

8 October 2024

Subject: Chippenham One Plan and Chippenham Avon Project Masterplan

Cabinet Member: Cllr Richard Clewer - Leader of the Council and Cabinet Member for Military-Civilian Integration, Health and Wellbeing, Economic Development, Arts, Heritage, and Tourism
Cllr Nick Botterill - Cabinet Member for Finance, Development Management and Strategic Planning

Key Decision: Non-Key

Executive Summary

The Chippenham Town Centre Partnership Board (TCPB) oversees and coordinates the regeneration of Chippenham Town Centre and considers holistically the economic, environmental and social well-being opportunities. Wiltshire Council has been working in collaboration with the TCPB, chaired by the Member of Parliament for Chippenham and consisting of the principal civic, community and commercial stakeholders.

The board aims to establish a vision and blueprint for Chippenham and identify key tasks necessary to deliver it.

To that end, the TCPB has produced the One Plan for Chippenham, which brings together existing plans and proposals into a single plan specifically focused on making things happen. The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.

The One Plan provides a strategic framework for the regeneration of Chippenham town centre with the aim of:

- boosting Chippenham's economy
- enhancing the environment
- celebrating the town's heritage

It identifies several projects which can contribute towards achieving these aims. One of these projects is the Chippenham Avon Project, which forms a key element of the wider strategy for Chippenham's regeneration and will realize the vision for enhancing the River Avon as a defining and connecting feature in the revitalization of Chippenham town centre.

The Board undertook consultation on the One Plan between 25 April 2023 and 6 June 2023. Through the public consultation, the Board aimed to seek as many

views as possible from a wide range of stakeholders, which has shaped the final version of the Chippenham Town Centre Masterplan.

The One Plan clearly sets out key projects that are widely supported by the people of Chippenham and its representatives. Importantly, it sets a framework and pathway to move from policy formulation onto delivery of the projects and positive change on the ground.

Consultation on the Chippenham Avon Project took place between 16th April 2024 to 28 May 2024 and the results were used to inform the final version of the Chippenham Avon Project Masterplan. This Master Plan will form a robust but flexible framework within which the Local Planning Authority can assess the merits of planning applications within its area.

As part of its commitment to the One Plan the council also wishes to indicate that subject to match funding being in place and contractual matters being confirmed, it will make a contribution of up to £1 million from Community Infrastructure Levy funds to deliver the Chippenham Avon Project.

Proposals

That Cabinet:

In relation to the One Plan, and subject to any other minor alterations to improve its clarity:

- 1) Note the contents and recommendations of the One Plan (Appendix 1);
- 2) Recognise the One Plan as an evidence-based document to inform the Local Plan Review and future planning guidance; and
- 3) Endorse the One Plan as a material consideration in the making of planning decisions.

In relation to the Chippenham Avon Project Master Plan, and subject to other minor alterations to improve its clarity:

- 4) Note the contents and recommendations of the Master Plan (Appendix 3);
- 5) Recognise the Master Plan as an evidence-based document to inform the Local Plan Review and future planning guidance; and
- 6) Endorse the Master Plan as a material consideration in the making of planning decisions.
- 7) Note the council's intent to contribute funding of up to £1 million via Community Infrastructure Levy to the project, subject to match funding and contractual arrangements being in place which will be confirmed in a further report to cabinet

Reason for Proposals

To ensure the regeneration of Chippenham town centre with the aim of boosting Chippenham's economy, enhancing the environment and celebrating the town's heritage.

The One Plan offers a strategic vision for the town centre area, making recommendations on the form of future development and public sector interventions that can bring forward positive change.

The Chippenham Avon Master Plan is the first project of the One Plan to come forward for delivery and will form a robust but flexible framework within which the Local Planning Authority can assess the merits of planning applications within its area.

Parvis Khansari
Corporate Director, Place

Wiltshire Council

Cabinet

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Key Decision: Non-Key

Purpose of Report

1. In relation to the One Plan:
 - a) Note the contents and recommendations of the One Plan (Appendix 1);
 - b) Recognise the One Plan as an evidence-based document to inform the Local Plan Review and future planning guidance; and
 - c) Endorse the One Plan as a material consideration in the making of planning decisions.
2. In relation to the Chippenham Avon Project Master Plan:
 - d) Note the contents and recommendations of the Master Plan (Appendix 3);
 - e) Recognise the Master Plan as an evidence-based document to inform the Local Plan Review and future planning guidance; and
 - f) Endorse the Master Plan as a material consideration in the making of planning decisions.

Relevance to the Council's Business Plan

3. The One Plan seeks to provide the basis for a Framework Masterplan for Chippenham with the aim of boosting Chippenham's economy, enhancing the environment and celebrating the town's heritage.
4. The Chippenham River Avon Project, a key project identified in the One Plan, will provide better flood mitigation and improves the public realm through the town centre as well as providing a focal point for the town. The Chippenham Avon Project aims to enrich the river's ambiance and enhance its overall quality, whilst implementing essential flood risk mitigation measures to safeguard both current and future residents and businesses.
5. Both masterplans contribute towards the Council's Business Plan by:

- Helping to regenerate Chippenham Town Centre;
 - Improving and providing more public open space which should provide opportunity for Wiltshire residents to become healthy;
 - Improving access to the countryside by walking and cycling;
 - Providing key flooding infrastructure that protects Chippenham town centre.
6. Endorsement of the masterplans will therefore contribute towards the council's Business Plan's priority of boosting the local economy by helping to stimulate economic growth and strengthening communities. The proposals will also protect and enhance the natural environment to encourage sustainable tourism in the area. In addition, reducing the risk of flooding is a key objective in helping people feel safe in accordance with the council's business plan to create safe communities and protect vulnerable people.
7. The One Plan and the emerging Chippenham Avon Project Masterplan is set in the context of Wiltshire Council's declaration of a Climate Emergency. Proposals for the Avon Project have been designed to provide adaptation measures in response to the expected impacts of climate change through flood mitigation, aligning with the Wiltshire Core Strategy ("WCS") strategic priorities for tackling and adapting to climate change, and paras 157-175 of the National Planning Policy Framework ("NPPF").

Background

8. The Chippenham Town Centre Partnership Board (TCPB) oversees and coordinates the regeneration of Chippenham Town Centre and considers holistically the economic, environmental and social well-being opportunities. The board aims to establish a vision and blueprint for Chippenham and identify key tasks necessary to deliver it.
9. To that end, the TCPB has produced the One Plan for Chippenham, which brings together existing plans and proposals into a single plan specifically focused on making things happen. The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.
10. The One Plan provides a strategic framework for the regeneration of Chippenham town centre with the aim of:
- boosting Chippenham's economy
 - enhancing the environment
 - celebrating the town's heritage
11. It identifies several projects which can contribute towards achieving these aims.
12. One of these projects is the Chippenham Avon Project which forms a key element of the wider strategy for Chippenham's regeneration and will realize the vision for enhancing the River Avon as a defining and connecting feature in the revitalization of Chippenham town centre. The Environment Agency has also identified that there is a need to replace the existing radial sluice gate, which is nearing the end of its life. The risk of it failing to operate is increasing, which could result in a much increased flood risk to Chippenham town centre.

13. The key benefits of the One Plan and Chippenham Avon Project masterplan are identified in the infographic below:
14. This report seeks endorsement for the overarching Town Centre framework, the One Plan; and the Master Plan prerequisite to help delivery of the first of the identified projects of the One Plan, that being the Chippenham Avon Project.

Partnership Working

15. Wiltshire Council has been working in collaboration with the TCPB, chaired by the Member of Parliament for Chippenham and consisting of the principal civic, community and commercial stakeholders.
16. The Board provides strategic direction, scrutiny and oversight for the Programme of activities it will define and agree. Partner organisations are responsible for the individual projects commissioned by them, seeking authority and reporting through their established reporting structures including seeking the necessary authority for the involvement of the TCPB.
17. The Board have prepared the One Plan and the Chippenham Avon Project Master Plan. Whilst the Board has endorsed the One Plan and Chippenham Avon Project Masterplan, it is up to each stakeholder to take it through its own governance processes. This is something the TCPB is supportive of as it ensures this work carries weight in the determination of proposals within the town centre. Officers are therefore seeking endorsement of the masterplans as material considerations.

Main Considerations for the Council

The Chippenham One Plan: Summary

What is the purpose of this document?

18. The One Plan seeks to provide the basis for a Framework Masterplan for Chippenham with the aim of boosting Chippenham's economy, enhancing the environment and celebrating the town's heritage. It purposely focuses on a few priority projects that would boost the economy and support the vibrancy and sustainability of the town centre. Many of these schemes are focused on Chippenham's existing strengths and assets. These include beautiful natural settings such as the river, Chippenham's historic heritage and making more of our town centre spaces and regeneration opportunities.

Why the need to change Chippenham?

19. There is clear evidence that town centres across the country have experienced significant economic headwinds in recent years, including the impact of online shopping, new working patterns and the broader economic downturn and associated cost of living challenges of recent years. Traditional forms of high street uses and the reason for those visits have declined and evidence shows that consumers expect a broader offer based on experiences rather than just the ability to buy necessities; Chippenham has not been immune to these trends.

What can be done to help Chippenham adapt to the pressures identified?

20. Chippenham has many important underlying strengths in its core town centre assets. A historic market town with a diverse range of retail and commercial spaces, fine public spaces and community / environmental assets all within close proximity to the

town's principal commercial and civic amenities. Through a coordinated partnership approach, these assets may be maximised to positively address the challenges and pressures identified and support the ongoing success and prosperity of the town.

Five overarching themes of the One Plan

The One Plan sets out five overarching themes, upon which the delivery of each project will be founded:

- **Creating places that work well for everyone** - To make the central area a better place for people to move around safely, comfortably and in a more pleasant environment with reduced noise and air pollution and reduced greenhouse gas emissions however one chooses to travel.
- **Improving open space and the environment** - The delivery of a connected River Park through the town centre and improving connections between the existing green spaces to enhance nature, leisure and enjoyment.
- **Creating vibrancy** - Enabling spaces and premises in the town to adapt to uses which provide entertainment and experiences to residents and visitors in addition to the day-to-day retail, leisure and service offer.
- **Bringing out Chippenham's qualities** - To enhance buildings and spaces to best showcase the unique and beautiful heritage of Chippenham.
- **Identifying character areas and their role in the Town** - Defining identity and purpose to the various parts of the central area to enhance their character and roles.

21. The five themes of the One Plan are underpinned by the golden thread of responding to and mitigating against the impacts of climate change; responding to climate change is an overarching consideration within the One Plan.

Projects

22. The One Plan focuses on several projects that will boost the economy and support the vibrancy and sustainability of the town centre:

- Chippenham river project
- The River Frontage
- Upper Market Place
- Enhancing our Town Centres
- Bath Road car park/Bridge Centre

Chippenham River Project

23. Past consultations with the local community have highlighted that much more should be made of the river area. The One Plan therefore suggests that a Chippenham "River Green Corridor" could be created to enhance the setting and quality of the river while updating the infrastructure that protects existing and future residents and businesses from flooding. Such a project can enhance existing, and create new, spaces for biodiversity; improve public enjoyment of the river; and ensure high quality development along the river that enhances the river's setting.

The River Frontage

24. The river frontage, to the rear of Emery Gate and across Monkton Park, provides substantial opportunity for enhancement. The existing facades affronting the river do not take full advantage of the potential to create a destination for retail, dining and leisure. The One Plan advocates for this area to be enhanced, with the facades reimagined to create an active river frontage that facilitates food, beverage, and leisure, accommodating cafe culture and redefining Chippenham as a destination with a successful public realm.
25. Combining several uses across the river frontage, in line with demand and the baseline evidence, whilst also actioning works to the river green corridor for enhancement of the natural environment, will aim to create a cohesive scheme that builds on the existing blue and green infrastructure. This aims to address several challenges identified in Chippenham, to include cultural/tourist visits, the decline in town centre shopping, retail unit vacancies and wider economic growth.

Upper Market Place and Enhancing the Town Centre

26. The One Plan recommends that a number of actions are taken include strengthening of the Town core via continued support for new independent and national retailing. When development opportunities occur seek to deliver improvements of the retail offer, public domain enhancements and opportunities for living and leisure. A key objective is to create a new greened environment with street trees and planters with seating thereby delivering people-friendly streets that improve the pedestrian and cycle experience and enhance wayfinding while reducing impact of the car.
27. A simple Public Realm Strategy will provide a “blueprint” to help inform and direct future schemes and changes to the public realm as they come forward in a considered and holistic way. It will set parameters for future projects. Public Realm Projects that come forward will be subject to individual detailed design process and consultation as and when appropriate.

The High Street, The Bridge and New Road/ Upper New Road

28. The simple public realm strategy will also incorporate this area and the core objective of strengthening the retail and hospitality offer will apply here also. When development opportunities occur seek to deliver improvements of the retail offer, public domain enhancements and opportunities for living and leisure. While a new balance between pedestrian and motorist will be sought care will be taken to ensure that vital vehicular access to the station and Olympiad is maintained and if possible enhanced.

Bath Road Car Park / Bridge Centre

29. This site has been highlighted for potential redevelopment, and as such the community were consulted on its potential uses. It is a complex site and no firm consensus emerged from the consultation. Therefore, this project should be considered more long term than others in this Plan and immediate delivery work will revolve around further evidence assessment, discussions and trying to produce a vision for the area’s future, which will satisfy all stakeholders and be of most benefit to Chippenham. The visioning exercise will be followed by the development of a masterplan to guide future development.

Consultation: Chippenham One Plan

30. The Board undertook consultation on the One Plan between Tuesday 25 April 2023, to 5pm on Tuesday 6 June 2023. Through the public consultation, the Board aimed to seek as many views as possible from a wide range of stakeholders to shape the Chippenham Town Centre Masterplan.

31. The consultation was comprehensive and followed the “Chippenham One Plan: Consultation methods and responsibilities” and “Consultation Strategy” as agreed by the board and was informed by Wiltshire Council’s Statement of Community Involvement.
32. The Consultation Output Report and the appendices set out in detail how the consultation process was conducted; summarises the issues arising; and provides a response to the issues raised highlighting how these will shape the One Plan going forward.

Who was consulted?

33. Organisations, groups and individuals set out within Consultation Strategy were notified of the start of the consultation period and how to comment. These included:
- Residents
 - Community Groups
 - Chippenham Youth Council
 - Businesses and business groups
 - Purple Flag Partnership
 - Landowners/developers
 - Statutory consultees (includes relevant technical and regulatory organisations)
 - Education establishments
 - Emergency Services
 - Environment Groups
 - Transport Providers
 - Healthcare Providers
 - Central Government Providers

How were people consulted?

34. Consultees were made aware of the consultation through a variety of means. Consultees were informed that the consultation material was available to view throughout the consultation period at the following locations:
- In electronic format on Wiltshire Council’s website and Chippenham Town Council’s website; and the Town Teams’ website.
 - The Rt Hon Michelle Donelan MP’s office
 - Wiltshire Council’s Monkton Park office reception
 - Chippenham Town Council reception
 - Chippenham Library
 - Chippenham Community Eco Hub
 - The Olympiad
 - Media briefing Friday 21 April 2023.
 - Presentation to Chippenham Town Council’s Annual Town meeting – Wednesday 26 April 2023.
 - Stakeholder meeting (artisans, chamber of commerce etc) – Thursday 27 April 2023.
 - Public Webinar – Thursday 27 April 2023.
 - Staffed pop-up event at Borough Parade – Thursday 11 May 2023.
 - Staffed pop-up event at Olympiad - Saturday 13 May 2023.
 - Presentation to Chippenham and Villages Area Board – Monday 15 May 2023.
 - Statutory Stakeholders meeting – Thursday 18 May 2023.

- Staffed pop-up event – Friday 19 May 2023.
- Flyers/posters in shop windows (Borough Parade for example)

35. Staffed pop-up events were used as an opportunity to inform the public about the details of the consultation. Exhibition boards were on display with various board members available to answer questions from members of the public. Each pop up was very well attended. Representatives were offered several ways to respond to the consultation. A survey could be completed and submitted via the One Plan consultation portal. Alternatively, surveys and other comments could be submitted by email or post or could be submitted by hand at any of the consultation events, or deposit points.

The Results of Public Consultation on the One Plan

36. The Consultation Output Report and its appendices sets out in detail how the consultation was conducted; summarises the issues arising; and provides a response to the issues raised highlighting how these shaped the Masterplan going forward.

37. The Clear themes and message to emerge from the consultation were as follows:

- Riverside enhancement and flood prevention were widely supported but water levels are an issue;
- The community want more diverse and greater number of shops, bars and restaurants, especially independent ones;
- The installation of traffic lights at Station Hill has been unpopular and is clearly a sore point with many of the community;
- There is high and untapped demand for more food and drink opportunities especially with outside dining in a green and enhanced environment;
- More trees and greenery are a consistent message;
- Existing buildings should where possible be altered so that they have an active frontage and embrace the Riverside;
- Island Park is not to be paved, but a diversity of uses appropriate to its enhancement as a green would be strongly supported;
- The heritage and visual appeal of the town centre needs to be displayed better
- The Upper Market Place is a prime area for more planting and pedestrianisation facilitating a café culture;
- While a majority want cars to be less dominant, there is still a need to ensure ample, easy parking to support easy visits to the town;
- The consultation has confirmed that public art installations are not seen as an important element in enhancing Chippenham Town centre;
- Access to the Station and the Olympiad should not be restricted and any enhancements to the High Street should be planned around this;
- There was a clear preference expressed for any redevelopment of the Bath Road site to maintain good levels of parking and including leisure and retail facilities;
- Being easier for the visitor and user of the Town Centre to easily find their way around was strongly supported by the majority of responders;
- There is a clear trend that Chippenham needs more experiences and activities to draw people in and increase dwell time and in particular more activities to occupy the youth of the town.

The Influence of the consultation

38. The consultation has shaped the final version of the One Plan to make it a more effective document in regenerating Chippenham town centre.
39. In response to the consultation feedback, the One Plan sets out that a strategic River Green Corridor Masterplan will be prepared to provide a framework to guide the phased development of the River Park project Upper Market Place and Enhancing the Town Centre.
40. To support enhancement of the Upper Market Place and the town centre more generally, where development opportunities occur, the One Plan seeks to deliver improvements of the retail offer, public domain enhancements and opportunities for living and leisure; the production of a Public Realm strategy is also suggested, when adequate resources are identified.
41. For the High Street, the Bridge and New Road/Upper New Road, in response to the consultation feedback, the One Plans also seeks to design and implement a public realm strategy for this area.
42. The One Plan sets out that for the Bath Road Car Park/Bridge Centre, further evidential work is needed to build consensus over the future of this area.

The Chippenham Avon Project Masterplan: Summary

43. The Masterplan sets out a number of key objectives for the delivery of the Chippenham Avon Project including:
- Removing the hard engineered radial gate and fish passage that is now past its intended life and replace this with a 'softer' flood mitigation scheme within Chippenham town centre to protect town centre businesses and residents into the future and improve biodiversity;
 - Enabling and encouraging growth and regeneration within central Chippenham including creating more active frontages at the Emery Gate shopping centre and 31-33 High street in line with Chippenham Neighbourhood Plan;
 - Increasing the functional connection of Chippenham to the river;
 - Protecting and enhancing the biodiversity and environment along the river corridor;
 - Preserving and enhancing the special historic environment;
 - Enhancing and maintaining the unique character and identity of the river corridor and the riverfront;
 - Supporting development that is responsive to the river corridor;
 - contributing to healthy communities through the provision of improved walking and cycling links and recreation and leisure along the river corridor;
 - promoting sustainable development;
 - Increasing tourism opportunities ;
 - Enhancing the riverfront south of Gladstone Bridge as an attractive natural area and consider opportunities to limit flooding and ensure the path is passable for more of the year;
 - Where possible, minimize the impact of reduced water levels on existing residents and businesses;
 - Delivering design solutions that are appropriate to the character of each reach of the river and the wider character of Chippenham as a rural market town;
 - Creating areas of public access to the rivers whilst protecting the ecology;
 - Enabling wildlife to move over, under or through the Town Bridge (High Street) such as a wildlife underpass and/or improving landscaping of banks;

- New Planting, including many new trees;
- Increasing understanding and awareness of the local environment and cultural heritage through interpretation boards;
- Maintaining residential amenity and access to the river from homes;
- Continuing to protect up to 100 homes and 110 businesses from an extreme flood event or if the radial gate failed;
- Creating 250+ jobs and increasing confidence for investment from others in the town centre;
- Improving the 62 ha of high quality public open space to be enjoyed by all
- Increasing opportunities for social connectivity;
- Increasing outdoor education and training opportunities;
- Enhancing green infrastructure which will improve amenity and well-being for visitors and local residents;
- Improving wildlife migration through the River Avon ;
- Improving public physical and mental health outcomes resulting in increased productivity;
- Increasing opportunities for volunteer groups to become more involved in their local environment;
- Reducing the risk of disruption from flooding to transport infrastructure
- improving climate change resilience;
- creating new food and beverage night-time hub around Island Park;
- improving the ecological condition of the River Avon watercourses;
- removing visually obtrusive structures;
- increasing awareness of the river and encouraging more public 'ownership' of these valuable assets;
- improving cycling and pedestrian routes and segregating wherever possible
- encouraging modal shift away from the private car in favour of walking and cycling, thus reducing carbon emissions and improving air quality.

Development Principles

44. The masterplan requires that all new development proposals either within the Chippenham Avon Project or within the River Corridor Interface Zone as designated on the masterplan will need to demonstrate how they meet a number of detailed development principles that fall under the headings listed below:

- CAP1: Biodiversity
- CAP2: River Improvements
- CAP3: Flood Risk and Water Management
- CAP4: Integrated Development
- CAP5: Access
- CAP6: Public Realm
- CAP7: Public Protection and Amenity
- CAP8: Management and Maintenance

Area-Based Development Principles

45. The Masterplan aims to deliver the Chippenham Avon Project in areas and divides the river into a number of "Reaches". The early phases will deliver changes to the river channel infrastructure and can be brought forward sooner as funding streams are likely to be more accessible compared to other phases; other phases will rely on the identification of additional funding sources. The masterplan identifies area-based development principles that will inform the delivery of the Chippenham Avon Project. These principles are based on feedback from the community themselves and have

been drawn from existing policies in the Neighbourhood Plan, feedback from the One Plan and also dedicated consultation on a draft of the Masterplan including workshops and discussions with local representatives.

Results of public consultation on the Master Plan

46. The board undertook consultation on the Master Plan from 16 April 2024 to 28 May 2024. The Consultation Output Report and its appendices sets out in detail how the consultation process was conducted; summarises the issues arising; and provides a response to the issues raised highlighting how these shaped the Masterplan going forward.
47. The clear themes and messages to emerge from the consultation were as follows:
- The responses indicate a strong overall support for the objectives of the Master Plan;
 - There is a consistent and very strong support for enhancing the biodiversity of the river;
 - There is support of ongoing and enhanced recreational use of the river with improved access and enhanced public domain;
 - There is concern of a change in water levels and the Master Plan has been amended to reflect this;
 - There is a consistent minority who wish to see the radial gate replaced with a similar structure.
48. It is outside the scope of the Masterplan to insist on replacement of the radial gate and its removal is supported in planning policy terms due to the conservation, amenity, ecological benefits and future maintenance responsibilities and cost

The influence of the consultation

49. The consultation as well as showing strong local support for the project has led to change which will strengthen the Masterplan and make it a more effective document in shaping future delivery of the Chippenham Avon Project and new developments within the River Corridor Interface Zone.
50. All comments and responses are included in Appendix 2 to the Consultation Output Report this report and where the comment has prompted a change to the Masterplan this is clearly shown by the phrase 'CHANGE TO MASTERPLAN' in the right hand column.
51. The main changes include:
- That where feasible and viable, engineering solutions are sought which seek to minimise the impacts of reduced water levels;
 - To reflect the issues raised over how the actual design of public domain should look, the Masterplan has been amended with the following objective has been added in Part 4 of the document:
 - Delivering design solutions that are appropriate to the character of each reach of the river and the wider character of Chippenham as a rural market town.
 - Bullet point in CAP 1 relating to invasive species will say eradication to be coordinated with upstream efforts;

- As per the Environment Agency's suggestion and require a replacement ratio of 5:1 for each tree removed;
- CAP7 has been changed to explicitly refer to need for a Construction and Environmental Management Plan that will be required to manage construction activity in and around the river in support of any planning applications;
- CAP4 now includes explicit requirement that proposals should be subject of a flood risk sequential test;
- CAP 5 changed to make specific reference to the need for DDA compliance.
- Reach 3 now is explicit that additional paved areas on Monkton Park or Island park will be avoided unless agreed with the Town council;
- CAP4 now explicitly requires SUDS;
- Requirement added to take into account the Guiding Principles in the Bristol Avon Catchment Plan and Bristol Avon Fish Recovery Plan through working with the appropriate bodies;
- CAP1 strengthened regarding mitigation of light pollution and management of new lighting;
- CAP 5 revised to reference interpretation boards;
- It is acknowledged that CAP4 reads onerously and could be seen as a disincentive to investment and hence it has been amended to be lead to opportunities being realized in a more flexible manner. It now reads: 'New development proposals will be expected to demonstrate how they make a positive contribution to the aims of the Chippenham Avon Project Masterplan through, where relevant, providing some of the following outcomes;
- The term Integrated River Zone' has been deleted and River Corridor Interface Zone been used consistently throughout. The map on page 22 has been amended to explain the area covered by the Interface Zone for better clarity;
- CAP6 has additional criteria requiring that detailed plans show how the conservation area is to be protected and enhanced.

Safeguarding Implications

52. There are no direct safeguarding implications arising from these proposals. At the appropriate stage, projects arising from the One Plan (including the Chippenham Avon Project) will be required to incorporate measures to reduce any actual or perceived opportunities for crime or anti-social behaviours, in accordance with the Wiltshire Core Strategy.

Public Health Implications

53. The One Plan and the Chippenham Avon Project Master Plan will have positive impacts on public health. The One Plan supports active lifestyles, improves air quality, reduces congestion, improves public health and makes Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. The One Plan also promotes walking and cycling.

54. Delivery of significant enhancement to the town's green infrastructure links to support health and well-being is a key objective of the Chippenham Avon Project. The project will enhance and create new safe and accessible public spaces which will enable and support healthy lifestyles through exercise and active travel, and promote social interaction by creating shared spaces for the community and visitors to enjoy.

Procurement Implications

55. The Chippenham One Plan and the Chippenham Avon Project Masterplan have no procurement implications for the Council.

Equalities Impact of the Proposal

56. Consultation on both the One Plan and the Chippenham Avon Project Masterplan has been carried out in accordance with the Council's adopted Statement of Community Involvement, which takes an inclusive approach to consultation ensuring that everyone can be involved. The methodology and outreach for the consultation was agreed with stakeholders, including attempts to seek views from younger respondents, ensuring the consultation was available across a number of formats and locations, and engaging proactively with interested organisations to disseminate the messaging.
57. To ensure that under-represented groups were made aware of the consultations, a series of news releases, posts on social media and articles in e-newsletters were issued as well as posters displayed throughout the town. For both consultations, a public webinar and public drop-in events were held in venues which local people could easily access. In addition, static unstaffed consultation displays were held in various locations which under-represented groups could visit such as Chippenham Library, The Olympiad and council offices.
58. Boosting the economy of Chippenham through these proposals including provision of new homes will offer opportunities for all and thereby will have a positive impact and address inequalities.

Environmental and Climate Change Considerations

59. All projects will be planned to incorporate all statutory standards and exceed them where possible. Any project must be worked on in collaboration with Natural England, County Ecologist and local wildlife groups.
60. The five themes of the One Plan are underpinned by the golden thread of responding to, and mitigating against, the impacts of climate change. Future generations depend on us acting now to combat climate change. The global impacts of severe weather and rising temperatures are clearly documented and will lead to major negative effects on communities across the UK. Wiltshire Council and Chippenham Town Council have both declared a climate emergency and have committed to taking accelerated actions, in line with the national and global momentum that is building in response to climate change. The One Plan will seek to protect the environment, reduce the likelihood of flooding, and reduce motor vehicle movements through the town while ensuring the town remains accessible to all.

Workforce Implications

61. Preparation and implementation of the One Plan and Chippenham Avon Project Masterplan has workforce implications for services across the Council as well as the Major Projects service. Input will continue to be required from services as the One Plan and Avon Project progresses through the next stages and resources aligned to ensure there is sufficient capacity. It is anticipated that this will be absorbed within the current capacity of services but will be kept under review.

Risks that may arise if the proposed decision and related work is not taken

62. The principal risk is that Chippenham's role as the economic and social foundation for the local community will weaken, as will the community's identity and values. Economically, the town centre will struggle to contribute significantly to local employment and the wider economy, while socially, it will lose its role as the linchpin for community cohesion and to serve as venues for public interaction and to attract visitors to the town.
63. There is also an urgent need to address the condition of the radial gate in Chippenham, which has already failed once.

Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks

64. Some parts of the community may be concerned about the changes that new development will bring, particularly if it is taking place near to where they live. This will be mitigated by continuing to have effective communication and engagement throughout the development of the One Plan projects and the Chippenham Avon Project Masterplan.

Financial Implications

65. There are no immediate financial implications anticipated as a result of the masterplan work. Individual projects may require further financial considerations and any progressed will be subject to governance and reporting requirements. Amongst these is the Chippenham Avon Project to which the council wishes to indicate its preparedness to commit up to £1 million of funding via Community Infrastructure Levy, subject to confirmation of match funding and contractual arrangements being in place, which will be provided in a future report to cabinet.

Legal Implications

66. The legal aspect of this decision-making process has been implemented in accordance with both planning legislation and local practices and complies with the relevant legal requirements.

Overview and Scrutiny Engagement

67. There has been oversight of the project by Council leadership and Corporate Director. Advice was sought on the appropriate scrutiny/engagement, and there has been consultation locally through the Area Board.

Options Considered

68. The production of the One Plan comprised of a series of workshops with the Partnership Board to scrutinise evidence and identify challenges which then led to the identification of a long list of options. These options were narrowed down via a series of tests including deliverability, environmental impacts, viability and further workshops/public consultations.

Conclusions

69. The Chippenham One Plan project was borne out of the recovery work in the Town following the pandemic, which had a serious negative impact on the town centre economy.
70. The One Plan focuses on raising the town's profile as an investment opportunity and to guide the future development. It offers a strategic vision for the town centre area, making recommendations on the form of future development and public sector interventions that can bring forward positive change.
71. It clearly sets out key projects that are widely supported by the people of Chippenham and its representatives. Importantly it sets a framework and pathway to move from policy formulation onto delivery of the projects and positive change on the ground.
72. The Chippenham Avon Master Plan is the first project of the One Plan to come forward for delivery and the Master Plan will play a crucial role in ensuring that impacts are mitigated and benefits optimised. It will form a robust but flexible framework within which the Local Planning Authority can assess the merits of planning applications within its area.

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Appendices

Appendix 1 – Chippenham One Plan

Appendix 2 – One Plan Consultation Report and appendices

Appendix 3 – Chippenham Avon Project Master Plan

Appendix 4 – Chippenham Avon Project Master Plan Consultation Report

Background Papers

[Wiltshire Core Strategy](#)

National Planning Policy Framework [National Planning Policy Framework \(publishing.service.gov.uk\)](#)

Wiltshire Council Statement of Community Involvement

<https://www.wiltshire.gov.uk/article/1088/Statement-of-Community-Involvement>