

**Wiltshire Council**

**Cabinet**

**26 April 2022**

**Agenda Item 5 – Public Participation and Questions from Councillors  
Future Chippenham**

**Question from: Melanie Boyle**

**To Councillor : Cllr Nick Botterill - Cabinet Member for Development Management, Strategic Planning and Climate Change; and Cllr Richard Clewer – Leader of the Council and Cabinet Member for MCI, Economic Development, Heritage, Arts, Tourism and Health & Wellbeing and Interim Cabinet Member responsible for Finance & Procurement, Commissioning and Commercialisation**

**Statement**

At the last Chippenham Area Board Meeting, contractors for McCarthy Stone did a presentation on turning the old college in Chippenham into retirement apartments. McCarthy Stone are already struggling to sell their existing flats see example attached. There are about 50 on Rightmove of various prices and some since at least 2019, see photo attached.

1/8

**Bowles Court, Westmead Lane, Chippenham, Wiltshire** ✕  
Retirement Property | 1 | 1

NO ONWARD CHAIN! An immaculately presented second floor one bedroom apartment within this sought after 'Retirement Living Plus' development for the over 70's in the heart of

Reduced on 29/04/2019 by Goodman Warren Beck, Chippenham...

£189,950

**GOODMAN WARREN BECK** 01249 536804 ✕  
Local call rate Save

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**Malmesbury Road, Chippenham** ✕  
Retirement Property | 1 | 1

Located within the Fairways Development, on the North fringe of Chippenham this one bedroom apartment offers a PRIVATE WEST FACING GARDEN. Internally comprising: entrance hall,

Added on 18/12/2021 by Kingsley Pike Estate Agents, Chipp...

£185,000

**Kingsley Pike** 01249 536823 ✕  
Local call rate Save

1/11

**Waterford Place Westmead Lane, Chippenham, Wiltshire** ✕  
Apartment | 1

Occupying a prime position with a large good-size balcony and garden aspect this second floor one bedroom retirement apartment is offered in excellent condition with spacious and

Added on 14/01/2022 by McCarthy & Stone Resales, Bourne...

£235,000

Guide Price

**MCCARTHY STONE** 03455 564122 ✕  
Local call rate Save

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**Waterford Place, Westmead Lane, Chippenham, Wiltshire** ✕  
Apartment | 1 | 1

This beautiful First Floor One Bedroom Retirement Apartment with DUAL Aspect Living Room

Added on 03/09/2021 by McCarthy & Stone Resales, Bourne...

£230,000

Guide Price

**MCCARTHY STONE** 03455 564122 ✕  
Local call rate Save

McCarthy Stone say they are building more due to Wiltshire Council's research on requirements, but this research does not match what residents want, with home care options people are staying in their homes and want the independence, space and gardens.

### **Question 1 (22-079)**

Please can the requirements be updated so Chippenham gets the housing that it needs in prime locations with good public transport links for young families, everything on their doorstep so they are not car dependent, rather than yet more retirement flats that sit empty due to age restrictions?

Below is a variety of the options already available:

Bowles Court - river views, in the town centre, flat walk

Waterford Place - town centre, flat walk

St Andrew's Lodge - town centre, new builds - signs still up and not sold since built

Fairways - edge of Chippenham

Castle Lodge - town centre

Clift House - Langley Road

Ivyfield Court

Charter Road

### **Response**

The current Local Plan ([the Wiltshire Core Strategy](#)) sets out policies (Core Policies 45 and 46) designed to deliver new housing of all types and tenures to meet Wiltshire's housing needs, as identified by evidence (the Strategic Housing Market Assessment and Strategic Housing Needs Assessment).

The existing Local Plan is in the process of being updated. New evidence on the overall housing needs within Wiltshire is being used to shape the Local Plan Review. It is anticipated that Core Policies 45 and 46 will be reviewed and updated in line with this emerging evidence to ensure that all types of housing need are met.

Allocations of land for new housing will be identified in the Local Plan Review and as anticipated by national planning policy, the Council will prioritise the reuse of existing brownfield sites in towns like Chippenham. Such redevelopment opportunities within the limits of development established through the Wiltshire Housing Site Allocations Plan already benefit from the general presumption in favour of sustainable development and hence may well serve the needs of our urban areas.

### **Statement**

In the Future Chippenham information more land is being allocated for businesses, currently just on one website there are 31 business premises of various types and sizes available. The photo attached shows the site at the Sadlers Mead car park boarded up wasteland, ignored for years, not even any promotional boards up.





## **Question 2 (22-080)**

What is Wiltshire Council doing to attract businesses to Chippenham, not just allocating land?

### **Response**

Wiltshire Council has an Inward Investment programme in conjunction with Swindon Borough Council and Swindon and Wiltshire Local Enterprise Partnership, which has delivered a full activity plan including a suite of marketing material to promote the area to UK and International businesses.

As a result of an increased focus on Inward Investment, the number of FDI (Foreign Direct Investment) project wins in the SWLEP area has increased by 88% since 2018/19, with several projects in Chippenham such as an American company looking to invest in the area.

More locally, we are aware of a number of Chippenham based business with expansion plans, and broad demand for business units in Chippenham is outstripping supply, with the empty times for vacant units decreasing.

Current demand for office space is not as robust as industrial space due to recent changes in working patterns. Vacant sites will be promoted at the UK Real Estate Investment & Infrastructure Forum (UKREIF) in Leeds during May to a UK and International audience.

Wiltshire Council is also working with local stakeholders to support the economic regeneration of Chippenham Town Centre. We have recently established a town partnership, chaired by the local MP, and including local business representatives and landowners other community representatives to consider and advise on what more can be done to support the centre of Chippenham.