detailed landscape assessment that will ensure the most sensitive landscape elements are protected and where possible enhanced. This will include the river corridor and the existing country park. Where less sensitive landscape is identified for development then suitable mitigation such as landscape planting, topography and design will be identified accordingly. The Framework Masterplan will ensure that a generous amount of open space, over and above locally required standards, is provided for the local community to enjoy in perpetuity.

In support of the road route options, a desk-based landscape and visual impacts study was undertaken and covered a 1km study area surrounding the site/route options as detailed in section 3.6 of the PEAOR summary report[42],. This detailed landscape mitigation recommendations that could be implemented, including:

- careful siting of the highway to avoid significant landscape and visual effects.
- avoidance of the loss of mature trees, hedgerows and safeguarding of existing habitats.
- limiting vegetation removal to that required to undertake the works.
- mitigation planting and/or screening bunds being designed to provide both adequate screening of the highway whilst remaining mindful of the character of the existing landscape to enable the new highway to integrate.
- creation of wet woodland in specific locations to provide both biodiversity and amenity benefit.
- ensuring the design of structures and finishes associated with the river crossings be locally distinctive and reflect a high quality of design; and
- ensure the Scheme integrates with local neighbourhoods to provide benefits for walkers and cyclists in the local area.

[42] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Summary of responses to Question 12 – Pewsham link option 1

Theme: Heritage (Appendix F6)

Heritage

There were 2 responses to Question 12 (Pewsham link Option 1) raising concerns about potential harm to historic value of the area, and to the Wilts & Berks Canal.

Heritage - Future Chippenham officer response

The Concept Framework developed to support the road route options assessment sought to ensure the protection of existing heritage sites and integration into any development in the future. This will be further incorporated into the Framework Masterplan which will be supported and informed by detailed heritage assessments to ensure that the most sensitive historic elements are protected and where possible enhanced. This will include archaeology, buildings of heritage value and historic landscapes, and will consider the assets highlighted by consultees. The principle that will underpin the Framework Masterplan will be to, wherever possible, identify heritage assets and avoid impacts (i.e. plan around them). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate heritage bodies.

In support of the road route options, desk based assessments of archaeological and heritage impacts were carried out as detailed in the PEAOR summary report[43]. This was presented alongside detailed mitigation recommendations, including careful siting of the highway to avoid significant impacts.

Theme: Economy and infrastructure (Appendix F7)

Employment and economy

There were 11 responses to Question 12 (Pewsham link Option 1) that addressed employment and the economy. Most of the responses revolved around a perceived lack of employment opportunities in Chippenham, and queries as to what investment would be made to improve the town centre. One commented that this option would enable the town to grow, while another expressed concern about impacts on farmers livelihoods.

Employment and economy – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to the economy were not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site.

[43] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Summary of responses to Question 12 – Pewsham link option 1

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way.

Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting.

A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Infrastructure and services

There were 4 responses to Question 12 (Pewsham link Option 1) that expressed concern that there is insufficient infrastructure in place to cope with increased population.

Infrastructure and services – Future Chippenham officer response

Any development will need to be supported by infrastructure. This was identified in the Concept Framework which informed the road route options assessment process. This will be refined further during the development of the Framework Masterplan and will include both critical and community infrastructure including the following:

- School provision
- Heath facilities
- Open space and play areas
- Indoor and outdoor leisure facilities
- Open spaces
- Country parks
- Local centres/small scale retail
- Community halls
- Public houses
- Churches

The submission to the Local Planning Authority to demonstrate that the Future Chippenham site is the most sustainable option in which to meet the town's future growth needs, will include an Infrastructure Delivery Plan (IDP) setting out the infrastructure that is required to be delivered and by when. This IDP will support future Local Plan representations, masterplan and planning applications.

Health and social wellbeing

There were 9 responses to Question 12 (Pewsham link Option 1) relating to health and wellbeing, the majority raising concerns about loss of green spaces countryside and

subsequent impacts on wellbeing/mental health. One response raised concern about potential for increased crime.

Health and social wellbeing – Future Chippenham officer response

Health and social wellbeing is a fundamental aspect of the Concept Framework that has informed the road route options assessment. The scale of the proposed growth in the Concept Framework allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits. The proposed country park offers a significant area of open space which will support the future health and wellbeing of existing and future residents. The river and its flood meadows will also become a 'unifying strand' in the green infrastructure network.

Public health matters will be further assessed as part of the development of the Framework Masterplan and road design and there will be a chapter within the Environmental Impact Assessment (EIA) which will accompany all submissions, detailing the assessments undertaken, impacts identified, mitigatory measures to be implemented and opportunities for improvements where practicable. Similarly, the EIA will address social issues including the provision of affordable homes, accessible homes for the mobility impaired, access to education and healthcare services and incorporation of the principles of safe by design. The points regarding potential detrimental impacts on people's health arising from this scheme are noted and accepted as valid. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this process will include consultation with the NHS and be designed to minimise impacts and optimise opportunities, such as the provision of a new network of public green open space including trim trails and enhanced cycle and walking opportunities.

The points regarding potential increased anti-social behaviour arising from this scheme are noted. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this the process will include consultation with the police and be designed to Safe by Design national standards to discourage anti-social behaviour. Potential impacts on social issues will be further assessed as part of an overarching Environmental Impact Assessment, to accompany the project work, which will clearly outline potential impacts and proposed measures identified as necessary to mitigate them.

Theme: Planning (Appendix F8)

Relationship with the Local Plan review/Prematurity

There were 14 responses to Question 12 (Pewsham link Option 1) raising concerns that the case for the scale of development proposed in Chippenham has not yet been fully debated through the Local Plan review process, and that consultation on the distributor road is premature, with concerns raised about predetermining the outcome of the Local Plan review. A concern was also raised that there are technical and viability challenges which have implications for the soundness of the Local Plan.

Relationship with the Local Plan review/Prematurity – Future Chippenham officer response

Matters relating to the Local Plan review are not within the scope of the road route options consultation, although this report will be shared with Wiltshire Council's Spatial Planning team. The comments received do nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing the Framework Masterplan for the site.

While ideally a planning application for the road or any wider development would not be submitted until the Local Plan review is complete, there are many precedents set where applications that accord with an emerging Local Plan which has reached an advanced stage within the process have been permitted, so as to ensure timely delivery of housing and critical infrastructure.

The next stage of the process is to include a Framework Masterplan which will set out the vision and context for the development. This will be subject to full consultation in due course and be supported by a design code which will provide more detail.

Housing/Scale of development

There were 26 responses to Question 12 (Pewsham link Option 1) relating to housing and the scale of development, with the majority of these expressing that too much development is proposed, or that no new housing was wanted or needed. It was requested that focus be on developing vacant or brownfield areas of the town centre.

Housing/Scale of development – Future Chippenham officer response

Matters regarding the scale of development being proposed are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site. This report will also be shared with Wiltshire Council's Spatial Planning team for their information.

Placemaking

There were 5 responses to Question 12 (Pewsham link Option 1) relating to placemaking and design matters. Concerns were raised that the future development will be poorly designed, with specific mention made to the design of bridges. One respondent noted no objection, providing good design principles would be adhered to. Stagecoach West commented that the extensive development south of Pewsham Way, demanding the SW Link Road through Zones 1 and 2 and this kind of link, is inappropriate as urban design would be compromised, due partly to topographic issues, on a number of counts.

Placemaking – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to design and placemaking are not within the scope of the road

route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site and road design.

The Framework Masterplan which is being produced currently and will be subject to public consultation in due course, will set out in some detail how the building of the road can help deliver a high-quality development with a unique sense of place and which will mark a step-change in previous recent house building around Chippenham. The Framework Masterplan will be accompanied by a Design Code which will ensure that these design standards are maintained throughout the lifetime of the build.

Theme: Consultation and process (Appendix F9)

HIF bid and funding

There were 6 responses to Question 12 (Pewsham link Option 1) addressing matters related to the HIF bid and funding. Concerns were raised that the project was not a good use of taxpayer's money or was not viable. It was expressed by one respondent that there had not been enough consultation before the HIF bid was submitted, while another requested the HIF funding be returned to Homes England.

HIF Bid and funding – Future Chippenham officer response

The council acted in a proactive manner to seek central government funding to ensure that infrastructure could be in place to unlock housing should the area be allocated through the Local Plan review, on land recognised for potential future growth within the earlier examination of the Chippenham Site Allocations Plan. The successful bid for funding provides a resolution to the potential barriers for the site and enables a holistic approach to the delivery of critical infrastructure to meet the strategic need of the town, alongside other benefits for the town as a whole At the time of the bid submission it was expected that the Local Plan review would have completed its public consultation on its spatial strategy prior to any awards being made by MHCLG. Delays in the Local Plan review timetable meant that the grant was awarded in advance of this stage of the Local Plan. However, this does not affect the fact that the application for the funding was made based on identified need on a particular site. The successful bid for central government funding was based on a business case which demonstrated good value for money.

Process/Consultation

There were 43 responses to Question 12 (Pewsham link Option 1) concerning the process and consultation. A large number of these were criticisms that there was not a 'no road' option offered on the consultation form, along with complaints that the consultation material was not clear in relation to the link road options. Some respondents also felt there was a lack of clarity over the function of the new road, and others felt the consultation process was inadequate with not enough opportunities to ask questions, the consultation being too short, taking place concurrently with the Local Plan review consultation, and taking place during a national lockdown.

Process/Consultation – Future Chippenham officer response

The consultation accorded to the Local Planning Authority's adopted Statement of Community Involvement as amended in July 2020 that implemented an interim approach to public consultation in light of restrictions imposed due to the COVID-19 pandemic. Whilst the unique circumstances of the pandemic meant that face-to-face consultation was not an option, alternative COVID safe methods of outreach, such as online webinars and a video, were employed which enabled effective engagement. The results of the consultation with just under 1,200 individual representations being received indicates that the techniques employed have been successful.

It is not uncommon for councils to take an active role in the development of land within their ownership, and procedures are in place to ensure that there is a clear internal organisational separation between teams promoting developments (in this case Future Chippenham) and teams responsible for undertaking the regulatory functions of the council (the Local Planning Authority). Similarly, the elected Councillors who sit on the planning decision making committee (in this case Strategic Planning Committee) will be bound by the law and code of practice to consider the case before them solely upon its planning merits taking into account planning policy and all other material planning considerations, including the results of consultations.

The principle of whether the road and potential wider development should go ahead, including the consideration of alternative options, is for the Local Plan review to address. As explained at the beginning of Section 4, the Future Chippenham road route options consultation took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

Theme: General (Appendix F10)

General

There were 307 responses raising general issues in response to Question 12 (Pewsham link Option 1). The considerable majority of these were objections to the road, with views expressed that the road is not wanted, not needed or justified, and should not be progressed. A number of respondents commented that they had no preference between the link road options, while others commented in favour or against this option. It was noted that Option 1 appears to be most closely aligned to route Option C (the inner route).

Summary of responses to Question 12 – Pewsham link option 1

General – Future Chippenham officer response

Objection to the road and options and wider development is noted. As was explained in the consultation, the principle of whether the road and wider development it will serve should go ahead will be taken as part of the Local Plan process and the Local Planning Authority will be made aware of the level of objection to this consultation. This consultation was stating that should the development proceed then what form and route should it take. Nevertheless, the level of objection is noted and will be considered by the Future Chippenham team. Concerns regarding amenity to existing residents will be key considerations through the masterplanning stages. The comments relating to the link road options and their connections to each of the road route options are noted, and it is confirmed that there will be a reassessment of the published route options presented in light of the feedback received or new evidence coming to light.

Summary of responses to Question 13 - Pewsham link Option 3

4.39. The full lists of summarised points relating to Pewsham link road Option 3 can be found at **Appendix G (1-9)**. The comments received were grouped under the following broad themes:

- Transport
- Climate change and flooding
- Pollution and air quality
- Ecology and environment
- Landscape
- Planning
- Economy and infrastructure
- Consultation and process
- General

4.40. A high level summary of the comments received is set out below along with officer responses to the points raised. Where appropriate the officer responses explain how the points raised have and will influence the project going forward, including through road design, road route options decision making, and the subsequent Framework Masterplanning process.

4.41. The tables below summarise the responses that were received relating to Pewsham link Option 3:

Summary of responses to Question 13 – Pewsham link option 3

Theme: Transport (Appendix G1)

Transport

There were 40 responses to Question 13 (Pewsham link Option 3) that were judged to fall within the theme of transport. A number of these concern the roundabout junction proposed under Option 3, with some comments that Pewsham should not have any more roundabouts, comments that existing roundabout should be utilised, while others noted that a roundabout

junction should be constructed. Some concern was raised about the potential for increased congestion pressure on the highways network, such as at Canal Road. One respondent noted a preference for Option 3 as it would encourage traffic between the distributor road and Pewsham to use both Canal Road and King Henry Drive, whereas Option 1 would direct all traffic to Canal Road. It was also noted that Option 3 could help to ease congestion at the Bridge Centre. The connectivity benefits of Option 3 were noted by some whilst others commented that the shortest option was preferable. Some suggestions were made that link Option 3 could form a connection to Pewsham Way, which should form part of the distributor road instead of a new road. Some comments were made regarding the relationship of the link Option 3 with the cycle network, including that this would appear to be the safer option for pedestrians and cyclists as the roundabout may help to control vehicle speeds, although it was to be unclear how cyclists would re-join the carriageway, noting that there is no cycle path on the A4. Concerns were raised that this option would have an adverse impact on footpaths.

A number of other more general comments and comments linking with the wider road route options were also submitted to the question. Requests were made for an alternative sustainable transport strategy, and investment into the public transport.

Transport: Future Chippenham officer response

The inclusion of a link road between Pewsham Way and the Future Chippenham distributor road as part of a comprehensive and holistic solution would serve various functions including providing access to various areas of potential development. It would also provide connectivity by adding to the overall highway network thereby providing enhanced route choice and options, and allow for enhanced permeability through the area by a range of transport modes (car, walking, cycling, bus etc.). Comments received through this consultation will be considered in helping identify and determine the optimal location and design for the link road, it's associated infrastructure, and the nature of the junction connection with Pewsham Way. The link road will be considered and developed as part of the overall scheme masterplanning work and will be included in the traffic modelling analysis as part of the Transport Assessment informing the planning application.

Theme: Climate change and flooding (Appendix G2)

Climate change

There were 12 responses to Question 13 (Pewsham link Option 3) of which most raised concerns about the project's climate impacts, concerns regarding carbon costs and compatibility with the council's declaration of a climate emergency. It was also commented that link Option 3 has the lowest environmental impact.

Climate change – Future Chippenham officer response

Addressing the climate emergency is an underpinning objective for the Future Chippenham project. Given that Chippenham will need new homes, the function of the new road is to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to

boost local opportunities, reduce traffic congestion in the town centre and improve connectivity and travel within and around the town.

The Future Chippenham team consider all evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Part of this will be the focus on supporting self-containment through the delivery of jobs, services and facilities which enable residents to meet their everyday needs within the town itself rather than needing to travel. Futureproofing development so that new builds are constructed to policy compliant carbon standards, alongside a framework of significant green infrastructure, spaces for nature and sustainable transport opportunities will also be critical.

These matters will be addressed through the subsequent stage of preparing the Framework Masterplan for the site. Garden settlement principles will be applied with decarbonisation and the need to meet the challenges of the climate emergency as the underpinning principles. The Future Chippenham project will seek to be aspirational and identify opportunities to exceed planning policy requirements wherever practicable. Consideration will be given to extend initiatives within the proposed Framework Masterplan area and the wider area so that the town moves towards the same objectives and goals.

Flooding

There were 3 responses to Question 13 (Pewsham link Option 3) that raised general concerns that the development could result in an increased risk of flooding.

Flooding – Future Chippenham officer response

The rivers in and around the site are important features in the landscape as well as being environmental assets and will be key considerations in the design and layout of the site in the Framework Masterplan.

Desk based assessments of the water environment were carried out in support of the road route options stage, which set out a number of mitigation measures to be employed to reduce runoff and pollution from construction activities into local watercourses and groundwater receptors. This is further detailed within Section 4.5 of the PEAOR summary report[44].

Proposals for development of the site will be further supported and informed by detailed flood risk assessments. A principle that will underpin the Framework Masterplan will be to, wherever possible, identify and avoid development in areas at risk of flooding (Flood Zones 2 and 3). Where some impact is seen as unavoidable then suitable mitigation will be discussed and agreed with the appropriate drainage bodies. Ongoing assessment work will identify areas that are more susceptible to flooding, including groundwater flooding, and identify mitigation and drainage strategies to be put in place.

[44] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

It is expected that that the development proposals will include measures to alleviate flood risk in some areas.

The Environment Agency's comments are noted and will be taken into account when considering the final route recommendation.

Theme: Pollution and air quality (Appendix G3)

Pollution and air quality

There were 2 responses to Question 13 (Pewsham link Option 3) raising concerns that the development would result in an increase of air and noise pollution.

Pollution and air quality – Future Chippenham officer response

The initial Concept Framework plan that supported the road route options assessment provided the foundations to ensure that pollution and air quality were considered from the outset.

The Framework Masterplan will address the need to minimise the impacts of air pollution, light pollution, and noise pollution. Comments regarding pollution, air quality noise and light pollution provide valuable information which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the wider site and design of the final road option chosen. All aspects of pollution will be further assessed as part of the development of the wider Framework Masterplan and road design to be accompanied by an overarching Environmental Impact Assessment. This will clearly outline potential impacts and proposed measures identified as necessary to mitigate them. Potential impacts during construction will also be avoided where possible, and where not possible mitigated by employing best practise construction practice.

Whilst air quality modelling or noise impacts assessments are yet to be undertaken, it is recognised that selection of a route located furthest from pollutant receptors would assist in reducing potential air quality impacts, and there is potential for the use of noise dulling barriers (such as landscape bunding) to help ameliorate the impacts of noise.

Theme: Ecology and environment (Appendix G4)

Ecology

There were 18 responses to Question 13 (Pewsham link Option 3) that raised issues around ecology. The majority of these were concerns about the development leading to potential negative impacts on biodiversity, wildlife (including protected species) and habitats. Concern was also raised that insufficient assessment of biodiversity impacts has been undertaken.

Ecology – Future Chippenham officer response

Summary of responses to Question 13 – Pewsham link option 3

An assessment of the biodiversity baseline has been carried out, to inform the road route options assessment process presented in this consultation, including a site-based Extended Phase 1 Habitat survey, a Ground Level Tree Assessment (GLTA) for bats, and wintering bird surveys. Key considerations are the mitigation of any potential impacts on nearby designated sites such as Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Nature Reserves (LNRs), County Wildlife Sites (CWSs), Ancient Woodlands, and on any protected or notable species recorded in the area. A range of potential mitigation measure are identified in paragraph 4.4 of the PEAOR summary report[45]. Further ecological surveys are being carried out, and discussions with Natural England and the County Ecologist are ongoing.

The feedback received identifying individual species (including spotted flycatcher breeding territories and other species such as kites, buzzards, owls and migratory birds, roe deer, voles, hares, rabbits, foxes, badgers, long tailed tits, blue tits, great tits, dunnocks, robins, otters and others) is welcomed, and the Future Chippenham team will ensure that these, plus any others, are taken into account during further ecological evaluations and the design process.

Any development including the road options and wider Framework Masterplan will be further supported and informed by additional detailed ecological surveys, which will form a critical part of the Environmental Impact Assessment for the whole site. The Framework Masterplan will be supported by a suite of ecology assessments that consider impact on all flora, fauna, and their habitat. These studies will identify if important species are present and if so can either be avoided or if avoidance is not possible, identify what mitigation will be needed. Avoidance of impacts will be the preferred option in all cases, and where this is not possible then mitigation may include translocation of species where legislation requires. The scheme will need to show how a net gain for biodiversity is provided in line with local and national planning requirements.

The ability to achieve a biodiversity net gain has been fundamental in informing the Concept Framework for the site and will continue to be considered in the development of the Framework Masterplan. It will be ensured that all opportunities for enhancing biodiversity are investigated on a whole site basis and where appropriate on a Chippenham wide basis.

The Future Chippenham team are committed to working in partnership with key environmental stakeholders and statutory consultees in developing the Framework Masterplan, including the Environment Agency, Natural England and Wiltshire Wildlife Trust.

The benefits of developing a whole site Framework Masterplan are key to ensuring that the impacts on ecology can be minimised, and mitigation can be delivered and planned upfront on a holistic scale.

Theme: Landscape (Appendix G5)

[45] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Summary of responses to Question 13 – Pewsham link option 3

Landscape

There were 26 responses to Question 13 (Pewsham link Option 3) that raised issues around landscape. A large proportion of these were concerns about the impacts on the landscape and visual amenity, loss of countryside and agricultural land. Concerns were raised about the potential for impacts on the walking routes near the canal, although others noted a preference for this option due to it being further from Mortimore's Wood, having less impact on green space, and not requiring a bridge.

Landscape – Future Chippenham officer response

The Concept Framework for the site and the road options put forward during the consultation were informed by landscape assessments and studies. Further development of the road route option and Framework Masterplan will be supported and informed by a more detailed landscape assessment that will ensure that the most sensitive landscape elements are protected and where possible enhanced. This will include the river corridor and the existing country park. Where less sensitive landscape is identified for development then suitable mitigation such as landscape planting, topography and design will be identified accordingly. The Framework Masterplan will ensure that a generous amount of open space, over and above locally required standards, is provided for the local community to enjoy in perpetuity.

In support of the road route options, a desk-based landscape and visual impacts study was undertaken and covered a 1km study area surrounding the site/route options as detailed in section 3.6 of the PEAOR summary report[46]. This detailed landscape mitigation recommendations that could be implemented, including:

- careful siting of the highway to avoid significant landscape and visual effects.
- avoidance of the loss of mature trees, hedgerows and safeguarding of existing habitats.
- limiting vegetation removal to that required to undertake the works.
- mitigation planting and/or screening bunds being designed to provide both adequate screening of the highway whilst remaining mindful of the character of the existing landscape to enable the new highway to integrate.
- creation of wet woodland in specific locations to provide both biodiversity and amenity benefit.
- ensuring the design of structures and finishes associated with the river crossings be locally distinctive and reflect a high quality of design; and
- ensure the Scheme integrates with local neighbourhoods to provide benefits for walkers and cyclists in the local area.

[46] Preliminary Environmental Assessment of Options Report (PEAOR) summary report, available from: https://www.wiltshire.gov.uk/media/5740/Preliminary-Environmental-Assessment-of-options-PEAOR-report-summary/pdf/PEOR.pdf?m=637462609557400000

Theme: Economy and infrastructure (Appendix G6)

Employment and economy

There were 2 responses to Question 13 (Pewsham link Option 3) that commented on a perceived lack of employment opportunities in Chippenham.

Employment and economy – Future Chippenham officer response

This consultation was about identifying a preferred road route should infrastructure be required. Matters with respect to the economy were not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site.

In line with national planning legislation, it is a requirement of the council's Local Plan to identify how and where projected employment needs for the next 20 years can be met in the most environmentally sustainable way. Given that Chippenham will need new homes, then it is sustainable to provide employment opportunities within the same development. This provides local opportunities and cuts down the need for largescale commuting.

A function of the new road will be to facilitate this growth in the most beneficial and sustainable way for the town. It will unlock land to support the requirement to meet housing needs, allow employment development to boost local opportunities, reduce traffic congestion in the town centre, improve connectivity and travel within and around the town. Evidence shows that this development can deliver more benefits, be much more sustainable and provide opportunities for better integrated place shaping than any other options for meeting Chippenham's growth needs for the next 25 years or more.

Health and social wellbeing

There were 4 responses to Question 13 (Pewsham link Option 3) that expressed concerns about loss of green spaces, countryside and subsequent impacts on wellbeing/mental health, and concerns about antisocial behaviour.

Health and social wellbeing – Future Chippenham officer response

Health and social wellbeing is a fundamental aspect of the Concept Framework that has informed the road route options assessment. The scale of the proposed growth in the Concept Framework allows a strategic approach to the provision of landscape and green infrastructure which will deliver social, economic and environmental benefits. The proposed country park offers a significant area of open space which will support the future health and wellbeing of existing and future residents. The river and its flood meadows will also become a 'unifying strand' in the green infrastructure network.

Public health matters will be further assessed as part of the development of the Framework Masterplan and road design and there will be a chapter within the Environmental Impact Assessment (EIA) which will accompany all submissions, detailing the assessments

undertaken, impacts identified, mitigatory measures to be implemented and opportunities for improvements where practicable. Similarly, the EIA will address social issues including the provision of affordable homes, accessible homes for the mobility impaired, access to education and healthcare services and incorporation of the principles of safe by design. The points regarding potential detrimental impacts on people's health arising from this scheme are noted and accepted as valid. It will be important in the continuing design process for the Framework Masterplan that this issue is addressed and to ensure this the process will include consultation with the NHS and be designed to minimise impacts and optimise opportunities, such as the provision of a new network of public green open space including trim trails and enhanced cycle and walking opportunities.

Theme: Planning (Appendix G7)

Relationship with the Local Plan review/Prematurity

There were 6 responses to Question 13 (Pewsham link Option 3) relating to the Local Plan review, most of which raised concerns that the case for the scale of development proposed in Chippenham has not yet been fully debated through the Local Plan review process, and that consultation on the distributor road is premature, with concerns raised about predetermining the outcome of the Local Plan review. A request was also made that the council should introduce planning policies that require climate change impact assessment of proposed developments set against the council's carbon reduction targets.

Relationship with the Local Plan review/Prematurity – Future Chippenham officer response

Matters relating to the Local Plan review are not within the scope of the road route options consultation, although this report will be shared with Wiltshire Council's Spatial Planning team. The comments received do nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing the Framework Masterplan for the site.

While ideally a planning application for the road or any wider development would not be submitted until the Local Plan review is complete, there are many precedents set where applications that accord with an emerging Local Plan which has reached an advanced stage within the process have been permitted, so as to ensure timely delivery of housing and critical infrastructure.

The next stage of the process is to include a Framework Masterplan which will set out the vision and context for the development. This will be subject to full consultation in due course and be supported by a design code which will provide more detail.

Housing/Scale of development

There were 10 responses to Question 13 (Pewsham link Option 3) relating to housing the scale of development, with the majority of these expressing that too much development is

proposed, or that no new housing was wanted or needed. It was requested that focus be on developing vacant or brownfield areas of the town centre.

Housing/Scale of development – Future Chippenham officer response

Matters regarding the scale of development being proposed are not within the scope of the road route options consultation, but nonetheless provide valuable insight which will be taken into consideration through the subsequent stage of preparing a Framework Masterplan for the site. This report will also be shared with Wiltshire Council's Spatial Planning team for their information.

Placemaking

There was 1 response to Question 13 (Pewsham link Option 3) raising a concern that the future development will be unattractive.

Placemaking – Future Chippenham officer response

The Framework Masterplan which is being produced currently and will be subject to public consultation in due course, will set out in some detail how the building of the road can help deliver a high-quality development with a unique sense of place and which will mark a step-change in previous recent house building around Chippenham. The Framework Masterplan will be accompanied by a Design Code which will ensure that these design standards are maintained throughout the lifetime of the build.

Theme: Consultation and process (Appendix G8)

Process/Consultation

There were 29 responses to Question 13 (Pewsham link Option 3) concerning the process and consultation. A large number of these were criticisms that there was not a 'no road' option offered on the consultation form, along with complaints that the consultation material was not clear in relation to the link road options. Some respondents also felt there was a lack of clarity over the function of the new road, and other felt the consultation process was inadequate with the consultation taking place during a national lockdown, presentation of information, and format of webinars. A concern was also raised that the project appeared to be motivated by the availability of funding.

Process/Consultation – Future Chippenham officer response

The consultation accorded to the Local Planning Authority's adopted Statement of Community Involvement as amended in July 2020 that implemented an interim approach to public consultation in light of restrictions imposed due to the COVID-19 pandemic. Whilst the unique circumstances of the pandemic meant that face-to-face consultation was not an option, alternative COVID safe methods of outreach, such as online webinars and a video, were employed which enabled effective engagement. The results of the consultation with just

under 1,200 individual representations being received indicates that the techniques employed have been successful.

It is not uncommon for councils to take an active role in the development of land within their ownership and procedures are in place to ensure that there is a clear internal organisational separation between teams promoting the development (in this case Future Chippenham) and teams responsible for undertaking the regulatory functions of the council (the Local Planning Authority). Similarly, the elected Councillors who sit on the planning decision making committee (in this case Strategic Planning Committee) will be bound by the law and code of practice to consider the case before them solely upon its planning merits taking into account planning policy and all other material planning considerations, including the results of consultations.

The principle of whether the road and potential wider development should go ahead, including the consideration of alternative options, is for the Local Plan review to address. As explained at the beginning of Section 4, the Future Chippenham road route options took place around a working assumption that the project could be taken forward should an appropriate allocation be made in the Local Plan review. As such, the consultation form did not include a specific question asking for feedback on whether or not consultees supported the new road in principle, as it had already been confirmed that should there be any such development a new road will be required to avoid insurmountable negative impacts on the existing highways network. The consultation did enable consultees who wished to record their objection to any road through a number of free text fields built into the consultation form. In addition, consultees could choose to send an email or letter instead of completing the consultation form.

Theme: General (Appendix G9)

General

There were 301 responses raising general issues in response to Question 12 (Pewsham link Option 1). The considerable majority of these were objections to the road, with views expressed that the road is not wanted, not needed or justified, and should not be progressed. A number of respondents commented that they had no preference between the link road options, while others commented in favour or against this option. It was noted that Option 3 appears to be most closely aligned to route Options A and B (the outer and middle routes). Concerns were also raised about potential negative impacts on residents, and a request was made to build in adequate separation from existing properties.

General – Future Chippenham officer response

Objection to the road and options and wider development is noted. As was explained in the consultation, the principle of whether the road and wider development it will serve should go ahead will be taken as part of the Local Plan process and the Local Planning Authority will be made aware of the level of objection to this consultation. This consultation was stating that should the development proceed then what form and route should it take. Nevertheless, the level of objection is noted and will be considered by the Future Chippenham team. Concerns regarding amenity to existing residents will be key considerations through the masterplanning

stages. The comments relating to the link road options and their connections to each of the road route options are noted, and it is confirmed that there will be a reassessment of the published route options presented in light of the feedback received or new evidence coming to light.

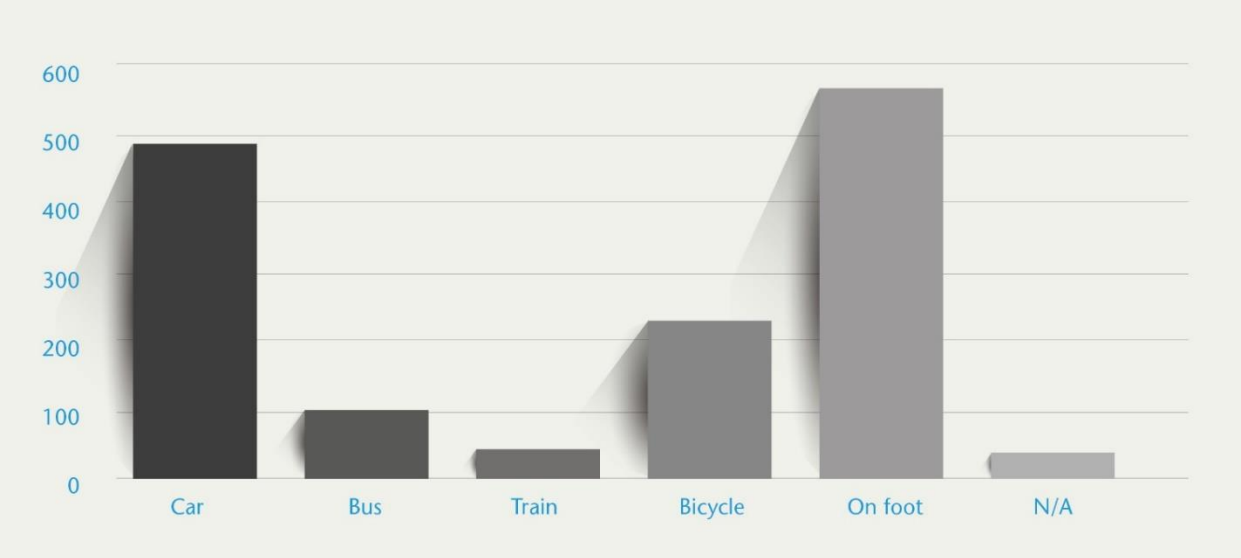
Questions 14, 15, 16, and 17: Statistical data relating to preferred modes of transport

Summary of responses to Question 14

4.42. The following graphs summarise the responses that were received to questions 14 – 18 of the consultation form concerning respondents preferred modes of transport and their reasons for making journeys in the Chippenham area. This data will be used in taking forward further transport assessment for the project.

4.43. Question 14 of the consultation form asked how respondents travel to/from Chippenham town centre. Respondents were able to give more than one answer, if applicable. Of the 904 responses received to this question, a considerable majority of respondents travel on foot (569) or by car (488), with travel by bicycle (230) also representing a key transport mode. Travel by bus (100) and train (43) were less common amongst those responding to this question.

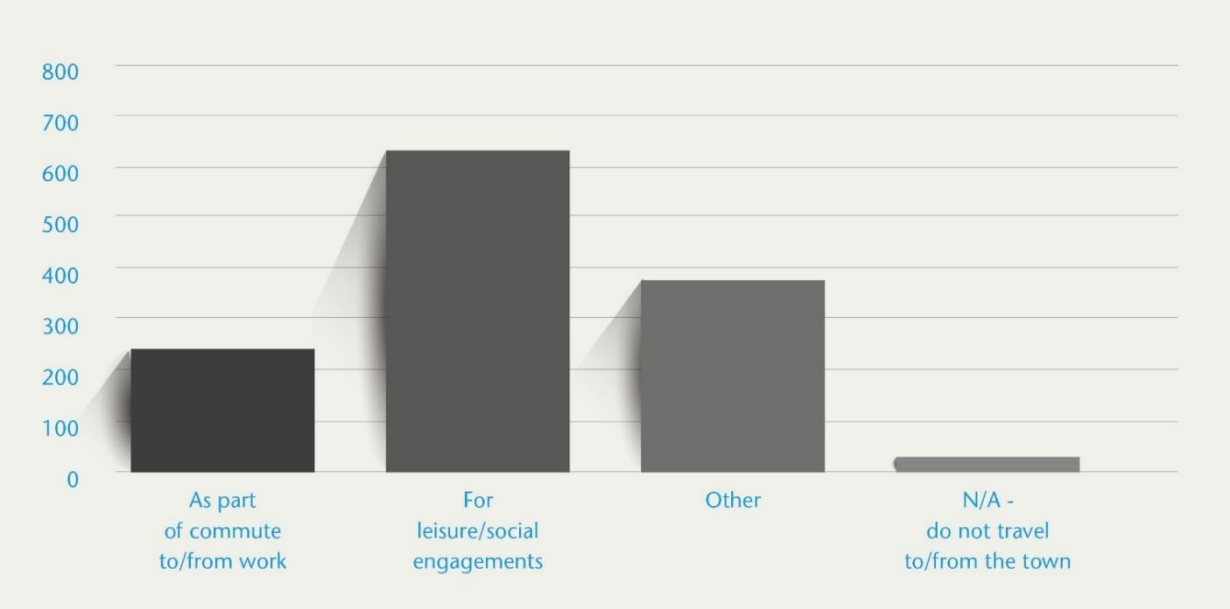
Figure 12: Graph showing responses to consultation form Question 14



Summary of responses to Question 15

4.44. Question 15 of the consultation form asked why respondents travel to/from Chippenham town centre. Respondents were able to give more than one answer if applicable and could also offer alternative reasons within a free text field. Of the 893 responses received to this question, many respondents noted their reasons for visiting the town being for leisure/social engagements (632), with a smaller number visiting the town for work or as part of a commute (242). Of those that reported their reasons for visiting the town centre as 'Other' (377), a significant majority of these were shopping, retail, and banking. Other reasons included being a resident in the town centre, for exercise, for religious reasons, for healthcare, part of an onward journey, for education, or for disabled access.

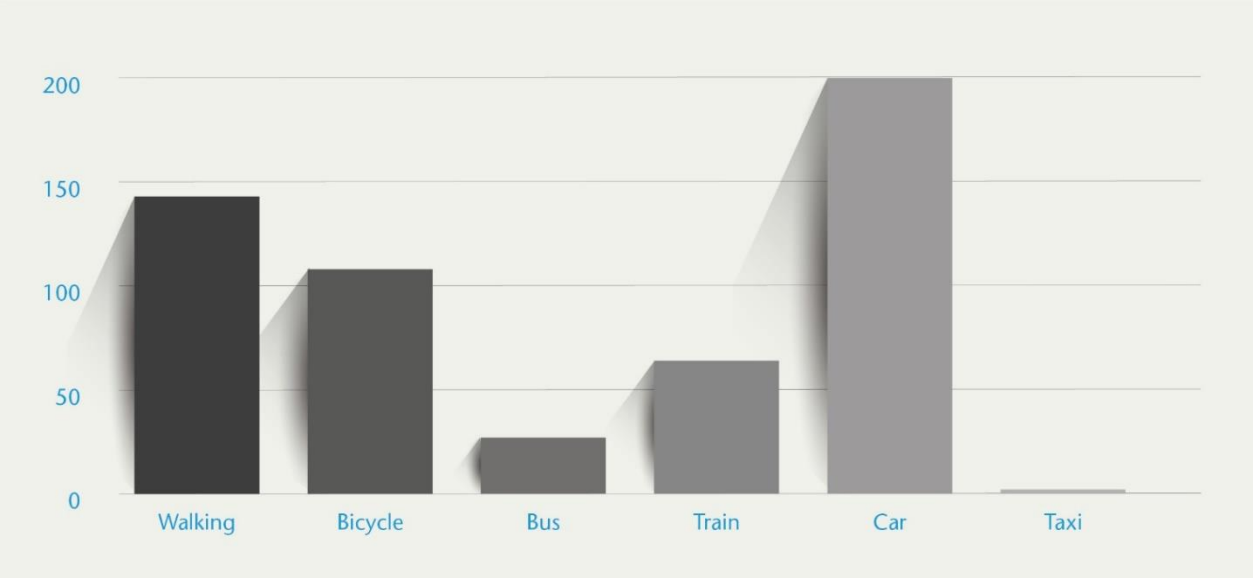
Figure 13: Graph showing responses to consultation form Question 15



Summary of responses to Question 16

4.45. Question 16 of the consultation form asked if respondents travel to/from Chippenham as part of a commute for work, what is the preferred mode of transport. Respondents were able to give more than one answer, if applicable. There were 744 responses to this question, of which 352 clarified that the question was not applicable as the respondent did not travel to/from Chippenham as part of a commute for work. Of the remaining 392 responses, the most frequently cited mode of transport was by car (200), with large numbers also reporting travel on foot (143) and by bicycle (108). A smaller number included train (64) and bus (27) amongst their modes of transport for this purpose.

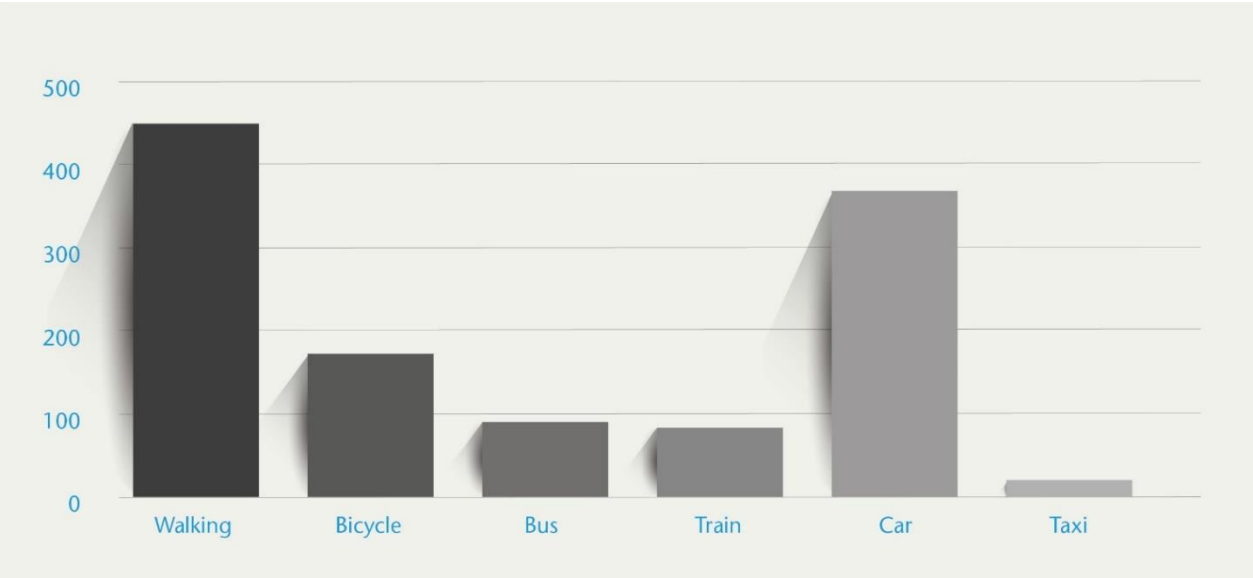
Figure 14: Graph showing responses to consultation form Question 16



Summary of responses to Question 17

4.46. Question 17 of the consultation form asked if respondents travel to/from Chippenham for social engagements, what is the preferred mode of transport. Respondents were able to give more than one answer, if applicable. There were 864 responses to this question, of which 74 clarified that the question was not applicable as the respondent did not travel to/from Chippenham for social engagements. Of the remaining 790 responses, the most frequently cited mode of transport was on foot (449), with large numbers also reporting travel by car (368). A smaller number included travel by bicycle (173), bus (90) and train (83) amongst their modes of transport for this purpose.

Figure 15: Graph showing responses to consultation form Question 17



5. Conclusions

5.1. The purpose of the consultation on the Future Chippenham road route options was to gain feedback from members of the public and stakeholders of the project on the road route options presented in the consultation itself and in addition gain insight into potential opportunities/ issues/concerns from the stakeholders in the project. The consultation survey feedback received was reviewed and all feedback utilised to inform the update to the options assessment process and will inform a decision on the preferred road route option.

5.2. Where responses were not directly related to the road route options but could be considered as part of the wider project these have been acknowledged and passed on to the workstream teams for consideration e.g. road design team, traffic modelling team, Framework Masterplan team.

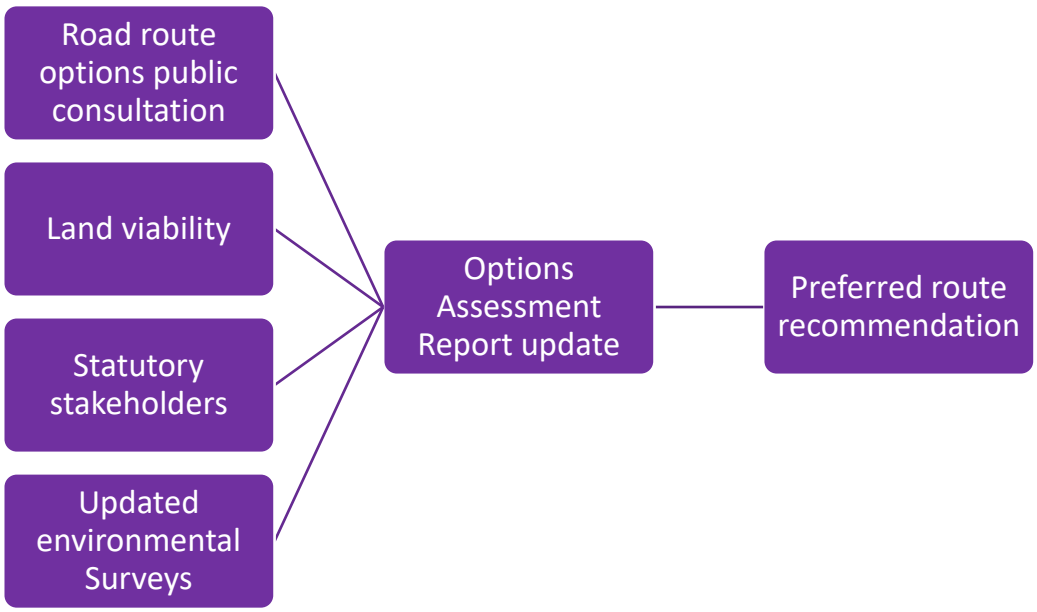
5.3. The consultation generated a high level of interest in Chippenham and the surrounding area. Responses covered a wide range of issues, many of which addressed points that were beyond the scope of the road route options consultation.

5.4. The emerging Framework Masterplan for the site will consider the feedback related to this area and this in turn will ultimately be informed by the Local Plan review process. This project cannot resolve issues raised with regard to quantum of housing proposed merely respond to the needs by providing a development that is supported by the required infrastructure from the outset and is holistically planned in its entirety providing greater opportunities to address the strategic objectives, priorities for Chippenham and ultimately provide a more self-sustainable town in the future.

5.5. The consultation feedback is welcomed and provides helpful direction which will be used to inform the selection of the preferred road route, through the Options Assessment Report (OAR) process. Alongside the consideration of feedback received through the consultation process, the updated OAR will also incorporate the following:

- Updates relating to **Land Viability,** to include discussions and feedback from landowners impacted by the project.
- Updates responding to issues and considerations raised through ongoing dialogue with **Statutory Stakeholders** who have interests in the project.
- **Updated Environment Surveys**, reflecting new data and assessments **c**arried out since the OAR was last completed in June 2020.

Figure 6: Factors influencing the road route recommendation



5.6. It should be noted that the road route will continue to be refined during the design stages and within the constraints and opportunities identified as part of this ongoing process including but not limited to, land survey results, environmental surveys, flood modelling etc.

Future
Chippenham

Connecting our communities

Contact us

Information about the Future Chippenham project can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact Wiltshire Council on 0300 456 0100 or by email on customerservices@wiltshire.gov.uk